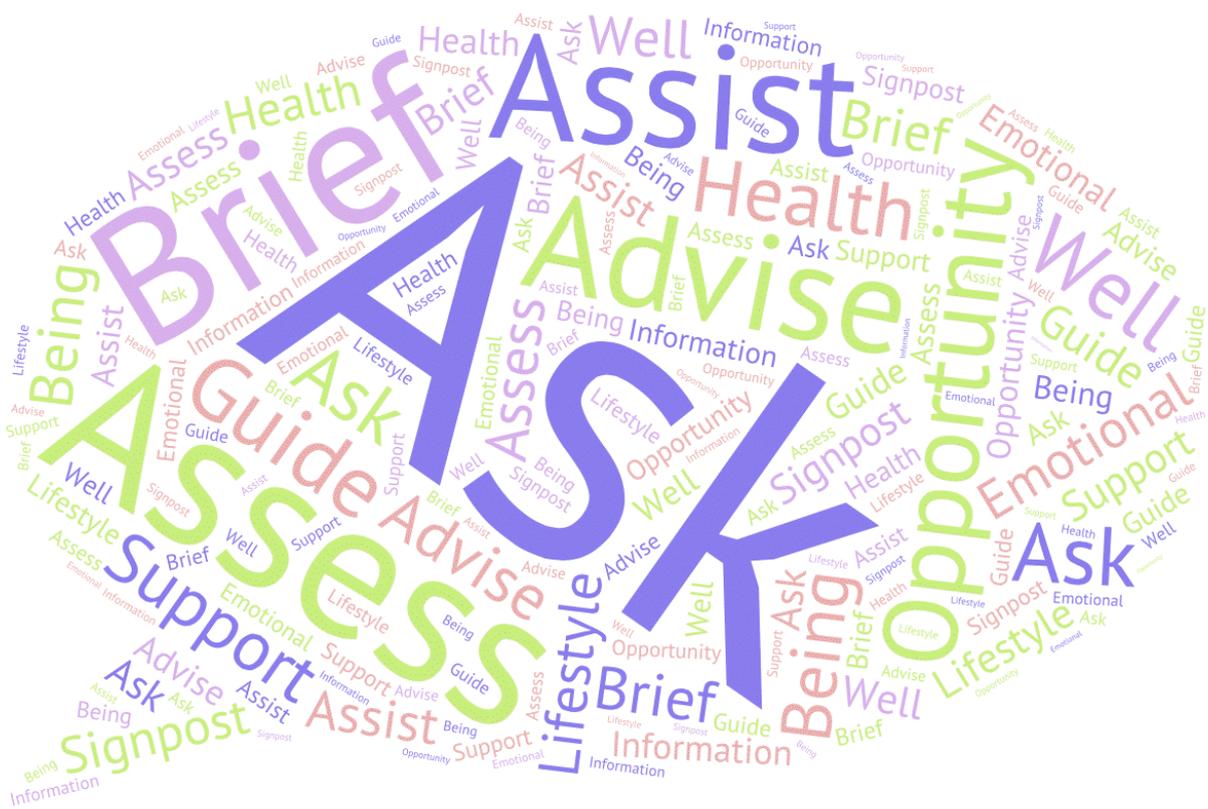


# Making Every Contact Count

## London Steering Group



## Terms of Reference

May 2017

Prepared by – HLP Prevention Programme Team

Final Terms of Reference (version 5)

## Constitution and Authority

There are substantial health and wellbeing inequalities across London which have a significant burden of preventable illness. These inequalities are not only determined by health choices but the wider determinants of health that are often outside of our control yet directly impact on our health, life expectancy and health behaviours and choices. These wider determinants include but are not limited to debt, employment, education, domestic abuse, fuel poverty and poor housing.

There are still 1.2 million smokers in London with 8,400 deaths and 51,000 hospital admissions a year attributable to smoking. 67 children take up smoking each day in London. More than half of the entire adult population in London is overweight or clinically obese – some 3.8 million people. London has the highest rate of childhood obesity of any peer global city, and the highest proportion of obese children in all the regions of England. Almost 1 in 4 children in Reception and more than 1 in 3 children in Year 6 are overweight or obese. Physical inactivity and poor nutrition are fuelling the rise in diabetes, metabolic cancers, dementia, hypertension, coronary heart disease and their corresponding health costs. One in every 5 Londoners will have a mental health problem in their lifetime. One in 10 children and young people aged 5-16 have a diagnosable mental health disorder. Binge and ‘high risk’ drinking are now concentrated in particular areas of London, which also have the highest alcohol related admissions to hospital.

We need to address the urgency of this situation by supporting Londoners in making healthier choices and addressing the wider determinants of health that can impact on them.

Making Every Contact Count (MECC) is about informing and enabling people to make improvements to their health and wellbeing by delivering consistent and simple messages and signposting to services, utilising the vast human resource possessed by the NHS and Local Authority in particular, as well as wider partners, for example Voluntary and Community Sector organisations.

MECC provides the first step of a behaviour change pathway to support the journey people may take in making and maintaining a behaviour change. MECC focuses on organisational readiness, staff readiness and enabling and empowering the public to understand what they can do and take opportunities available in making the relevant changes.

MECC has the potential to help thousands of frontline staff across our local services to be more systematic in our provision of quality messages about health and wellbeing and access to services which support these.

**The Making Every Contact Count steering group was initiated in January 2017 by PHE, HLP, ADPH London and PHA. This was following a mapping exercise of MECC programmes carried out by ADPH London and PHE and a recognition of the need to support a common priority around MECC which is shared by all STP plans. The group will provide a forum where key stakeholders and experts across London can better enable prevention activities through interventions such as Making Every Contact Count (MECC) to address health inequalities and improve health and wellbeing through effective, collaborative working.**

**It will provide city-wide oversight to activities both focused at a local level and co-produced at a pan-London level to enable the delivery of solutions that will make it easier for Londoners to improve their health and wellbeing. It has a key role to ensure that Londoners are fully engaged in order to enable them to look after their own health and wellbeing.**

**The steering group provides a forum for collaboration across a wide partnership including the Association of Directors of Public Health and London Councils, Public Health England,**

**Health Education England and the Healthy London Partnership.**

(See Annex I; MECC Steering Group Governance Structure)

<p><b>Vision</b></p>	<p><b>“To help Londoners become more informed, motivated and empowered to maintain and improve their overall health and wellbeing through the increased capabilities and support of carers, professionals and the communities and places in which they live, work, study and play”</b></p>
<p><b>Purpose</b></p>	<p><b>“To provide system-wide leadership and oversight for a strategic, pan-London approach to underpin and enable local strategies for MECC and behaviour change to improve Health and Wellbeing”</b></p> <p>The London MECC Steering Group will provide overall strategic oversight to the activities across London which support the effective implementation of the MECC agenda and lifestyle behaviour change and the delivery of specific elements of this. This will provide the means by which to enable local strategies.</p> <p>There are five main areas which have been identified for this group to support at a London level to enable local delivery of MECC and lifestyle behaviour change:</p> <ul style="list-style-type: none"> <li>A. Develop a MECC strategic framework for London</li> <li>B. Implement a consistent approach to access high quality MECC training and resources</li> <li>C. Use behavioural insights to develop innovative approaches to MECC building on evidence and experience</li> <li>D. Share learning for implementing MECC</li> <li>E. Robust evaluation to assess impact</li> </ul>
<p><b>Role and main duties</b></p>	<p><b>Responsibilities of the group:</b></p> <ol style="list-style-type: none"> <li>1. Responsible for agreeing the <b>once for London support</b> required with London-wide partners including Local Authorities, ADPH London, CCGs, NHS England, Public Health England, Public Health Academy, Health Education England, Greater London Authority, London Health Board and London Councils. This is to enable <b>delivery of local MECC strategies including those within STPs.</b></li> <li>2. Responsible for ensuring the effective <b>coordination of existing or local MECC related activities across London</b> so that the many parts of the system are delivering MECC activities consistently as locally appropriate according to need/priority (Annex 2)</li> <li>3. Responsible for ensuring effective <b>delivery of any new co-produced MECC related activities</b> resulting from the London wide strategic framework <b>that require London-wide coordination</b> to enable delivery of local strategies</li> <li>4. Provide a role to oversee and <b>link MECC within the wider context of health and wellbeing</b> including <b>related initiatives (Annex 2)</b> such as social prescribing, self-care, personalisation, care planning and proactive care. This is to also ensure that they are aligned to a <b>common direction</b> and the ambitions of National Policy, the <b>London Health Commission, Five Year Forward View</b> and <b>From Evidence into Action</b></li> </ol>

**Objectives of group:**

1. Provide a **collaborative leadership for MECC** across London through **shared working and partnerships** across NHS, LA, HEE, the voluntary sector and other public sector bodies.
2. Facilitate **senior level engagement and a shared vision for MECC across London** to support its effective delivery and lifestyle behaviour change
3. Helping to get **Londoners to improve their health and wellbeing** by:
  - a. Empowering them with the information and motivation to seek support and take action on the factors that impact on their health and wellbeing
  - b. Increasing the use of local services such as smoking cessation, alcohol misuse, community activities, housing, debt advice etc
  - c. Making the workplace a healthy place to be in London
  - d. Increasing the capacity of carers, professionals and communities to support Londoners to improve their health and wellbeing
4. Ensure **co-ordinated delivery of MECC related activity** across the system ensuring synergies are maximised
5. Oversee the **development of new MECC related work streams** and provide advocacy for their adoption
6. Support the **delivery of MECC priorities in STP plans and Health and Wellbeing Boards**
7. **Monitor and evaluate the impact** of interventions and share learning

**Deliverables of group:**

1. **To develop and oversee a London Wide strategic framework for MECC leading on specific elements as agreed.** To support sub-regions with local strategies and lead on pan London approaches to cost-effective joint working for MECC across the workforces. This will be aligned with national campaigns and rising challenges within health and wellbeing
2. **Build a strong London-wide coalition for delivering and coordinating action** of the MECC agenda over the next five years. This will bring together and build on the developments by existing work streams that support MECC.
3. **Using behavioural science, develop and pilot innovative pan London tools or approaches to MECC** which can be flexed locally, building on evidence and experience through new settings and models for care. This should include environmental and cultural approaches
4. **Establish a city-wide partnership and platform/process** so that best practice, new innovations, successes and solutions can be shared and celebrated. This will also provide the means to support a consistent approach to access high quality MECC training and resources
5. **Provide the tools and resources to support the Robust Evaluation of MECC approaches** to determine impact across the London population including best evidence on return on investment

**Chair**

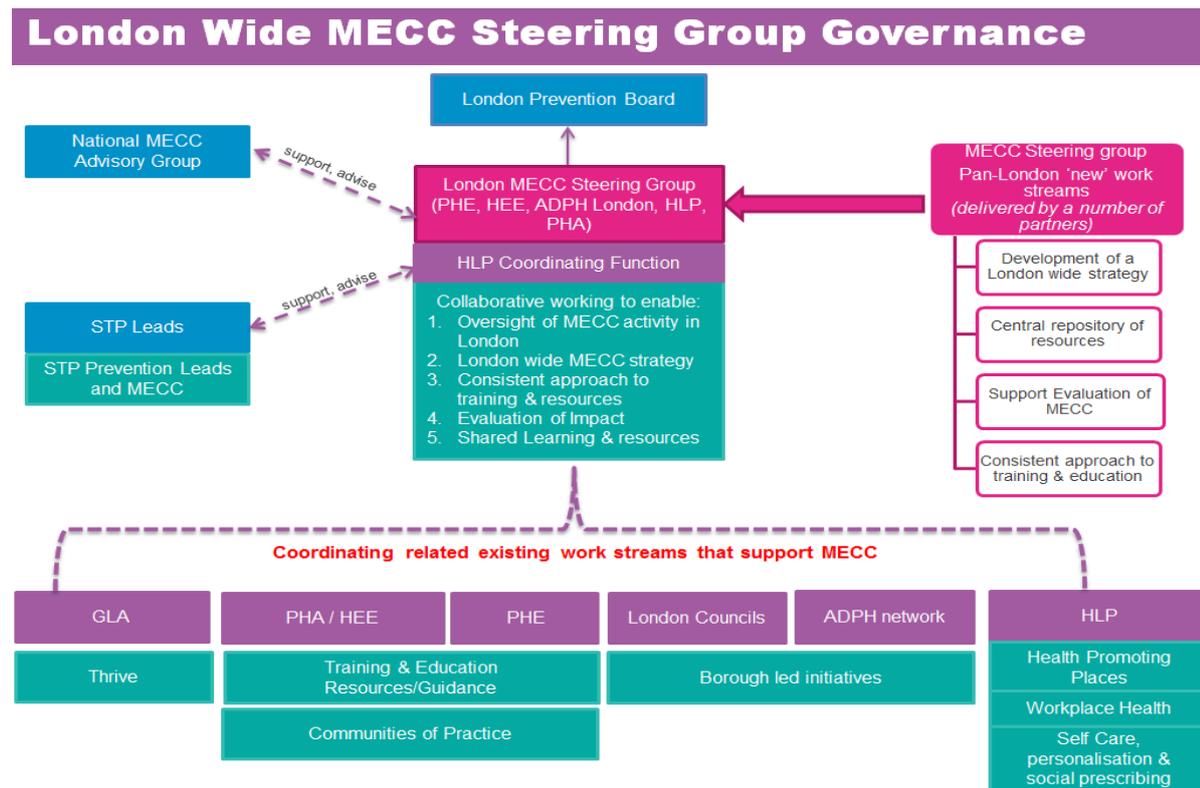
**The MECC London Steering Group will be chaired\* by:  
Julie Billet, Director of Public Health, Camden and Islington**

<b>Deputy Chair</b>	<b>To deputise Chair when required;</b> <b>Sally Prus, Implementation Lead - Prevention Programme, Healthy London Partnership</b>																															
<b>Membership</b>	<table border="1"> <thead> <tr> <th data-bbox="359 235 646 324">Organisation</th> <th data-bbox="646 235 1516 324">Members</th> </tr> </thead> <tbody> <tr> <td data-bbox="359 324 646 414">Healthy London Partnership (HLP)</td> <td data-bbox="646 324 1516 414">Prevention Programme, HLP</td> </tr> <tr> <td data-bbox="359 414 646 470">Public Health England</td> <td data-bbox="646 414 1516 470">Public Health England (London)</td> </tr> <tr> <td data-bbox="359 470 646 604">ADPH London</td> <td data-bbox="646 470 1516 604">DPH Camden &amp; Islington DPH Tower Hamlets DPH Southwark, SEL STP lead for MECC</td> </tr> <tr> <td data-bbox="359 604 646 660">London Councils</td> <td data-bbox="646 604 1516 660">Policy and Projects Manager, Health and Adult Services</td> </tr> <tr> <td data-bbox="359 660 646 750">Public Health Academy</td> <td data-bbox="646 660 1516 750">Head of Public Health Education &amp; Development</td> </tr> <tr> <td data-bbox="359 750 646 840">Health Education England</td> <td data-bbox="646 750 1516 840">Programme Manager HEE – NWL</td> </tr> <tr> <td data-bbox="359 840 646 963">National MECC Steering Group Rep</td> <td data-bbox="646 840 1516 963">Population Health Service Manager, National Healthcare Public Health Team, Public Health England</td> </tr> <tr> <td data-bbox="359 963 646 1064">London CCGs</td> <td data-bbox="646 963 1516 1064">Strategic Lead – Mental Health and Wellbeing, NHS North West London Collaboration of CCGs Deputy Programme Lead, Thrive</td> </tr> <tr> <td data-bbox="359 1064 646 1120">NHS Provider rep</td> <td data-bbox="646 1064 1516 1120">The Royal Free London NHS Foundation Trust</td> </tr> <tr> <td data-bbox="359 1120 646 1176">Pharmacy / Primary Care rep</td> <td data-bbox="646 1120 1516 1176">Head of Primary Care Commissioning – NHS England (London Region)</td> </tr> <tr> <td data-bbox="359 1176 646 1265">National Diabetes Prevention Programme</td> <td data-bbox="646 1176 1516 1265">Lead for NDPP London, NHS England</td> </tr> <tr> <td data-bbox="359 1265 646 1321">Social Prescribing Link</td> <td data-bbox="646 1265 1516 1321">Change Manager, Personalisation team NHS England</td> </tr> <tr> <td data-bbox="359 1321 646 1377">Local Authority rep</td> <td data-bbox="646 1321 1516 1377">Health Training Coordinator - Making Every Contact Count (MECC), Public Health Department, London Borough of Ealing</td> </tr> <tr> <td data-bbox="359 1377 646 1433">GLA</td> <td data-bbox="646 1377 1516 1433">Senior Policy Officer, Health Team, GLA</td> </tr> </tbody> </table>		Organisation	Members	Healthy London Partnership (HLP)	Prevention Programme, HLP	Public Health England	Public Health England (London)	ADPH London	DPH Camden & Islington DPH Tower Hamlets DPH Southwark, SEL STP lead for MECC	London Councils	Policy and Projects Manager, Health and Adult Services	Public Health Academy	Head of Public Health Education & Development	Health Education England	Programme Manager HEE – NWL	National MECC Steering Group Rep	Population Health Service Manager, National Healthcare Public Health Team, Public Health England	London CCGs	Strategic Lead – Mental Health and Wellbeing, NHS North West London Collaboration of CCGs Deputy Programme Lead, Thrive	NHS Provider rep	The Royal Free London NHS Foundation Trust	Pharmacy / Primary Care rep	Head of Primary Care Commissioning – NHS England (London Region)	National Diabetes Prevention Programme	Lead for NDPP London, NHS England	Social Prescribing Link	Change Manager, Personalisation team NHS England	Local Authority rep	Health Training Coordinator - Making Every Contact Count (MECC), Public Health Department, London Borough of Ealing	GLA	Senior Policy Officer, Health Team, GLA
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<b>Other Attendees: (as and when required)</b>	Those invited to attend the MECC London Steering Group and when required, to update on specific issues																															
<b>Terms of Membership</b>	On-going. If members are sending a deputy the secretariat should be informed in advance																															
<b>Administration and planning</b>	Secretariat: HLP / ADPH																															
<b>Planning and recording</b>	Meetings planned to be able to report to the London Prevention Board (LPB)																															
<b>Reporting and</b>	Accountable to London Prevention Board																															



<b>Accountability</b>	Updates to go to ADPH network
<b>Informed by</b>	MECC National Advisory Group, STP Leads, London wide MECC related programmes, Learning from PHA KSS
<b>Frequency of meetings</b>	Once every two months
<b>Quorum</b>	50% + 1 for agreement of decisions must include the Chair
<b>Monitoring and Assessment</b>	Progress of specific work streams initiated by the MECC London Wide Steering Group will be monitored by the group and updates reported to the London Prevention Board
<b>Document Owner</b>	Sally Prus, Prevention Programme, Healthy London Partnership
<b>Version Control</b>	Version No. 5.0
<b>Date Agreed</b>	March 2017
<b>Next Review</b>	Terms of Reference will be reviewed bi-annually

ANNEX 1- MECC London Steering Group Structure



ANNEX 2 - MECC-related Initiatives:

