

**MAKING  
EVERY**

**CONTACT  
COUNT**

## **Making Every Contact Count Programme**

**Presentation to commUnity Connect – 8<sup>th</sup> May 2025  
CHO 8 Midlands Louth Meath**



# What is Making Every Contact Count?

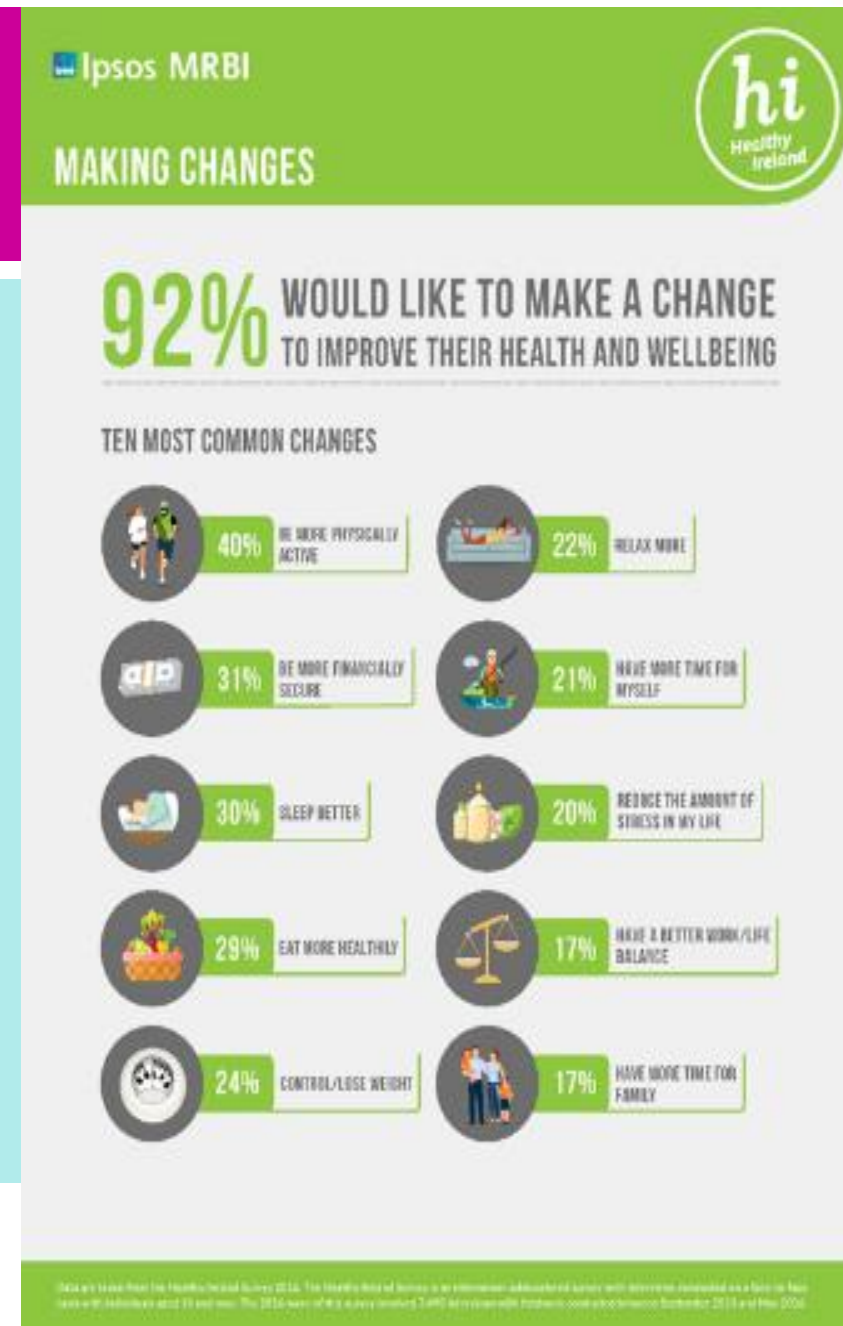
- It's about **Chronic Disease Prevention**
- **MECC** is key component of the **Healthy Ireland Framework (2013-2025)**
- MECC involves using **consistent contact** with members of the public to opportunistically deliver brief interventions on chronic disease risk factors such as mental health and wellbeing, diet, physical activity, alcohol consumption and smoking
- MECC is everyone's role and supports opportunities that they have to raise the issue of lifestyle behaviour change and doing this in a supportive way
- MECC provides opportunities and training on undertaking brief conversations through the '**touch points**' to improve overall health and wellbeing.

# People want to make changes

**92%** of those surveyed would like to make changes to improve their health and wellbeing

Most of these changes relate to some lifestyle behaviours and areas people would like to improve on:

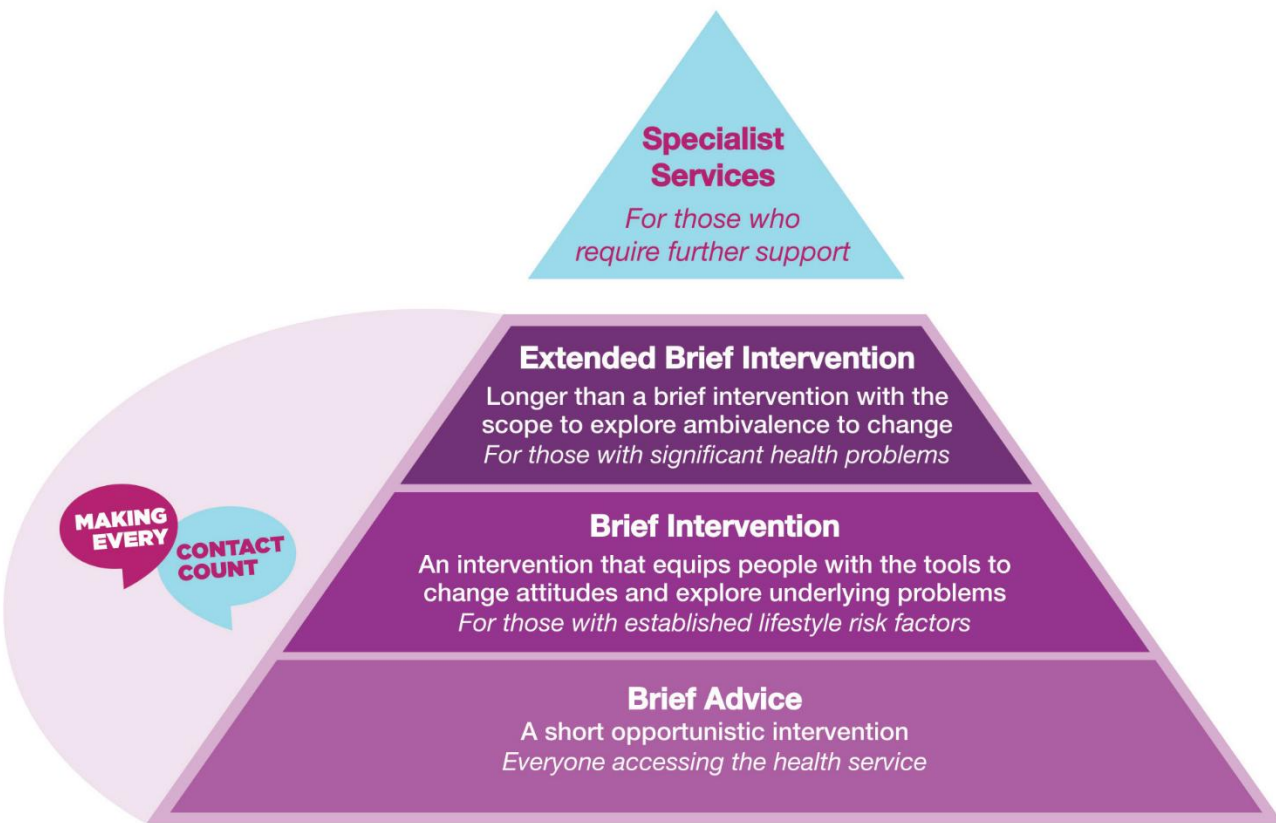
- **40%** want to do more physical activity
- **29%** want to eat more healthily
- **23%** want to lose weight
- **60%** of smokers are at least thinking about quitting.
- **23%** would like to improve their mental health.



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# Making Every Contact Count Model



- The training programme that has been developed will equip staff to conduct brief interventions with their patients
- A brief intervention is a short interaction between a healthcare professional and their patient/ client that is designed to help motivate and support that person to make a change in their lifestyle behaviour
- **It usually only lasts a couple of minutes –** give example of brief advice

*The model for Making Every Contact Count is presented as a pyramid with different levels - each level represents an intervention of increasing intensity, normally of short duration (e.g. minutes)*



HEALTH  
CENTRE

Consider an area of a CHO employing 100 HCW's



If each HCW's did **100** brief interventions every year



This results in **10,000 opportunities** to support people to make a lifestyle behaviour change



If 92% are willing to make a change this could result in **9,200** people making changes

*This could be the result of some staff taking on the spirit of Making Every Contact Count.  
Imagine the result if everyone starting to do it!*

# Healthy Ireland Survey Stats

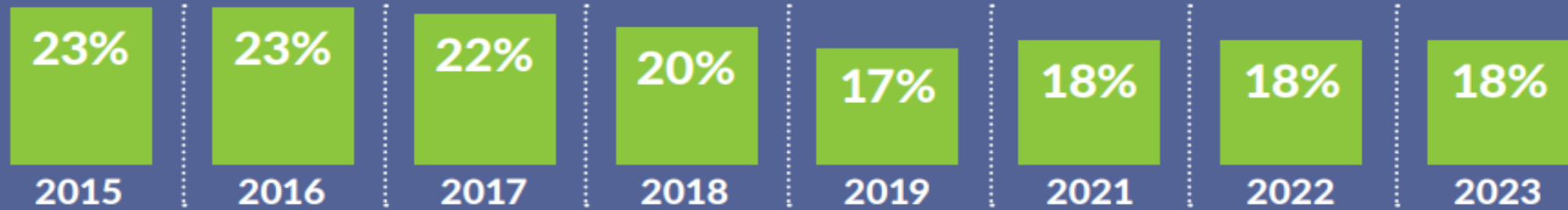


## Healthy Ireland Survey 2023 Summary Report

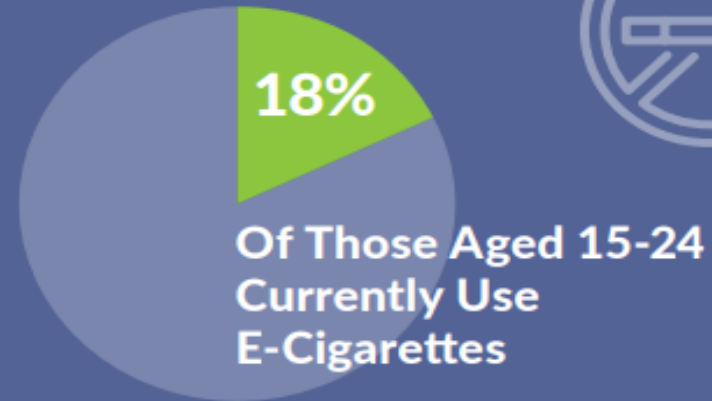
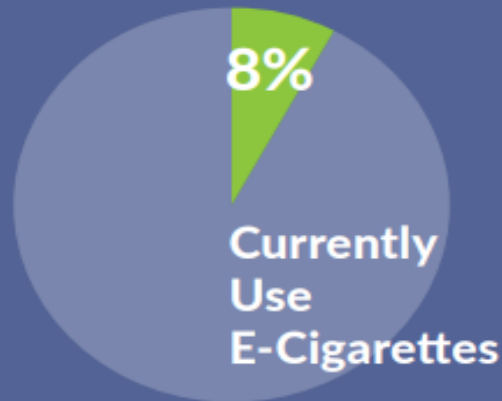


# Smoking

## Prevalence of Smoking by Year



## Use of E-Cigarettes

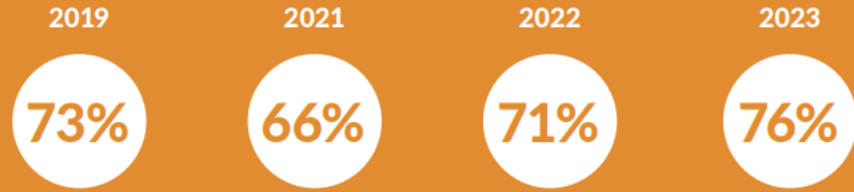


# Population Trends

(Healthy Ireland Survey 2023)

## Health Service Utilisation

Visited a GP in past 12 months



Average number of GP visits in past 12 months



Prevalence of smoking – by year and gender (%)

	2015	2016	2017	2018	2019	2021	2022	2023
Total	23	23	22	20	17	18	18	18
Men	24	26	25	22	19	20	21	21
Women	21	20	20	17	16	17	15	15

# MECC Training Overview



## Stage 1: e-learning

- For all health care workers / professionals (CPD points available)
- HSE LanD online training: 6 \* 30 minute modules including (HSE Email Address is not required)

### **1. Introduction to Behaviour Change**

### **2. Tobacco Free**

### **3. Alcohol & Drug Use**

### **4. Get Ireland Active**

### **5. Healthy Food for Life**

### **6. Skills into Practice**



- The two new modules on 'Talking about Overweight & Obesity' and 'Promoting Mental Health & Wellbeing' are available on completion of the core modules.

### **1. Talking about Overweight & Obesity**

### **2. Promoting Mental Health & Wellbeing**

## Stage 2: further training

- MECC Enhancing Your Skills workshops ½ day workshops with teams / sites / disciplines
- Sites / teams / staff groups identified to take part in Enhancing Your Skills Workshops
- CPD points available **\*\*ICGP, CORU, An Bord Altranais\*\***

# HSELAND.IE

The screenshot shows the HSELAND.IE dashboard for a user named Mark Garvey. The user is registered as a Grade VI at a Community Health Organisation in Laois-Offaly. The dashboard includes a navigation menu with options like Home, About, Hubs & Resources, Courses, Certificates, Support, and Profile. A dropdown menu is open over the 'Courses' link, showing 'Catalogue' and 'Mandatory Training'. Below the user information is a search bar for new courses. The 'Learning Status' section shows 0 Mandatory Courses Awaiting Completion and 6 Courses Awaiting Completion. A banner for 'Hand Hygiene' is also visible.

The screenshot shows the 'Course Catalogues' search results page. The search term 'Making Every contact count' has been entered, resulting in 291 matches. The results are displayed in a list format with a sidebar for navigation. The first result is 'Making Every Contact Count - eLearning Course Core Modules', which is a programme aimed at preventing and reducing the spread of COVID-19. The second result is 'Making Every Contact Count - Promoting Mental Health and Wellbeing (Optional Module)', which is an online eLearning training programme for discussing mental health during consultations.

# MECC Signposting Resources

- Local supports and services
- To be used by Healthcare workers
- Mapped according to MECC topics
- Tailored to meet local needs



## CHO 8 Midlands Louth Meath

### MECC Supports at a Glance

<p><b>Stop Smoking</b></p>	<p><b>Alcohol and Drugs</b></p>	<p><b>Healthy Eating</b></p>
<p><b>QUIT</b></p> <p>The HSE QUIT Team provide one-to-one personal support over the phone or online (if people prefer to sign up for an online quit plan) Visit: <a href="http://www.quit.ie">www.quit.ie</a> Freephone: 1800 201 203 Free Text: QUIT to 50100</p>	 <p><b>Drug &amp; Alcohol Helpline</b> Freephone 1800 459 459 Email Support: <a href="mailto:helpline@hse.ie">helpline@hse.ie</a> www.hse.ie/eng/health/drugs HSE Drugs and Alcohol Helpline: Freephone 1800 459 459 for confidential information and support. (Mon to Fri; 9.30a.m to 5.30pm)</p>	 <p><a href="https://www.safefood.net/">https://www.safefood.net/</a> - for information on food safety, healthy eating, recipes resources and campaigns</p>
<p><b>Mental Wellbeing</b></p>	 <p><a href="http://www.askaboutalcohol.ie">www.askaboutalcohol.ie</a> for accurate and up to date information on alcohol. The website also provides information for people who are worried about their own drinking, or worried about someone close to them, and has a service finder where you can search for local supports</p>	 <p><a href="http://www.healthyireland.ie">www.healthyireland.ie</a> provides a range of physical activity and healthy eating resources, guidelines and factsheets.</p>
 <p><b>yourmentalhealth.ie</b> 1800 111 888</p> <p>The <b>YourMentalHealth information line</b> is a phone service you can call any time. A member of the team can tell you about: the mental health supports and services available to you and how to access different services provided by the HSE and our funded partners. <b>Freephone: 1800 111 888</b></p>	 <p><a href="http://www.drugs.ie">www.drugs.ie</a> for Drug and Alcohol Information, Support and Resources. This website also provides a directory of drugs and alcohol services per county.</p>	<p><b>Active Living</b></p>  <p><a href="http://www.getirelandactive.ie">www.getirelandactive.ie</a> provides motivation and guidance to get people active, includes directory of places to get active in each locality. Information also available providing advice to people living with various health conditions about overcoming concerns about becoming more active.</p>
 <p><b>TALK TO US</b> 116 123</p> <p>The Samaritans telephone service is available 24 hours a day. For confidential, non-judgmental support: Freephone: 116 123 Email: <a href="mailto:jo@samaritans.ie">jo@samaritans.ie</a> Visit: <a href="http://www.samaritans.ie">www.samaritans.ie</a> for details of your nearest branch</p>	 <p>Slimecare, Healthy Communities</p> 	



# MECC Signposting Resources

HE logo in the top left corner. A speech bubble graphic with the text 'MAKING EVERY CONTACT COUNT' is in the top center. The 'hi healthy Ireland' logo is in the top right corner with an 'AD' tag. The main text reads: 'CHO 8 Midlands Louth Meath MECC Lifestyle Behaviour Services & Resources Laois / Offaly'.

- E-resource
- Updated Yearly

'hi healthy Ireland' logo in the top left corner. A blue 'INDEX' button is in the top center. A speech bubble graphic with the text 'MAKING EVERY CONTACT COUNT' is in the top right corner. A list of services is shown in colored bars: '4 Tobacco / Smoking' (pink), '7 Alcohol and Drugs' (orange), '8 Healthy Eating' (green), '9 Active Living / Physical Activity' (blue), '12 Community Services' (yellow), and '27 Mental Health and Wellbeing' (purple). To the right of the list are logos for 'QUIT', 'ask about alcohol.ie', a food pyramid graphic, 'Get Ireland Active' (Preventing Physical Activity In Ireland), and 'yourmentalhealth.ie' (1800 111 666). At the bottom, it says 'CHO 8 Midlands Louth Meath MECC Services Guide Laois Offaly August 22 Version 1'.

# MECC Signposting Resources

**hi** healthy Ireland

## Stop Smoking Supports Resources and Services

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Resource	Service	Contact
 <b>HSE Quit Team</b>	The HSE QUIT team provide one-to-one personal support over the phone or online (if people prefer to sign up for an online quit plan)	Freephone: 1800 201 203 Free Text: QUIT to 50100 Visit: <a href="http://www.quit.ie">www.quit.ie</a>

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## Community Supports & Social Prescribing

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Resource	Service	Contact
<b>Parents First</b>	Parents First (Laois, Offaly) CLG - voluntary organisation promoting the well-being of families with young children. Family support particularly the most vulnerable. Services: <ul style="list-style-type: none"> <li>• Training Programmes</li> <li>• Parenting Support</li> </ul>	Dolores Wrafter 057 93 22996 085 8565 252 <a href="mailto:dolores@parentsfirst.ie">dolores@parentsfirst.ie</a>
<b>ALONE</b>	Supporting positive ageing at home, strengthening and providing service. Work with all older people, including those who are lonely, isolated, frail or ill, homeless, living in poverty, or are facing other difficulties. <ul style="list-style-type: none"> <li>• Befriending services</li> <li>• Digital Skills Training for Older People</li> <li>• Housing with Support</li> <li>• Assistive technology</li> </ul>	Lisa Naughton Support Co-ordinator 086 2724 8232 <a href="mailto:lisa.naughton@alone.ie">lisa.naughton@alone.ie</a>

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## Healthy Eating Resources and Services

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Resource	Service	Contact
<b>Healthy Food Made Easy</b>	The Food and Health Programme aims to encourage healthy eating in Laois and Offaly through the delivery of various healthy eating courses.  6 week course; 2-2 1/2 hour sessions per week It aims to encourage healthy eating, improve our knowledge of nutrition when preparing our meals at home.	<a href="mailto:foodandhealth@laoispartnership.ie">foodandhealth@laoispartnership.ie</a>  <a href="http://www.laoispartnership.ie">www.laoispartnership.ie</a>
<b>Community Dietician</b>	**I was speaking with Beverly on 10.08, follow up at meeting**	

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# Literature

- [Healthpromotion.ie](http://Healthpromotion.ie)
- All Health related topics to support everyone in Ireland
- E-resource can be emailed individually to participants

# Health Promotion.ie

The screenshot displays the Health Promotion.ie website interface. On the left, there is a 'Log In' section with an email input field containing 'mark.garvey1@hse.ie' and a password input field. Below the password field is a reCAPTCHA widget with the text 'I'm not a robot'. A 'Log in' button is positioned at the bottom of the login form. The top navigation bar includes the HSE logo, an 'Account' dropdown, and 'Your basket (0)'. On the right, a dropdown menu is open, listing various health topics: All, Alcohol, Bereavement, Breastfeeding, Cancer, Child Health, Dementia, Diabetes, General, General Practice, Healthy Eating, Hepatitis C, Hygiene, Immunisation, MECC, Mens Health, Mental Health, National Screening, Obesity, and Physical Activity. The background shows a product page with a purple 'Add to order' button and a link to 'Download PDF, 4KB'. The browser's address bar shows 'https://www.healthpromotion.ie/products'. The Windows taskbar at the bottom indicates the time as 10:40 on 07/05/2025.

# Progressing MECC: Health Promotion and Improvement Officers (HP&I) are located in the following county areas to support MECC \*recruitment ongoing



HP&I area / county	Name of HP&I officer to support MECC	Contact Details (email / phone)
<b>CHO Midlands Louth Meath</b>	Duana McArdle MECC Programme Lead Midlands Louth Meath CHO	<a href="mailto:duana.mcardle@hse.ie">duana.mcardle@hse.ie</a> Tel: 087 37 61 552
<b>Meath</b>	Louise Farrelly	<a href="mailto:louise.farrelly@hse.ie">louise.farrelly@hse.ie</a> Tel: 087-4515467
<b>Louth</b>	Mark Garvey  Lorraine Savage	<a href="mailto:Mark.garvey1@hse.ie">Mark.garvey1@hse.ie</a> Tel: 087-2667685  <a href="mailto:lorraine.savage@hse.ie">lorraine.savage@hse.ie</a> Tel: 087-1527156

# Questions and Discussion

Thank You