



**REPORT OF THE DIRECTOR OF PUBLIC HEALTH AND CORPORATE
DIRECTOR OF CHILDREN, FAMILIES AND CULTURAL SERVICES**

YOUNG PEOPLE FRIENDLY HEALTH SERVICES IN NOTTINGHAMSHIRE

Purpose of the Report

1. This report seeks approval of proposals from the Children's Trust Board for health service commissioners to adopt the use of quality standards to ensure that health services are assessed as 'young people friendly'. The paper outlines an approach to assurance, with the aim of increasing young people's access to services. Board approval of this proposal will encourage commissioners to consider the achievement of the standard when commissioning and evaluating services.
2. The report outlines how commissioners of universal and targeted health services can ensure services are 'young people friendly' and meet the quality standards outlined by the Department of Health, by approving the following:
 - Commissioners of health services aimed at children and young people in both health and non-health settings include the quality standards and performance measures outlined in *You're Welcome*¹ into contracts and service specifications, assuring themselves that the *You're Welcome* criteria are being met on an on-going basis.
 - For health services aimed at all ages, commissioners consider use of the mystery shopper approach to identify good practice and areas for improvement and work with providers to encourage learning from mystery shopper findings.
 - Commissioners and providers share information on user feedback (including the results of mystery shopping) and also their plans to tackle issues identified with the Children's Trust on behalf of the Health and Wellbeing Board.

Information and Advice

Rationale for Supporting Health Services to be Young People Friendly

3. *"The health needs of young people are often given a low priority by both policy makers and clinicians. However young people's health is important not just because this age group has a right to effective health provision, but also because the appropriate management of adolescent health will pay long-term dividends for individuals and society. The particular needs of adolescents are frequently missed because much policy thinking*

¹ <https://www.gov.uk/government/publications/quality-criteria-for-young-people-friendly-health-services>

*deals with children and adolescents as one age group. Furthermore adults, even professional adults, often know little about the stage of adolescence, and are unaware that young people have separate and individual needs where health matters are concerned."*²

4. Teenage years are a critical time for adopting health for later life and it is now recognised that new approaches are needed to engage young people more effectively. Teenagers often find it difficult to locate or access services appropriate to their needs, often falling between children's and adult's services.
5. Services do not always meet young people's needs with respect to confidentiality, privacy and appropriate communication or adequate knowledge of the basic biological and psychological changes of adolescence.
6. Anecdotally it is known that a small number of local GP practices still do not agree to consultations with young people under the age of 16 without a parent or carer present.
7. Young people themselves state that there are barriers to their access of health services as the following comments suggest.
 - *"It's mainly just getting hold of information, that's the hardest thing - you're not sure where to go, especially if it's something you're embarrassed about - that's what people are afraid of, that you might be laughed at, so people don't try."*
 - *"They treated me like I was thick."*
 - *"Confidentiality not to be judgemental a degree of understanding/empathy not intimidating."*
 - *"People get intimidated at reception people who are miserable and rude. I'm shocked at the things people say, I can't imagine a 13 year old having these things said to them".*
 - *"Someone you can go to with the kind of problems we have, to treat you properly, listen to you, not just sit back in the chair... confidentiality is important, and the way you're treated."*
8. Such barriers can deter young people from accessing services, potentially leading to poor outcomes. Sexual health is of particular concern to many young people but they may not access appropriate services until after they become sexually active, if at all. Young people report feeling fearful of being judged when seeking contraceptive services, believing that most services are run for older people who disapprove of them having sex.
9. National guidance and international research states that young people focused contraception/sexual health services must be trusted by teenagers and be well known by professionals working with them. This factor is most often cited as having the greatest impact on reducing teenage conception rate in high performing areas. "... access to good quality advice and contraception is an essential component of a successful sexual health

² Coleman, J. (2011) Adolescent health in the UK today: where next?
http://www.ayph.org.uk/publications/177_Adolescent%20health%20in%20the%20UK%20today_FINAL%2025may.pdf
 last accessed 11/01/2013

and teenage pregnancy policy. Practical issues - such as access, availability, coverage, etc. – should be addressed as a matter of course; this involves addressing challenges concerning school-based placement, the use of pharmacies, primary care outlets, etc³”.

10. All young people are entitled to appropriate health services and the Children’s Trust Board is keen to ensure they are actively welcomed into services that they value and use, to contribute to improving health outcomes for this group.
11. The *You’re Welcome*¹ quality criteria set out principles to support health service providers to improve their services and be more young people friendly.

National Drivers

12. In 2007 the Department for Health published ‘You’re Welcome quality criteria - Making health services young people friendly’¹, guidance that outlined and took account of the differing needs of young people. The guidance was targeted at all health services where young people aged 11-19 are potential users.
13. This guidance gained the support of the World Health Organisation⁴ as a way of helping improve health outcomes and tackle health inequalities. The guidance has also been endorsed by the Royal College General Practitioners, Royal College Nurses, Royal College Pharmacists, Association of Young People’s Health; National Youth Agency; and the British Association of Sexual Health & HIV amongst others.
14. The *You’re Welcome* quality standard aims to provide accessible, appropriate, confidential, non-judgmental services for young people who often fear that adults will judge them and generally provide a negative experience. It is underpinned by the ethos that all young people are entitled to receive appropriate healthcare wherever they access it.
15. The quality standard comprises ten topics covering eight core area and two specialist areas, namely sexual health and reproductive services and Specialist Child and Adolescent Mental Health Services (CAMHS). The criteria appear in **Appendix 1**.

Providing assurance that services are young people friendly

16. For commissioners, it is important to ensure that services meet young people’s health needs and that this is considered an essential part of services provided. Health services needed by young people are of two main types:
 - Services commissioned specifically for young people (e.g. school nursing, young people focused contraception and sexual health services, CAMHS, young people’s substance use services)
 - Services provided for all ages that young people may access (e.g. general practice, pharmacy, Pharmacists, Genito-Urinary Medicine).

³ Ingham R (2009) Teenage Pregnancy Strategy Rapid Assessment Research Overview, August 2009

⁴ World Health Organisation (2012) Making health services adolescent friendly – developing national quality standards for adolescent-friendly health services

17. Where services are commissioned explicitly for young people, *You're Welcome* standards should be considered a core part of delivering the service, with commissioners able use the contracting process to ensure that the standards are met.
18. Where services are provided for all ages (e.g. general practice, pharmacies), using a contracting process may not be appropriate. However other approaches are available to encourage these services to be more young person friendly.
19. It is acknowledged that as members of Clinical Commissioning Groups, GPs are now commissioners and providers of health services for young people. Working with the Local Medical Committee, it is hoped to agree an approach to engaging General Practice as providers of health services.

Ensuring that services commissioned specifically for young people meet *You're Welcome* standards

20. The contracting process offers an opportunity to specify that providers meet the *You're Welcome* standards and provides a mechanism by which the commissioner, the provider and the public can assure themselves that this is occurring. Suggested text for inclusion in service specifications is attached as **Appendix 2**. Commissioners can adopt and performance manage this area of work for services for young people.
21. The *You're Welcome* quality standard covers ten specific criteria and rather than detail achievement of specifics, this report recommends that providers incorporate the following three elements of recognised good practice in order to assess and improve the services they provide. These elements will also generate information to reassure commissioners and the public that standards are being met. The three elements are:
 - a) Obtain regular feedback from young people, involve them in service development.
 - b) Have clear, relevant and up to date policies and procedures in place.
 - c) Routinely audit training, facilities, procedures and clinical care.

A summary of how the ten criteria can be achieved is included in **Appendix 1**.

Ensuring that services commissioned for all ages are suitable for young people

22. It may be possible to include specific reference to *You're Welcome* in contracts and service specifications for services for young people but this is less practical in services for all ages. However, this aspect of health services is important; services such as general practices and pharmacies are key points of contact for young people.
23. One approach that Health & Wellbeing Board members can use to assure themselves that services they commission are young person friendly is through the use of appropriately trained young people as 'mystery shoppers'. This approach is currently used by Nottinghamshire County Council's Youth Service which runs a programme to train young people as inspectors for services such as youth clubs and libraries. Discussions with the Youth Service have identified willingness for this existing programme to be used to looking at a wider range of services including health services. A small amount of funding would be required to implement this work and plans are in

place to identify £8,000 - 10,000 within existing budgets to fund the training and travel for young mystery shoppers.

Sharing User Feedback and Mystery Shopper Findings

24. Young people themselves are the best people to assess whether a service is suitable for their needs. A process of on-going feedback from those using and eligible to use a given service provides a valuable insight on whether the service is young people friendly.

25. Active involvement of young people in service design, planning and review is critical to ensure services meet their needs. Young people have helpful advice for commissioners and providers as the following comment from a young person suggests.

“If young people aren’t involved and adults do all the planning then it isn’t as good or effective for us”.

26. The Children’s Integrated Commissioning Hub (ICH) located in Children, Families and Cultural Services, Nottinghamshire County Council plans to routinely engage children and young people in helping to shape commissioning plans and will support and encourage other commissioners to do the same.

27. The ICH will performance manage providers of young people’s health services to ensure they have gathered feedback from service users and target groups, and have acted on the feedback appropriately. The ICH will also commission mystery shopper activity and act as a central point of information from young people for the Children’s Trust.

28. By sharing information from service users and mystery shoppers, healthcare providers and commissioners can obtain information that will benefit young people and improve health outcomes now and in the longer term. The Children’s Trust Board can oversee the collection and sharing of information to shape commissioning plans with agreement of commissioners and providers to information share.

Elements of *You’re Welcome* omitted from local plans

29. This report considers how the *You’re Welcome* standard can be adopted through several of approaches. One significant aspect of *You’re Welcome* that is missing from these is that of an accreditation and branding process for providers to use to promote their services to young people. If a unified brand for ‘young people friendly’ services is seen as valuable, a *You’re Welcome* style scheme could be incorporated. This would require an on-going commitment of resources in order to administer the scheme.

Other Options Considered

30. This report has examined how a national quality assurance scheme can be translated locally, ensuring that the benefits of the scheme are achieved without an overly bureaucratic and costly process. When *You’re Welcome* was first launched a local planning group was established to progress the standard, with full implementation requiring a dedicated function to visit all services and support them to complete a self assessment form, use of the national toolkit and organise regular review. This model is not sustainable since it requires additional long term resource.

Reason/s for Recommendation/s

31. Historically the national *You're Welcome* programme required substantial resource and capacity for provider organisations to achieve the standard. This has resulted in very few local organisations achieving the quality standard. The proposed recommendations require commissioners and providers of health services to consider the *You're Welcome* criteria and the adoption of an approach for their inclusion and assurance in relation to the provision of young people friendly health services. This will lead to improved uptake of services by young people, improving health outcomes and reducing inequalities.

Statutory and Policy Implications

32. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Safeguarding of Children Implications

33. The proposed work to engage and train young people as mystery shoppers has been considered in detail and there will be clear criteria set in relation to the role of the mystery shopper at a health service. Young mystery shoppers will not be expected to accept treatment and their safety will be paramount. Engaging young men and young women as mystery shoppers across the 14-19 age groups will be integral to the work, to ensure that a range of views is obtained.

RECOMMENDATIONS

That:

- 1) the proposal from the Children's Trust Board to adopt quality standards and performance measures outlined in *You're Welcome* are approved, in order to assure that health services are 'young people friendly'
- 2) commissioners of health services aimed at young people in both health and non-health settings consider integrating the quality standards and performance measures outlined in *You're Welcome* into contracts and service specifications with providers, seeking assurance that the *You're Welcome* criteria are being met on an on-going basis, and where issues are identified, that actions are taken to resolve them. Suggested performance measures are attached in **Appendix 2**.
- 3) for health services aimed at all ages, commissioners consider using mystery shoppers to identify good practice or areas for improvement and work with providers to encourage them to learn from the results.
- 4) commissioners and providers consider sharing information on user feedback (including the results of mystery shopping) and also share plans to tackle issues identified with the Children's Trust on behalf of the Health and Wellbeing Board.

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Constitutional Comments (SG 26/04/13)

34. The Board is the appropriate body to decide the issues set out in this report.

Financial Comments (ZKM 08/08/13)

35. The financial implications are outlined in paragraph 23 of the report.

Background Papers and published Documents

‘Do we know young people are welcome at our services?’ - report to Children’s Trust Board on 25 February 2013 <http://www.nottinghamshire.gov.uk/caring/childrenstrust/about-the-childrens-trust/childrenstrustboard/?entryid217=247009>

Background papers also comprise reference documents as listed in the footnotes.

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.

Electoral Division(s) and Member(s) Affected

All.

C0213

Planned Local Assessment of You're Welcome criteria

| You're Welcome criteria | Patient Feedback | | | Policies and Procedures | Audit | | |
|--|------------------|-----------------|------------------|-------------------------|------------------|----------------|-----------------|
| | User feedback | Mystery shopper | User involvement | | Facilities audit | Training audit | Care Plan audit |
| 1. Accessibility | X | X | | | X | | |
| 2. Publicity | X | X | | | | | |
| 3. Confidentiality and consent | X | X | | X | | X | |
| 4. Environment | X | X | | | X | | |
| 5. Staff training, skills, attitudes and values | X | | | | | X | |
| 6. Joined-up working | | X | | X | | | |
| 7. Young people's involvement in monitoring and evaluation of patient experience | X | X | X | | | | |
| 8. Health issues and transition for young people | X | | | X | | X | X |
| 9. Sexual and reproductive health services | X | X | | X | | X | |
| 10. Specialist child and adolescent mental health services (CAMHS). | X | | | | | X | X |

Suggested text for inclusion in Service Specifications for Child/Young Person Specific Health Services and Interventions

| Information/Data Required | Format & Method | Frequency |
|--|--|--------------------|
| Completion of user feedback questionnaires. <ul style="list-style-type: none"> Number and percentage of service users and/or their parents/carers completing a questionnaire. | Quarterly reporting through monitoring and contract meetings | Quarterly update |
| Data from user feedback survey on: <ul style="list-style-type: none"> Accessibility of service Publicity/awareness of service Environment Awareness of confidentiality and consent Staff skills, attitudes and values | Findings to be broken by district/CCG, gender, age, ethnicity. Reports to be produced through monitoring and contract meetings. | Quarterly update |
| Number and percentage of young people surveyed who thought the service 'did a good job'. | Findings to be broken by district/CCG, gender, age, ethnicity. Reports to be produced through monitoring and contract meetings | Quarterly update |
| Service user feedback action plan based on the findings of the user feedback surveys. | Action plan to be submitted annually through monitoring and contract meetings. | Annual action plan |