



MAKING  
EVERY  
CONTACT  
COUNT  
IN SALFORD



# Mike Hope

17 April 2012

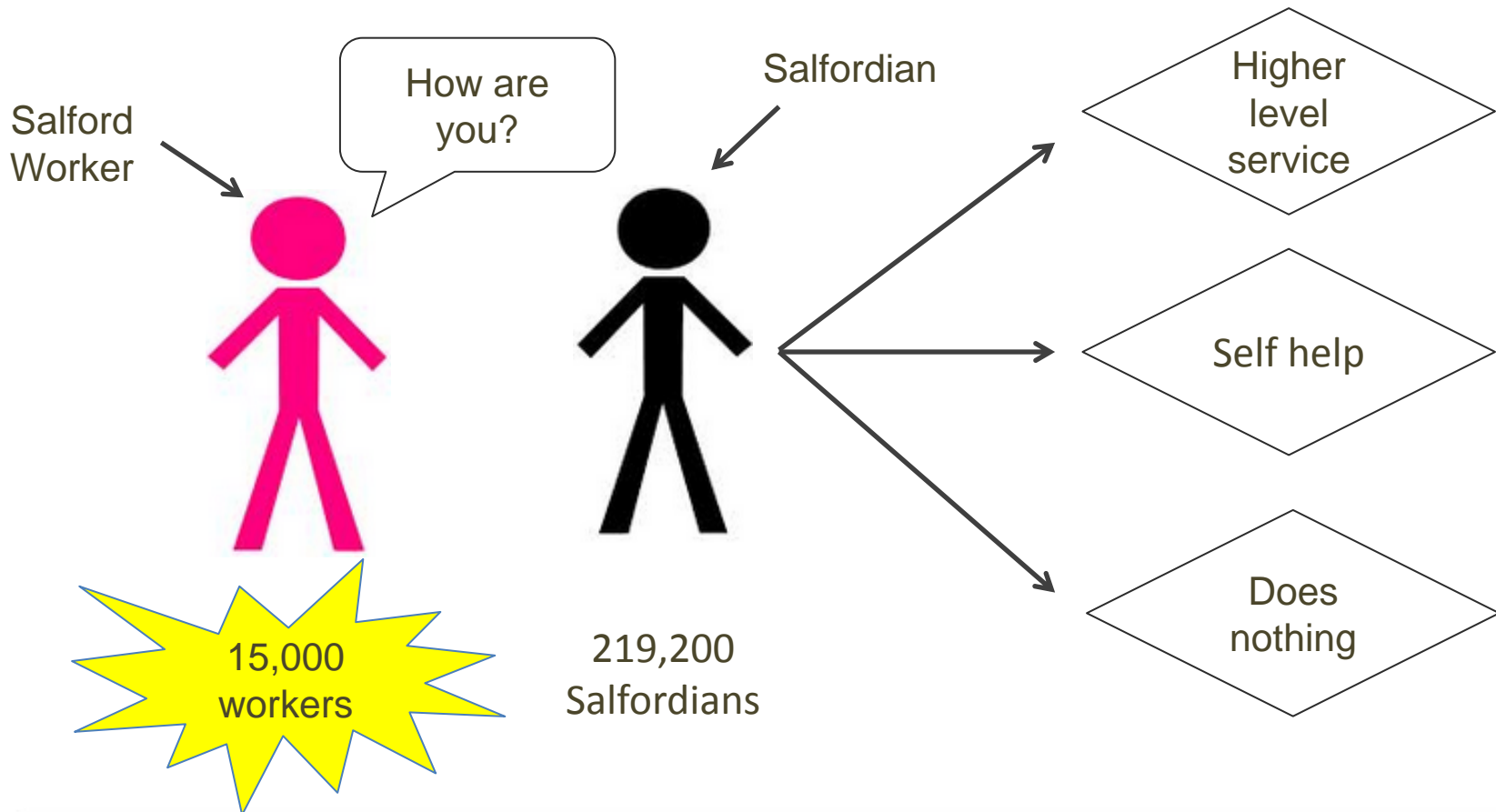
Partners IN Salford

thesocialmarketinggateway

# Why create this programme?

- A man born in Salford can expect to live 4 years less than the national average for life expectancy.
  - For a woman: 3 years less
- Within Salford – there is a 11 year gap for men and 8 year gap for women
- Need to influence how people make decisions earlier
- Efficiencies with more being done earlier

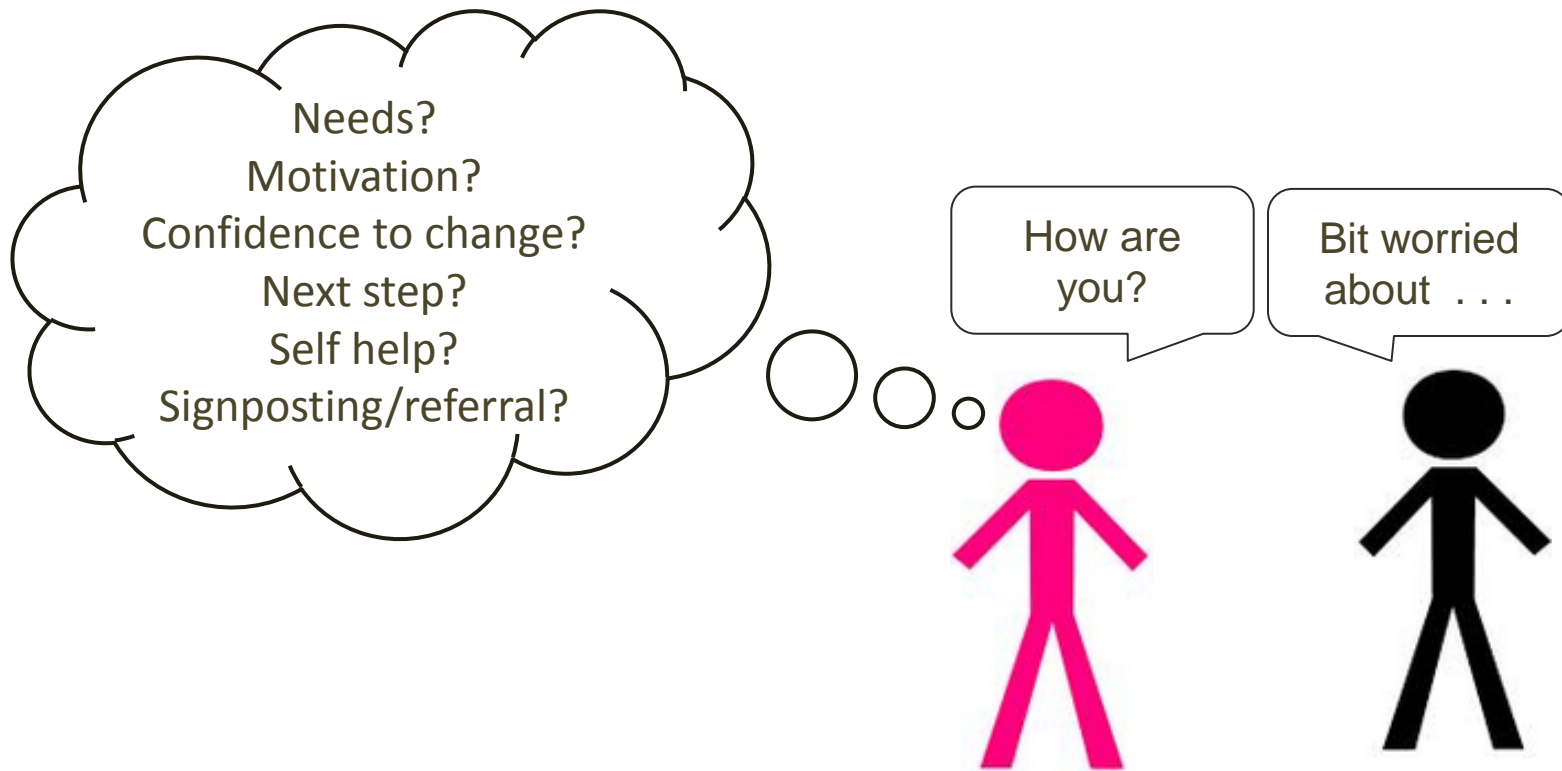
# What we want MECC to do



# Salford's strategy



# What we want MECC to do (part 2)



# wider determinants

housing

employment

welfare benefits  
& tax credits

money & debts

direct impact

impact

direct impact

alcohol

**lifestyle factors**

smoking

sexual  
health

physical  
activity

emotional  
health

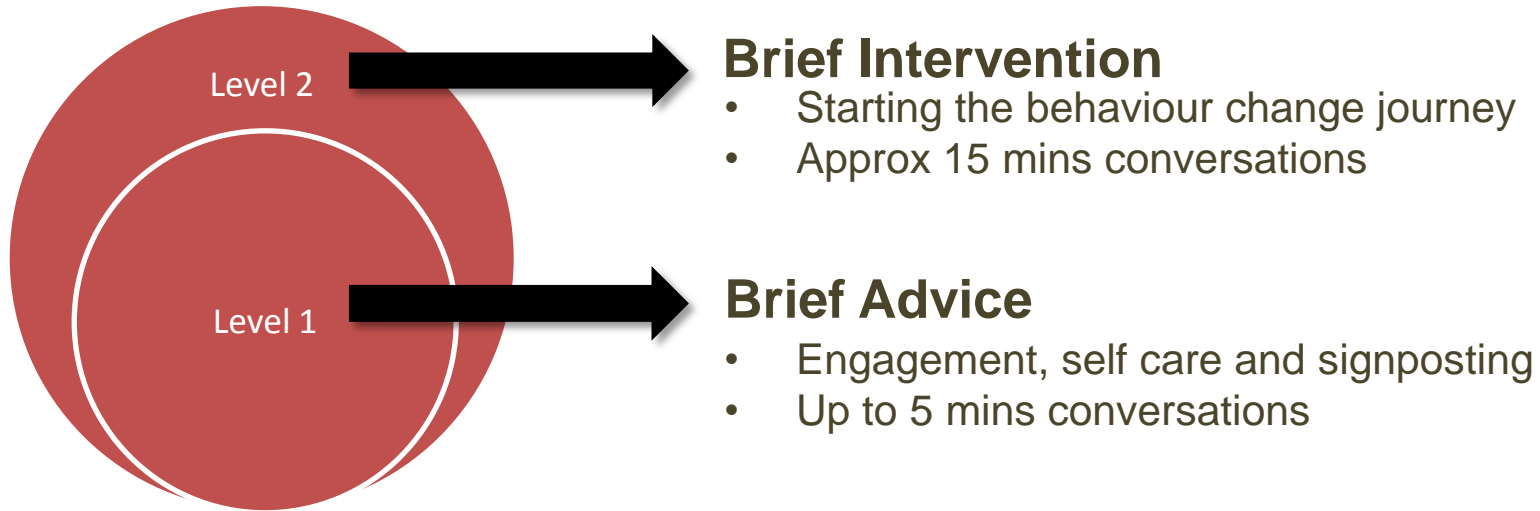
weight  
management

impact

# well-being

individuals, families & communities

# Development phase



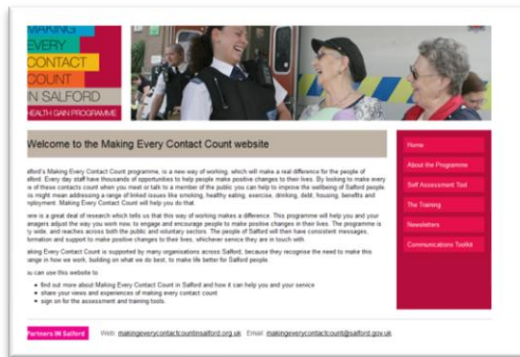
Competencies

Self Assessment Tool

Training



# Development phase (part 2)



**Sustainability**  
Train the Trainer  
Commissioning

Competencies

Self Assessment Tool

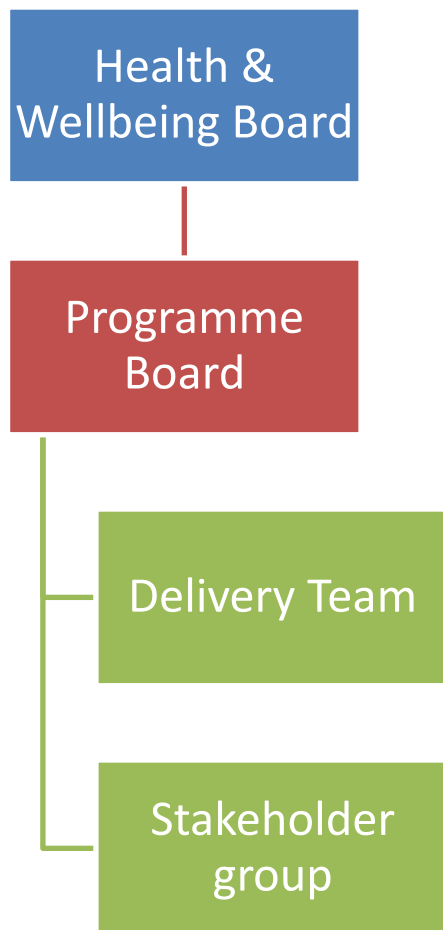
Training

Evaluation & Monitoring





# Implementation



- Governance structure created
- Early learning points:
  - Improving wellbeing for the people of Salford is motivating staff to get involved
  - Organisations need guidance and support to understand the process of implementing MECC.
  - The programme has had to be simplified to make it easier to progress through
  - Training is well received, but the self-assessment is not so popular; it is difficult to overcome the perception of it being a ‘test’

## Implementation (part 2)

# 1,509

successfully completed their self-assessments & are Making Every Contact Count in Salford

# 2,196

staff registered to take part in the programme

# 687

progressing through the staff development pathway

# 36

Organisations /services

# Evaluation & Monitoring

- External evaluators have been appointed to assess:
  - Systems outcomes
  - Outcomes for organisations including frontline staff
  - Outcomes for end users
- Their interim 'high level' evaluation identified a number of points as below:
  - Senior level: positive, but challenging to implement
  - Operational level: real capacity issues
  - Requests for a more flexible staff development pathway

# Conclusion

- MECC focuses on behaviour change in two key spheres:
  - Within service provider organisations
  - Across the general public
- The organisational change called for is not without significant challenges
- Lessons for public sector service providers trying to meet local needs with far fewer resources

