



Cheshire and Merseyside Partnerships (ChaMPs)

# MAKING EVERY CONTACT COUNT: PUBLIC HEALTH e-LEARNING PROGRAMME

## SUMMARY

**Cheshire and Merseyside Partnerships (ChaMPs)** for Health is a dynamic, award winning public health network with over two thousand members from across the NHS, Local Authorities, Police, Fire Service, Hospital Trusts and the third sector.

At the beginning of 2012, as part of the regional public health workforce programme, the ChaMPs workforce manager (Alison Farrar) commissioned the development of an e-learning programme, designed to support 'Making every Contact Count' (MECC). This is a long-term national public health strategy that aims to help create a healthier population and to reduce NHS costs through changing the behaviour of all frontline NHS staff, not just those that are medically trained or public health professionals.

This programme provides an opportunity to increase capacity and capability in the workforce in basic healthy lifestyle skills that can be applied to support personal development, be applied in the workplace and importantly in every day contact with patients/ clients/ customers / service-users.

The vision for the resource is to improve health outcomes and reduce health inequalities. It helps learners to understand the scale of health problems in the North West, the key health messages and how to use the key principles of health chats (brief advice) to spread vital public health messages amongst the general population. For a relatively modest investment in training, the programme could help the existing workforce to reach thousands more patients as they go about their daily jobs.

## KEY OUTCOMES

This North West based e-learning programme is in the early stages of dissemination, thus the collection of usage data only commenced in June 2012, and it is not possible to share full outcomes as yet. Data will be collected on a quarterly basis with an annual usage report produced in July 2013. Therefore this case study is intended as a means of sharing information about the programme, and will be followed by an updated case study once this data has been collected and evaluated.

The e-learning programme can be linked to the [OLM e-learning platform](#) and thus usage data for individual NHS organisations can be collected via the ESR route. Usage data about NHS organisations is collected by the North West e-learning team, in collaboration with ChaMPs, who are collecting data from all organisations that request it, to download the files onto their own learning management platforms. External website usage is also being collated

by the e-learning provider, with whom there is a contract in place.

This data will help to determine the number of people accessing the internet site, the number of learners completing the e-learning programme, and the range of organisations using the site.





# GOOD PRACTICE CASE STUDY

## BACKGROUND

### CHaMPs

The ChaMPs network is led by the nine Directors of Public Health across Cheshire & Merseyside, and is managed by the ChaMPs programme team who provide expertise to help improve and protect public health and wellbeing by reducing health inequalities.

The programme team help to facilitate distributed leadership across what is a dynamic and vibrant network, helping to ensure cost savings and innovative practice in addressing Public Health issues.

This is accomplished through the ChaMPs key functions which include:

- Supporting strategic partnerships such as Liverpool City Region and the Cheshire & Warrington Health & Wellbeing Commission
- Delivering award-winning initiatives and behaviour change campaigns
- Sharing public health skills, expertise and resources
- Supporting effective commissioning
- Providing research, data and intelligence
- Sharing learning and best practice
- Providing a free annual Continuing Professional Development programme

- Winning external funding
- Lobbying government for policy change

### Making Every Contact Count: An introduction to behaviour change

This [national public health strategy](#) was designed to contribute to the recommendations outlined in the following key workforce policy documents:

- *'Liberating the NHS: Developing the Healthcare Workforce from Design to Delivery'* which aims to help building capacity and to embed public health skills amongst practitioners, the wider workforce and local communities.
- *'Healthy Lives: Health People Towards a workforce strategy for public health'*. This policy was designed to help embed public health within clinical roles to make 'Every Contact Count' for health and wellbeing. Public Health England (PHE) Health Education England (HEE) to promote healthcare professionals roles on Making Every Contact Count.

## KEY AIMS

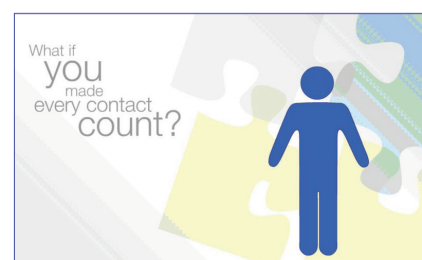
- Support the ambition of making health everyone's business
- Encourage self-directed learning, preferably as a blended approach to learning and development, in order to develop people's behaviour change skills
- Support learning and development in behaviour change competence at level one of the [Prevention and Lifestyle Behaviour Change Competence Framework](#)
- Develop public health capacity and capability in the NHS local Authority and wider workforce, particularly around the workforce contribution to Making Every Contact Count
- Provide frontline staff with the opportunity to understand the model of behaviour change, and the need for a behavioural approach, to encourage lifestyle changes as part of a blended approach
- Help staff feel confident about raising the issue and supporting people to change their health behaviours
- Give staff an understanding of models of intervention, key messages and where to refer people.

## HOW IT WORKS

The programme takes approximately 40 minutes to complete, and is supported by a promotional film clip called 'Making Every Contact Count: An introduction to behaviour change.' It covers the lifestyle issues of smoking, alcohol, sexual health, mental health and wellbeing, healthy weight, physical activity and healthy eating.

The learner is able to complete a short self-assessment as part of the programme and can print out a certificate on completion of the course, as evidence of professional development.

Click on the pictures to access the e-learning programme and promotional film clip





# GOOD PRACTICE CASE STUDY

## The e-learning resource can be accessed in three ways:

- **Access via the OLM –** Functionality (NLMS): For North West NHS organisations the package has been placed on the regional server and can be linked for delivery through the OLM – Functionality (NLMS). Please contact [vleadadmin@liverpoolch.nhs.uk](mailto:vleadadmin@liverpoolch.nhs.uk) for access to the URL.
- **Scorm Package for Internal LMS Delivery:** Those organisations with their own platform, and which can accommodate Scorm Objects, can request the package for internal delivery. To obtain the relevant files please contact [alison.farrar@champs.nhs.uk](mailto:alison.farrar@champs.nhs.uk). In seeking to use this package for internal delivery organisations will be expected to periodically report key usage statistics
- **Open Internet Access:** – The programme can be accessed by visiting: <http://walkgroveonline.com/health-chats> Learners will need to submit some brief registration details before they will be able to access the programme.

## Target Audience

The programme is designed to support all frontline NHS staff, from hospital porters through to GP receptionists, in order to create a 'sales force for healthier living'. It is based on a competence framework that offers a simple, effective way of giving every NHS employee the knowledge and skills they need to support people in making healthier choices.

The target audience includes:

- Health care workforce across a wide range of settings currently in practice. Particularly Bands 1-4
- Administrative and support staff in health care across a range of settings including; primary care, acute and tertiary care
- Undergraduate health care workforce in further and higher education settings across the North West as part of the curricula

- Administrative and support staff in other public sector and voluntary sector settings such as local authorities
- Public health / health promotion staff across all sectors including local authorities, NHS
- Social care workforce.

## RESOURCES

Funding for the development and implementation of this programme comes from regional public health and workforce education budgets. The resource is suitable for use by the health and social care workforce and has been made freely available to that end, though intellectual property rights rest with NHS North West. There are no costs to those Trusts that roll it out, or additional resource requirements.

## KEY CHALLENGES

It was difficult securing a user-friendly IT resource that had broad appeal to a wide range of target groups. Therefore a variety of different examples were used to appeal to different groups. These IT resources illustrated where-learning could be applied and by whom. For example, a GP receptionist acted as the narrator to the programme. As with all e-learning the challenge is to continue to raise awareness of the existence and value of this type of resource as a blended approach to learning in the workplace.

## KEY LEARNING

It is important to keep the resource flexible and accessible by making it widely and freely available. In this way it can be used to refresh / enhance existing learning in healthy lifestyles training or as a precursor to "classroom" based training

## SUSTAINABILITY

- Dissemination via electronic e- links and bulletins currently is being managed via the public health networks and NHS NW team.
- Public health teams are requested to share widely and champion usage at all available opportunities.

## NEXT STEPS

- Usage data is being collated and examples of organisations that go on to use the programme on their own learning management platforms will be shared as exemplars.
- An update to the programme will need to be considered within any new systems that are established for education and workforce development. However at present it is difficult to outline where this programme will be based or how it will be funded due to the current transition period

## FURTHER LINKS

[www.champspublichealth.com](http://www.champspublichealth.com)

[www.gmphnetwork.org.uk](http://www.gmphnetwork.org.uk)

[www.clph.net](http://www.clph.net)

[www.transitionalliance.co.uk/transition-alliance](http://www.transitionalliance.co.uk/transition-alliance)

## CONTACT FOR FURTHER INFORMATION

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