**MESSAGING**

There are a number of messages available to be used in different contexts for different people. Here they are broken down by audience.

**These are our general messages, ready to be used for any audience:**

* MECC is a behaviour change approach that encourages people to make positive health and wellbeing choices through individual, organisational and environmental interactions
* MECC is an important part of prevention across health, local government and beyond, and is essential for a sustainable NHS and social care system
* MECC is for everyone in Cheshire and Merseyside. By working together we can achieve a greater impact
* By reducing preventable illness, MECC has positive benefits for the general public, patients and staff
* Great progress is being made to embed MECC nationwide. But there’s a lot more to be done
* The MECC Partnership Board is leading the programme across the sub-region in partnership with public and voluntary sector organisations
* ***MECC is not*** adding another job to already pressured front line staff. It’s not asking staff to become counsellors or experts, or just telling someone what to do.

**These are targeted messages for use with specific audiences:**

*Senior people who can influence implementation*

* MECC has a positive impact on health and wellbeing for local people and employees
* MECC can help reduce hospital admissions and deaths, and save money
* MECC can help build staff retention and grow job satisfaction, whilst improving the whole workforce’s health and wellbeing
* MECC can become part of the prevention agenda
* MECC is more likely to succeed with endorsement at a Senior level
* There are simple steps that your organisation can take to implement MECC, like giving staff resources and training.

*MECC Leads, MECC champions, Communications Leads etc*

* MECC allows your organisation to support local people by encouraging them to make positive health and wellbeing choices
* A suite of flexible resources, including a service directory/online portal and communications toolkit, is available to help you implement MECC

* An evaluation toolkit is available to help you measure and report back
* There is a range of training packages available
* A community of C&M MECC leads are on-hand to share ideas and best practice.

*Activators - front line staff*

* MECC is short conversations that can lead to big change
* It helps you do what you do best – helping someone make positive changes to their health and wellbeing
* There are simple resources to help you signpost people local services and support
* We’re here for people to ask us about how they can make positive changes to their health and wellbeing too
* MECC is for everyone, whatever their role
* Sign up to join the C&M MECC network to learn more and get ongoing support.