

# Calls to Action

- **Healthcare professionals to start to record and measure the impact of brief interventions**

Public health interventions need to be recorded and collated so that impact can be measured. This is vital for ensuring that the full value of services, and the role that HCPs play in them, is appreciated, and that commissioners can make an objective decision about which services to commission. It is also vital for ensuring that nationally, the wider public health workforce and their important role in improving the public's health, continues to be prioritised and supported.

This report provides the tools necessary to enable this to happen. We call for HCPs to use these tools to collect impact data and to use the impact data in bids to commissioners. We also call for this data to be shared more widely to help shape best practice and to evidence the important public health role that healthcare professionals play.

- **Health Education England, employers and professional bodies to invest in training for HCPs in MECC/brief interventions**

The impact pathways produced in this report have been produced in the knowledge that not all healthcare professionals will have received making every contact count (MECC) or other brief intervention training. Where possible, the impact pathways make links to training available to support HCPs, however, it is acknowledged that a more co-ordinated and concerted effort is required to ensure that the relevant training courses are available, accessible and made known to healthcare professionals. We call for all HCPs to be given the opportunity to undertake training in brief interventions to ensure that they can use the impact pathways effectively and help fully support the health needs of those they serve.

- **Individual healthcare professionals to increase the number of public health priorities that they invest in**

This report has highlighted ten public health priorities where brief interventions are effective and easily administered. While many healthcare professionals are already investing in some of these areas, this research shows that many HCPs believe there are additional areas that they could contribute to through their work.

We call for HCPs to consider carefully the ten areas of public health highlighted in this report – adult obesity; alcohol; child oral health; dementia; healthy beginnings; falls; mental wellbeing, physical activity, sexual and reproductive health and HIV; and smoking and tobacco – and, based on the needs of their clients, seek to ensure that the full range of brief interventions are considered and administered as appropriate.

There needs to be greater awareness, taught during training by universities and through ongoing learning via professional bodies of the importance of investing in prevention across the full range of public health priorities.

- **NHS England to build recording of brief intervention activities into electronic records**

The impact pathways presented in this report require HCPs to record data across a range of measures, including follow up data where possible. There is currently no system in place to enable healthcare professionals to do this and for the short term, we hope that HCPs will find their own ways of recording the data generated. Longer term, we call for NHS England to build recording of brief interventions into electronic records to support HCPs to record and measure their public health impact effectively and easily. Ensuring there is a central means of recording data will also support data sharing and greater impact generation.