

07 October 2015**Agenda Item: 5****REPORT OF THE DIRECTOR OF PUBLIC HEALTH****THE YOUNG PEOPLE'S HEALTH STRATEGY FOR NOTTINGHAMSHIRE****Purpose of the Report**

1. To present to the Health and Wellbeing Board the draft of the Young People's Health Strategy and the results of the Young People's Health Survey
2. To request that the strategy be approved and adopted by the Health and Wellbeing Board and member organisations

Information and Advice**Background**

3. In March 2014 a paper was presented to the Health and Wellbeing Board which presented key recommendations made in the Chief Medical Officer's Report 2013 (the CMO report), entitled 'Our Children Deserve Better: Prevention Pays'. The CMO report contained a chapter on adolescent health which made the recommendation that local areas create an adolescent health strategy to ensure a unified, strategic approach to this important demographic would be taken across the local public and voluntary sectors.
4. The Children's Integrated Commissioning Hub (ICH) was tasked by the Health and Wellbeing Board with developing an adolescent health strategy for Nottinghamshire. A steering group was formed, comprising key NHS and local authority professionals, and a programme of participation and engagement with young people was developed.
5. In conjunction with this, the ICH 'Mystery Shopper' work was being completed, where young people anonymously visited health service premises and fed back their experiences, as well as making test phone enquiries and visiting websites. It was agreed that analysis and conclusions from this work would contribute to the strategy.

Participation and Engagement

6. It was important that young people had a strong voice, and, where appropriate, a leadership role in developing the strategy. To that end, direct engagement was planned with young people through appropriate structures (the Young People's Board, the NUH Youth Forum) and a survey was created in order to understand young people's priorities around health and

to understand how they communicate about, and access information on, health and health services.

7. Name of the strategy: Young people stressed that they did not like the word 'adolescent', which they considered clinical and demeaning. Thus it was agreed to replace the word 'adolescent' with the words 'young people' in both the strategy and the survey.
8. In total, nearly 1000 responses to the young people's health survey were received, with about 325 submitted online and the remainder via paper. Further engagement work around the survey question 'What is the single most important thing for being healthy' was conducted with around 200 young people at the Sutton Academy in Ashfield.

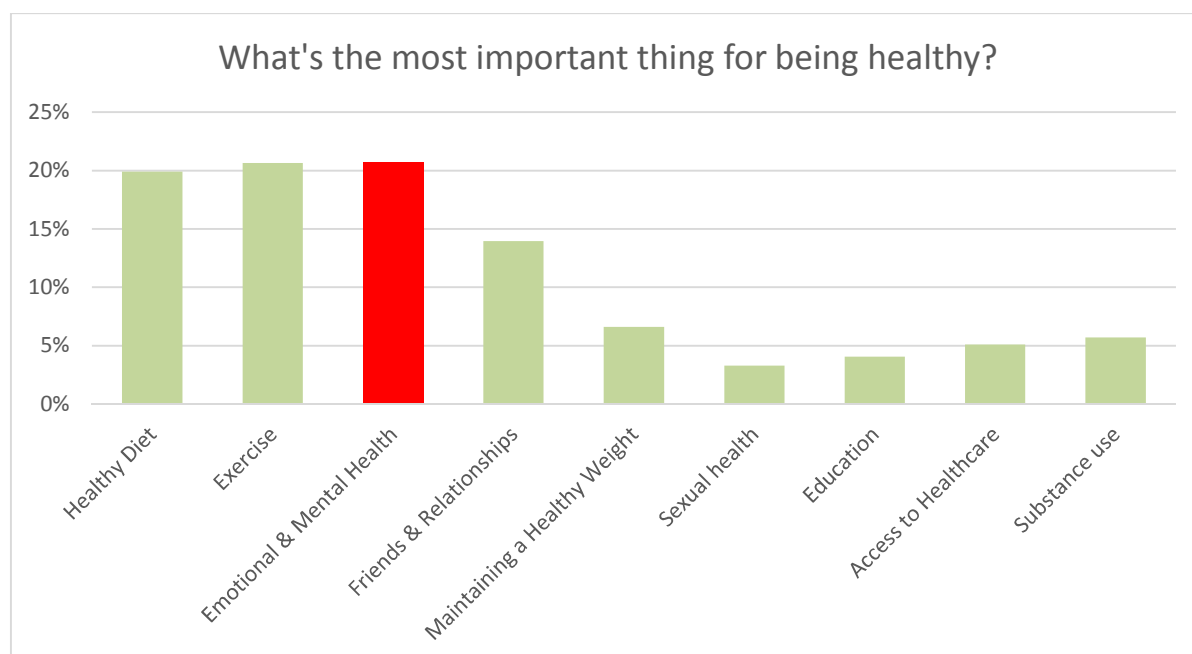
Young People's Health Event

9. A Health and Wellbeing Board network event was held on August the 13th at the MyPlace centre in Mansfield. This event was planned to present the results of the Mystery Shopper work, the results of the young people's health survey, and to present the draft strategy for consultation.

Results of Survey, Consultation and Engagement

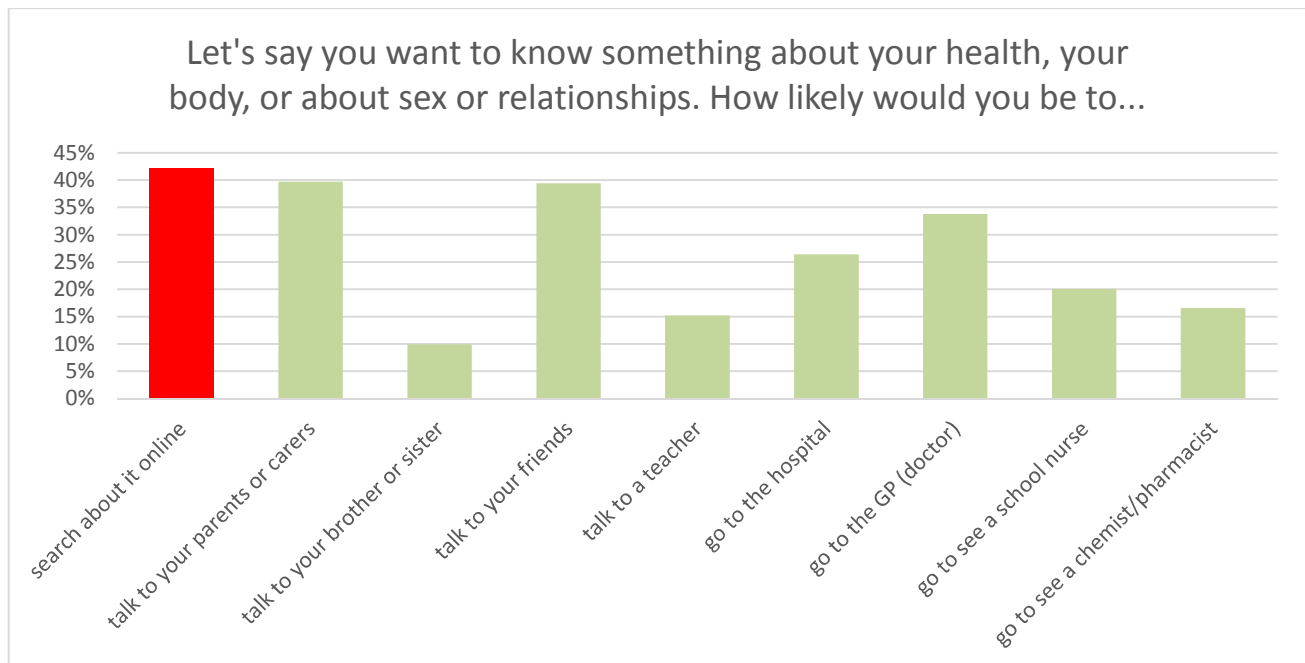
10. Both young people and professionals have continually emphasised the importance of **emotional and mental wellbeing** for health as well as the lack of available information and support for young people on this subject.
11. When asked 'What is the most important thing for being healthy' young people prioritised **exercise, diet** and '**not feeling sad or depressed**' as well as other elements of **emotional and mental wellbeing**. Chart 1 displays the survey results from this question:

Chart 1 – What is the single most important thing for being healthy?



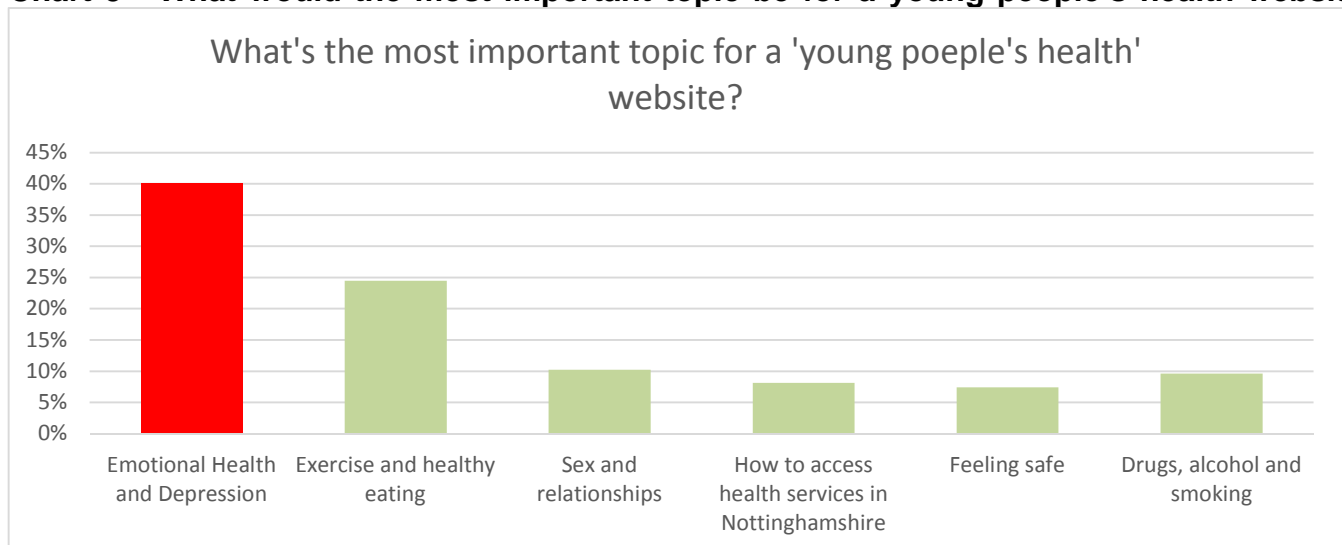
12. Young people who responded to the survey prioritised **online sources of information** for health, with 86% saying they might use an online source of information for an enquiry about health, and, as Chart 2 demonstrates, over 42% saying they definitely would – more than any other option. For context, only 40% of respondents said they definitely would speak to their parents.

Chart 2 – When looking for information about a health issue, or about sex and relationships, how likely would you be to...?



13. When asked what the most important topic for a young people's health website would be, young people prioritised **emotional health** and **depression**. Only 10% of online respondents selected 'sex and relationships' as the most important topic. Chart 3 displays these results:

Chart 3 - What would the most important topic be for a young people's health website?



14. We asked young people to tell us what was most important to them; many stressed how critical emotional and mental wellbeing are. Here we highlight a few responses; others are found in the full report in Appendix A

“... Young people really need to be educated about mental health and told they are not alone or weird...”

“...I do a lot of sport so staying fit and healthy is important to me...”

“...Part of being healthy is being happy so helping to deal with depression or bullying or obesity can help to become healthy. If you're happy, you're more likely to be healthy and enjoy life...”

“...Body image issues, eating disorders; it is vital to diagnose ED's early on... Perhaps if I had been diagnosed when I was 11, I would be fully recovered by now, and my childhood wouldn't have been completely stolen by psychological illness...”

“...People need to know about depression, self-harming, and eating disorders, because loads of young people do it or have it...”

“...I feel like giving out free contraceptives is important because some of my friends have done things and haven't used protection because they can't get any, and it worries me so much. Also I feel like depression and self-harm awareness should be raised because I have been through it myself and it would of been nice if I had help, also some people say it's attention seeking (not to me because I didn't tell anybody) which isn't fair at all...”

Young People's Health Strategy – Draft

15. A draft version of the Young People's Health Strategy has been created, based on the contribution of professionals, the results of the Mystery Shopper programme, and the analysis of the Young People's Health Survey. This strategy sets out the vision for how we want to raise the profile of adolescent health, and to answer the call from young people for more and better information and education around engaging with health services and emotional and mental wellbeing.
16. The strategy will recommend that a Young People's Health Website be created, designed in co-operation with young people and a professional website / design agency, which should contain information on those subjects requested by young people, as well as critical safeguarding information, and a section for professionals containing pathway and referral information
17. The strategy will also recommend that a Nottinghamshire young people's health brand identity is designed to enable a link between the proposed young people's health website, health providers and their premises and health promotion materials. This should be underpinned by the 'You're Welcome' criteria for young people's health services and it is recommended that this brand and website be owned by the Health and Wellbeing Board, as this board contains representatives from across the health and care estate in Nottinghamshire.
18. The strategy will also recommend that alternative methods of support to young people are investigated, aiming to have a universal element of support online and a targeted support system (online or telephone, such as 'Kooth', commissioned by Notts City CCG) as

preventative services working in conjunction with schools and clinical services such as CAMHS.

19. It is recommended that, whenever possible, this work be completed in co-operation with Nottingham City, as it is considered that young people will not distinguish between county and city public sector organisations.
20. Progress in implementing the strategy will be overseen by the Young People's Health Steering Group, and outcomes will be measured through continuing 'mystery shopper' evaluation, as well as through ongoing participation and engagement with young people. Further survey work to assess young people's satisfaction with health services in Nottinghamshire should be conducted every 2 years.

Other Options Considered

21. No other options were considered

Reasons for Recommendation/s

22. The draft young people's health strategy reflects and captures the contribution of the steering group, the young people who completed the survey, and the professionals and young people who attended the Young People's Health Event.
23. The strategy is intended to complement existing strategies (such as teenage pregnancy reduction, CAMHS etc) rather than replace them.
24. The strategy outlines a low-cost route to increasing universal provision and support for young people around emotional and mental wellbeing and will thus be complementary to, and developed alongside, the re-commissioning of CAMHS and the development of the Schools' Health Hub.

Financial Implications

25. Adoption of this strategy has no immediate financial implications. If the Health and Wellbeing Board approve the strategy, a business plan for an online support & information resource for young people's health will be created and presented to Nottinghamshire County Council Public Health and partner organisations (specifically, Clinical Commissioning Groups and healthcare providers). Funding (likely to be non-recurrent) will then be sought from existing budgets within NCC and these partner organisations. Adoption of the strategy would also trigger further work to examine options for further universal support for young people around mental health and emotional wellbeing, and once this work was complete an options approval would be presented to relevant budget holders.

Statutory and Policy Implications

26. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications

are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATIONS

- 1) That the board note the results of the Young People's Health Survey
- 2) That the board approve and adopt the Young People's Health Strategy

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Constitutional Comments ([initials and date xx/xx/xx])

27.

Financial Comments ([initials and date xx/xx/xx])

28.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- The Draft Young People's Health Strategy for Nottinghamshire

Electoral Divisions and Members Affected

- All