

MECC

making
every
contact
count

Your MECC Communications Toolkit



CONTENTS

03	Welcome	09	Messages
04	Key Stats	13	Delivering
05	What is MECC?	17	Evaluation
06	Campaign	18	Celebrate
07	Objectives	19	Contact
08	Audiences		



Every day NHS, local authority, community and voluntary staff have millions of interactions with the public. Some are small, some are not so small. But what if we could use each one to make a real difference?

That's what Making Every Contact Count (MECC) is setting out to do.

We want to give staff the ability to encourage behavioural change in the public by chatting to people about their lifestyle choices. Every interaction is an opportunity to help signpost someone towards better health decisions. Not everyone needs assistance, but for those that do a little steer could be life-changing.

MECC gives everyone who has those interactions the resources they need to share consistent, simple messages to the public through daily chat. Conversations might last as little as thirty seconds, but the impact could improve their health and wellbeing for the long-term.

About this toolkit

This is a communications toolkit to enable organisations to develop and deliver their own MECC campaign. It has everything you need to encourage people in your organisation to start making every contact count. We've provided guidance throughout, and included tools and templates you'll need to get everything out there.

Alongside this toolkit are two other programmes to support organisations in embedding MECC in a sustainable way – training and evaluation. We recommend that every organisation takes time to review what support is available and ensure that you are maximising your chances of embedding MECC successfully.

Full details can be found on the website

mecc-moments.co.uk



MECC is a behaviour change approach that encourages people to make positive health and wellbeing choices through individual, organisational and environmental interactions.

The facts and figures

MECC is supported by lots of data. The facts and figures below show the opportunity that exists to help people improve their health, and in so doing reduce usage of health services across the board.

These facts and figures aren't just interesting reading. They're a key part of your campaign to help kick off your campaign to drive awareness and engagement within your organisation.

THE PROBLEM

£17.9 billion each year

spent by the NHS on illnesses caused by **SMOKING, WEIGHT AND ALCOHOL**

Over 2 million people

across Cheshire and Merseyside experience poor **MENTAL HEALTH EVERY YEAR**

36% of adults

don't get their recommended **WEEKLY EXERCISE** of 150 minutes

295,000 adults

in Cheshire & Merseyside **SMOKE**

HOW MECC CAN HELP

65% of staff

trained in MECC have **IMPROVED THEIR OWN HEALTH BEHAVIOURS**

66% quit rate

of smokers with **CHRONIC OBSTRUCTIVE PULMONARY DISEASE** following some brief advice

1 in 8

reduce alcohol

consumption following **BRIEF ADVICE** on alcohol

Brief advice

on **PHYSICAL ACTIVITY** to adults creates a moderate increase

12,000 HOSPITAL

ADMISSIONS & 270 DEATHS

could be prevented each year with brief interventions. economic modelling shows

What MECC is. And what it's not.



MECC is...

A simple way for all NHS, local authority, community and voluntary staff to make an even bigger difference in their day-to-day roles.



MECC is not...

A time-consuming addition to daily workload. It doesn't involve lecturing people or giving expert support.

Planning your campaign

So how do you put MECC into action? The key is to decide which colleagues you want to speak to and how. Or in other words, planning your campaign.

HOWEVER YOU APPROACH IT, YOUR CAMPAIGN WILL PROBABLY HAVE FOUR PHASES:

1

Setting out your objectives

You'll need to make a list of your main goals and objectives.

For example, do you want to raise awareness of MECC across the whole organisation or perhaps drive action amongst specific teams?

Whatever your goals, **remember** to make them **SMART** and identify how you will measure your success to help keep things focused and on-track.



2

Choosing the audience

Identifying which teams and departments are the most relevant and accessible to the campaign will help to focus your activities and increase the chances of success.



3

Agreeing the messages

Defining the key messages that you want to communicate will help to provide clarity and consistency in all of your communications.



4

Delivering the plan

You'll need to decide where and how you'll reach your audience and bring it together in an action plan.

From there you can go for it and deliver your campaign, and of course don't forget to track your progress and successes.



Setting out your objectives

Establishing your overarching campaign goal and objectives will ensure that you have a clear understanding of what your campaign needs to focus on.

A selection of possible objectives are outlined below.

You may want to use one or all of these, or develop your own...

- To increase awareness of MECC as a way of helping people make positive health and wellbeing choices
- To build understanding of how MECC can make a difference to people's health and wellbeing
 - To increase confidence amongst employees to effectively use MECC
- To encourage employees to access signposting information for local services
 - To encourage employees to encourage others to use MECC



REMEMBER

Make sure that your objectives are SMART –
Specific, Measurable, Actionable, Realistic and Timed.

While you're considering your goals and objectives, look to align them with your wider organisational priorities so that the campaign has a genuine purpose.

Thinking about your audience

As you begin to plan your campaign, it's essential to think carefully about who you're speaking to as well. You can't speak to everyone the same way and expect the same results. The more tailored your messages are to those audiences, the greater the uptake you'll see.

Priorities

You may want to segment your audience by working out who to prioritise.

Can you target people who have had MECC training already? Where are the biggest opportunities to deliver MECC conversations? Is there a specific service or ward that would work best?

Location

Where are those people based? What are the main ways they currently receive work-related messages?

If some staff work remotely, what channels are they most likely to see? Lancashire Care Foundation NHS Trust used e-learning courses to allow remote workers to access MECC training, with 56% getting involved.

Is there an opportunity to pilot the campaign amongst a small number of audience segments first?

Working patterns

Could daily working patterns impact the way you plan your messages?

Different people get briefed at different times, depending on their shifts or routines, so think through these variations to make sure no groups are missed.

The main MECC messages

The simpler and clearer your MECC messages are, the bigger the impact they will have.



THERE ARE ESSENTIALLY
FOUR POINTS YOU NEED
TO GET ACROSS...



Use the hashtag
#meccmoments
to unify all the MECC
activity in the region

1

“MECC is about
prevention”

Together we're helping to change
behaviour through positive health and
wellbeing choices.

3

“MECC uses existing
interactions”

We're making the most of the contact
with the public that's already happening,
taking already great work and making
it even better.

2

“MECC is about brief
conversations”

Conversations might be as brief as
30 seconds – the public and staff are
both busy, so we want to make a big
difference with a small chat.

4

“MECC is
for everyone”

Anyone who interacts with the public
could be using MECC to help people
across Cheshire and Merseyside make
healthier choices.

The call to action

Alongside the main MECC messages, look to include a clear call to action in every piece of communications.

This may include...



Visit the website www.mecc-moments.co.uk to find a local health and wellbeing service directory and training resources



Contact your MECC Lead to find out how you can access MECC training



Be confident, talk to people about the health and wellbeing choices they have available



Spread the word amongst your colleagues that MECC can have positive impact for everyone

Getting – and keeping – people engaged

Simply explaining what MECC is won't necessarily get people as engaged as they might be. They might also stop listening once they think they've heard everything they need to know. So to get people engaged, and keep them engaged for longer, you might want to tweak your messages over time.

How you tell the story and think about what messages to lead with will make a big difference.

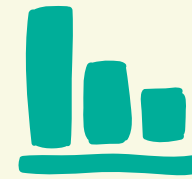
EMPHASISE MOMENTS

MECC is all about 'moments', so you might want to keep refreshing what those little moments might be in peoples' minds, from taking their blood pressure to discharging them. Reminding people that these moments are supposed to be brief, will help make it sound easier to try.

MAKE IT PERSONAL

Using real stories and testimonials can really help bring MECC to life and inspire people to apply it to their own daily practice.

You can find all kinds of examples of good practice from different parts of the country here. It's a national programme, so if you come across anything positive and personal share it!



USE POWERFUL STATS

Stats jump out of our daily information overload, making them a great way to capture peoples' attention and understanding.

This can be especially useful if you want to target a specific group of people with a topic close to them. Choosing a statistic that relates to them significantly increases the likelihood they'll listen. New statistics are being released nationally and regionally all the time, helping you refresh your messages along the line.

USE EXAMPLES

Illustrating how MECC could be delivered with good examples will help make it feel easier too, and allow you to frame it in different ways for different people.

KEEP YOUR EYES OPEN

Whenever new things happen around your organisation, ask yourself: How could MECC apply to this? You might find your best idea for engagement is inspired by something that hasn't even happened yet.



To really create change, look E.A.S.T.

A good way to make sure your campaign has behavioural change built-in is by using the EAST checklist.



EASY

Keep things easy and simple, especially messages and routes for staff to get involved.



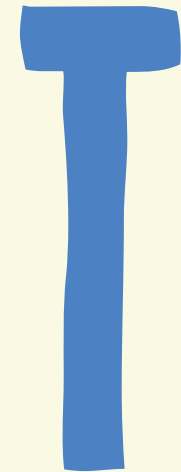
ATTRACTIVE

Communications will be a lot more attractive if you highlight the benefits of specific actions and use rewards.



SOCIAL

Harness as much people power as you can throughout your network, by getting key influencers on board and making sure MECC's being talked about.



TIMELY

Timing is everything, so make sure you share messages when people are likely to be receptive and sync with national events if you can.

Choosing channels

WHERE WILL PEOPLE SEE THIS?

Once you know your audience, you can try and speak to them through a range of 'channels'.

There are probably lots of existing contexts already springing to mind, for instance newsletters and team briefings. As mentioned before, there are many more that might be less familiar, like social media.



REMEMBER

It doesn't need to be complicated and it shouldn't be a big time burden on your working week. If you're feeling overwhelmed, scale things back and simplify.

MECC was successfully promoted and embedded it into the culture at Cambridge University Hospitals with nothing more than staff newsletters, hospital radio and staff lanyards.

Here are some other ideas of contexts you could get MECC in front of your colleagues:

- > Screensavers
- > Team Meetings
- > Intranet
- > Staff Meetings
- > Hospital Radio
- > Newsletters
- > Lanyards and Promotional Materials
- > Plasma Screens
- > Exhibitions and Events
- > Social Media
- > Notice Boards
- > Email Signatures

Ready-made resources

We want to make implementing MECC as easy as possible, and a wide range of resources have already been made to get your campaign off the ground with minimum effort. Simply download the artwork and start sharing! The strong brand identity has been created to help make them stand out and feel like they all belong to the same campaign that people will recognise anywhere.

Making the case for MECC

We've created this presentation to help you convey the benefits of MECC, so you're all set to bring senior colleagues and board members on board.

Personalise it

All these resources have been created in formats that allow you to personalise them with your organisation's details wherever possible.

Need something more specific?
Just get in touch with Champs and we'll do our best to help.

EMAIL BANNERS

Pop this banner at the bottom of staff email signatures to help spread the MECC message far and wide.



WEB BANNERS

Here's a web banner you can get up on the Intranet, or anywhere else you think it will have an impact.



Ready-made resources

POSTERS

These posters have a customisable element so you can add your organisation.



SOCIAL GRAPHICS

These images have been created in the perfect format for Twitter (and other social media channels).



Making your own

Of course, you don't have to limit yourself to the ready-made resources.

If you want you can develop your own! This is easier than it sounds: everything from creating a blog or writing articles for your newsletter to compiling a record of interesting case studies will give you additional raw material to keep people engaged over time.



Don't ignore your Intranet

It's often one of the best viewed channels and one of the easiest for you to share messages yourself. We've even written a draft article to make it easier for you to get your creative juices flowing - available from the Campaign Toolkit

mecc-moments.co.uk/campaign-toolkit



Get blogging

Or ask someone else to. Personal perspectives are a great way of getting people's interest and growing uptake, and they don't have to be long. 50 words can be enough to share a viewpoint and keep people in touch with your campaign.



Top tips

Case studies can be ideal for showing good practice and giving staff an easy model to follow. If you, or anyone else, has some great insights into applying MECC day-to-day, don't keep them to yourself!

Measuring success

Just as important as delivering your MECC campaign is evaluating it. Measuring your success helps show everyone the impact they've had and informs the programme regionally. In order to make this process smooth you should establish your SMART aims and objectives at the start.

Surveys

We have created a short online survey using SurveyMonkey for you to share across your organisation. There are three surveys for you to run:

- 1. Pre-campaign** ✓
to help establish a benchmark.
[ACCESS HERE](#)
- 2. Mid-campaign** ✓
to see how it's going.
[ACCESS HERE](#)
- 3. Post-campaign** ✓
to understand the impact your work has had.
[ACCESS HERE](#)



The results will be collated and analysed at a regional level by Champs and the results will be shared.



Tracking

You may wish to develop your own measurement framework to help keep your evaluation on track. This could include the **outputs** you've delivered (e.g. the number of events you've delivered, the number of posters produced etc.) and the **outcomes** you've achieved (e.g. the number of referrals that have been made to services, new accreditations for the organisation etc.). Look to keep the framework updated regularly so you can see if there are any trends in your data to pinpoint what is working and what isn't.

Finding time to celebrate!

You'll be putting a lot of hard work into your campaign. So when you've got something to celebrate, don't hold back! It's a great way to inject positivity into your approach and your messaging, continuing to grow awareness and say thanks and well done to the people who are implementing MECC where you are.

The way you celebrate is up to you, just remember to spread the news inside and outside your organisation.

Celebrating in your organisation

You can celebrate your success stories in all the same internal channels you've used to promote MECC. This should reach everyone who deserves a pat on the back, and hopefully a few more who aren't yet getting involved.

Celebrating externally

You can also spread the good news to other organisations and contacts. Social Media is a great way to expand visibility to new audiences, especially when there are external events. Just remember to make the most of other physical resources, like posters, too.

Don't forget to share your successes with the MECC network via champscommunications@wirral.gov.uk

Help when you need it

Getting MECC established in your organisation is a challenge, but there's lots of support available if you need a hand at any point.

GET IN TOUCH WITH THE CHAMPS MECC LEAD:

Louise Vernon
louisevernon@wirral.gov.uk
or 0151 666 5123

JOIN THE MECC NETWORK:

Visit mecc-moments.co.uk to sign up
for regular news and updates from the campaign

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