

MEETING	B&NES HEALTH AND WELLBEING BOARD
DATE	21/01/2015
TYPE	An open public item

<u>Report summary table</u>	
Report title	B&NES Health and Wellbeing Network – Making Every Contact Count
Report author	Ronnie Wright (0117 958 9333)
List of attachments	None
Background papers	The full meeting notes, presentations and handouts are available at http://www.thecareforum.org/page134.html Further information about the approach is seen at http://www.makeeverycontactcount.co.uk/
Summary	What can be learnt from the ideas within the national Making Every Contact Count initiative, as discussed through the Network, and how might we take these ideas forward at a local level.
Recommendations	The Board is asked to: <ul style="list-style-type: none"> • Note the outcomes of the meeting • Consider possible next steps in relation to Making Every Contact Count
Rationale for recommendations	Making Every Contact Count is a national approach which can support and empower staff to take advantage of opportunities which arise in their contact with others to raise people’s motivation to make changes and choices that might improve their lives. This links closely to the Health and Wellbeing Strategy objectives particularly in relation to staying healthy, through reduced alcohol use, and improving the quality of people’s lives through better mental wellbeing.
Resource implications	NA
Statutory considerations and basis for proposal	NA
Consultation	NA
Risk management	A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

THE REPORT

The Making Every Contact Count workshop was held on 5 November 2014 and 32 people attended. The meeting was organised by Healthwatch Bath and North East Somerset in partnership with B&NES Council public health and Active Lifestyles & Health Improvement teams and Sirona Care and Health Healthy Lifestyles service.

1. Understanding better how to motivate people and encourage behaviour change are issues which have been raised through a number of previous Health and Wellbeing Networks. Additionally how we might all make the most of each contact with have with people has been seen by many as an important way of increasing the effectiveness of all services. With that in mind this meeting took the form of an interactive workshop looking at Making Every Contact Count.
2. Making Every Contact Count is about how to take most effectively the opportunity to help people - service users, family, friends and colleagues - improve their own health. It is about providing simple, brief lifestyle information and being able to signpost people to existing services where appropriate. It is not about adding to workloads. It is not about becoming experts in other services. It is about feeling empowered to help other people to know how they can improve their own health and wellbeing, and doing this effectively.
3. As well as an introduction to the idea of Making Every Contact Count the session also looked at the strategic context for this work including the local Fit for Life strategy. Participants discussed some of the key health messages in relation to a number of issues including physical activity, mental health, smoking, healthy eating and alcohol. Participants also looked at stages of behaviour change and using the brief intervention approach of 'Ask Advise Assist'.
4. At the end of the session, people were asked to identify if there were any comments they wanted to make about the training or next steps in relation to the training, or if they had any anything to add in relation to the day. In summary they said:
 - B&NES wide Making Every Contact Count group
 - More information and support in signposting people to services
 - More consideration should be given to free and informal opportunities for exercise – including giving staff time to exercise at lunch time
5. In addition to these suggestions it has also been felt that further support through motivational interviewing training is something which organisations would find beneficial and this is an option that could be further explored. It would also be welcome to consider how this approach might be shared more widely with providers. There are interesting examples from other areas which have implemented Making Every Contact Count.

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