

**MAKING  
EVERY**

**CONTACT  
COUNT**

**Official Launch of**

Framework Document

**Dr. Stephanie O' Keeffe**  
National Director, Health and Wellbeing Division



# Key Action from the Healthy Ireland in the Health Services



- Supports Implementation of Healthy Ireland throughout Health Service
- Prevention and management of chronic disease a key priority
- Interventions to support lifestyle behaviour change need to be integrated into our health service (Health Behaviour Change Framework)

A Health Behaviour Change Framework and Implementation Plan for Health Professionals in the Irish Health Service

**80% of GP consultations and 60% of hospital bed days are related to chronic diseases**

# Framework document is the beginning of implementing the Programme



## 5 Key Principles

### 5 Year Implementation Plan

### 23 High Level Actions

- Part of **everything** we do
- **Compassionate** person centred culture
- Service- user **empowerment**
- Staff **Engagement**
- **Innovation** and **Evaluation**

Success will result in  
patients expecting to be  
asked about their **lifestyle**  
**behaviour**

# *Empower and support people to make healthier choices*



## Aim

Key objective of *Making Every Contact Count* is Chronic disease prevention

## Vision

Health behaviour change interventions will become part of routine clinical care delivered by health professionals in the health service.

### Four Main Lifestyle Risk Factors

- Tobacco Use
- Alcohol Consumption
- Physical Inactivity
- Unhealthy Eating

**Enable health professionals** recognise the role and opportunities they have **through daily interactions** with patients in **supporting** them to make **health behaviour changes**

# Capitalise on every day contacts between health professionals and patients



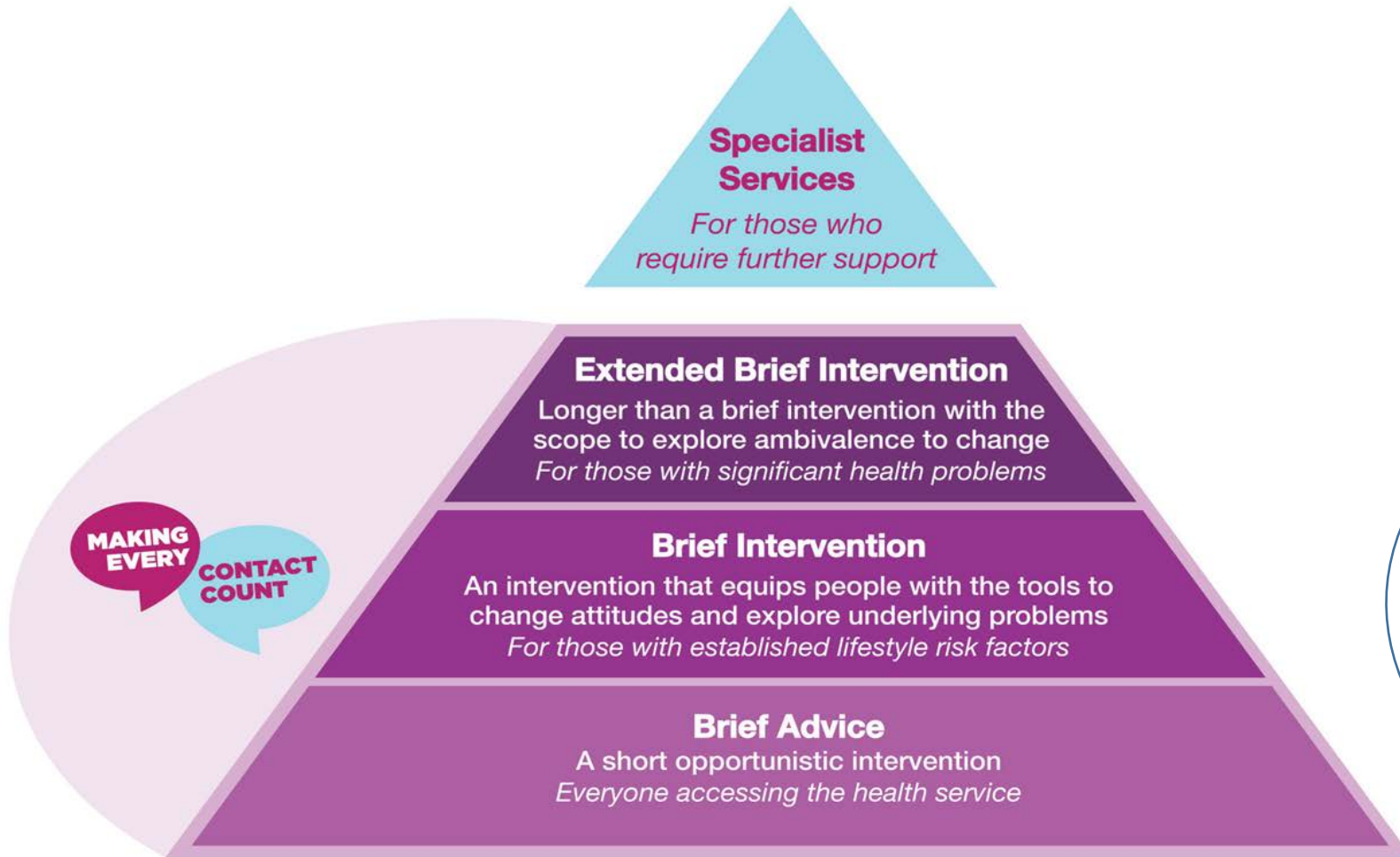
## Average Health Service Contacts in a Year

4.59 million	People living in Ireland
3 million	Have a consultation with a clinical consultant
5 million	Public health nursing contacts
1.8 million	Have a medical card
1.43 million	People receive either inpatient or day case treatment
68,000	Babies born
20 million	Prescriptions filled
1.3 million	Dental visits
1.2 million	Patients seen in an Emergency Department

With over **100,000 staff** employed in the HSE, this translates to **millions of patient contacts annually**

Source: Healthy Ireland in the Health Service – National Implementation Plan 2015 -2017

# Model for *Making Every Contact Count*



All health **professionals** and healthcare **assistants** will be **trained** to a level that enables them to carry out a **brief intervention** with their **patients**



# ***Making Every Contact Count Programme***



## **Key deliverables**

- Development of a **innovative training programme** for Health Service staff
- **Roll out** of training programme
- National **Undergraduate curriculum** for health behaviour change
- **Communications** campaign
- New *Making Every Contact Count* **microsite** to be launched as a one stop for all information regarding the programme

**Today is the  
beginning.....**