

<b>Title</b>	<b>MECC (Making Every Contact Count) / Hwb Task &amp; Finish Group</b>
<b>Item Number</b>	<b>5</b>
<b>Date of Meeting</b>	<b>19 November 2024</b>

**To consider and comment on the following issues:**

### **Background**

The PSB established the MECC / Hwb Task & Finish Group as part of its **Well-being Objective: Tackling Poverty and its impacts**.

Key steps included:

- In the short term, to research, analyse and prepare insight on the opportunities and barriers in terms of Making Every Contact Count across PSB organisations.
- To research, analyse and prepare insight on the opportunities and barriers in terms of the Hwb.
- To prepare an insight of the key challenges facing our residents and communities, with specific consideration of those facing socio-economic disadvantage and protected groups.
- To consider organisational approaches to tackling poverty and any action plans which are being developed / have been approved.
- To prepare clear proposals for approval by the PSB and co-produce approaches to improve Well-being and demonstrate our contribution to the Five Ways of Working.

### **Making Every Contact Count**

Making Every Contact Count is an approach to behaviour change that utilises the millions of day-to-day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and well-being. It enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.

The MECC approach aims to empower staff working particularly in health services and partner organisations, to recognise the role they have in promoting healthy lifestyles, supporting behaviour change and contributing to reducing the risk of chronic disease. This recognition extends not only to their interaction with clients/patients, but also to their own health and well-being and that of their friends, families and colleagues.

To be successful MECC must not be seen as a separate public health initiative, but a part of what we all do. Adopting this approach will allow us to move to a position where discussion of lifestyle and wellbeing is routine, non-judgemental and integral to everyone's professional and social responsibility.

There are numerous benefits to MECC, including:

- Implementing MECC can support organisations in meeting their core responsibilities towards their local population health and well-being.
- It can assist organisations in meeting responsibilities towards their workforces, for example by improving staff awareness of health and well-being issues; and in enhancing staff skills, confidence and motivation and potentially bring improvements to staff health and well-being.
- MECC activity can be incorporated as part of existing health improvement or workforce improvement initiatives, for example, when tackling access to healthier food options.
- MECC can be effective in helping to tackle health inequalities and the impact of the wider determinants of health, through supporting individual behaviour change. For example, some local services are using the

MECC plus approach to engage local populations in managing debt, action towards gaining employment or in tackling housing issues.

### **Advice and support provision**

Several of the PSB organisations provide advice and support for residents on a number of issues, with cost of living / poverty support becoming the increasing focus during recent years.

Within **Carmarthenshire County Council**, the Customer Services Team within Marketing and Media provides various services and support to customers, including handling contacts through phone and face-to-face services. The division also collaborates with multiple partner organizations to enhance service delivery. Customers can reach the service division via the main telephone line or face-to-face at Hwbs and Hwb Bach y Wlad locations. The Contact Centre handles around 180,000 calls annually, addressing issues related to waste, recycling, highways, education, housing, and payments, with the Hwb providing additional complex services, including council tax, housing benefits, blue badges, and licensing.

The Claim What's Yours initiative, started in May 2021, offers holistic support to customers, with Hwb Advisors handling 4,306 referrals and extending services to rural areas through Hwb Bach y Wlad.

The **Trading Standards Financial Exploitation Safeguarding Scheme (FESS)** was created in 2014 to prevent fraud against vulnerable people. The scheme links existing trading standards fraud prevention and financial safeguarding activities to the policy requirements of the Social Services and Well-being (Wales) Act 2014 and the Well-being of Future Generations Act 2015. The FESS consolidates ten financial safeguarding projects into one portfolio aimed at promoting the health, safety, and well-being of local residents and includes projects such as trueCall Nuisance Call Blocking and Monitoring, Buy With Confidence Trusted Trader Scheme and Debt and Mental Health Interventions.

**Natural Resources Wales** provide various services and resources available for flood risk management and communication. The NRW Customer Hub offers general advice and information, and the NRW Incident Communication Centre, which operates 24/7 supports the reporting of incidents. The Floodline call centre also provides flooding advice and information. Opportunities have been identified to increase collaboration with partners to tailor flood risk advice to specific sectors e.g. inclusion of the flood risk information with Carmarthenshire County Council Tenants information app and ensuring that the flood risk pages refer to the Local Authority emergency based information.

**Mid and West Wales Fire and Rescue Service** offers a range of advice and support provisions aimed at enhancing public safety and well-being. They provide public safety information, prevention and protection programmes, and emergency response cover for mid and west Wales. Key services include the Home Safety Checks, which include home safety advice and equipment such as smoke alarms and carbon monoxide alarms if needed. The service also works closely with the community and partners in visiting schools, carrying out Safe and Well visits and enforcing fire safety legislation.

### **Findings**

- The national MECC Standards have been investigated and task and finish members believed that the requirements are quite onerous and require a significant amount of dedicated resources (both financial and human) to work towards accreditation. Public Health Wales are continuing to look at MECC on a national level.
- The Level 1 MECC training was reviewed and members believed that this introductory module would provide front line public service staff with a good level of knowledge regarding well-being conversations and how to identify opportunities to discuss / refer members of the public to advice and support.
- Good working relationships are in place between the PSB organisations; however, it is timely to formalise arrangements and look further into information sharing protocols and consider the work being led by Llesiant Delta Well-being to launch a data sharing platform.
- There is also an opportunity to improve the way PSB organisations sign post to each other and members believed that an online information page (potentially hosted by Carmarthenshire County Council) could be developed and kept current. It would also be an opportunity to raise awareness of organisational campaigns and provide information to other partners who may not directly provide advice (e.g. Student Welfare support through the University and Colleges).

<p><b>To discuss and agree:</b></p> <ol style="list-style-type: none"> <li>1. The development of a joint web presence to ensure that advice and support services provided across the PSB organisations are promoted and coordinated.</li> <li>2. That key front-line members of staff within PSB organisations are encouraged to complete the MECC Level 1 training (e-learning).</li> <li>3. That the group continues to meet to focus on the insight faced by our communities and specifically protected groups.</li> </ol>	<p><b>Is a decision necessary?</b></p>	<p><b>Yes</b></p>
<p><b>Proposed by</b></p>		
<p><b>Llinos Evans, PSB Support Team</b></p>		