

3rd June 2015**Agenda Item: 11****REPORT OF THE DIRECTOR OF PUBLIC HEALTH****HOW YOUNG PEOPLE FRIENDLY ARE OUR HEALTH SERVICES?
NOTTINGHAMSHIRE MYSTERY SHOPPER REPORT 2015****Purpose of the Report**

1. To share the key findings and recommendations of the Nottinghamshire Mystery Shopper project with the Health and Wellbeing Board and to present the views of young people in relation to health services.
2. To propose next steps for commissioners of services, to ensure health services are young people friendly through the consistent use of 'You're Welcome' by providers.
3. To seek the support of the Health and Wellbeing Board to hold an event for young people to present mystery shopper findings and discuss their priorities in relation to health and wellbeing to members of the Health and Wellbeing Board and wider stakeholders.
4. To propose that the Nottinghamshire Young People's Health Steering Group, established to lead on the development of a Young People's Health Strategy, has strategic ownership of the Mystery Shopper programme and leads on the implementation of agreed recommendations. This proposal was supported by the Children's Trust Board at its recent meeting.

Information and Advice**Background and Rationale**

5. *"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 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."* (Coleman, J. (2011) Adolescent health in the UK today: where next?)
6. Teenage years are a critical time for adopting positive health habits for later life and it is now recognised that new approaches are needed to engage young people more effectively in their own health. Despite this, teenagers often find it difficult to locate or access services appropriate to their needs, often falling between children's and adult's services.

7. Services do not always meet the needs of young people, particularly with regard to confidentiality, privacy and appropriate communication or adequate knowledge of the basic biological, physiological and psychological changes of adolescence. To be treated with respect and have one's confidentiality protected are key expectations of young people when accessing health services.
8. A number of barriers can deter young people from accessing services, potentially leading to poor health outcomes or continued risky behaviours. Sexual health is of particular concern to many young people. Nevertheless, many do not access appropriate services until after they have become sexually active, for fear of being judged for seeking contraceptive advice while under the age of 16 or 18.

You're Welcome – quality criteria for young people friendly health services

9. The Department of Health's 'Quality criteria for young people friendly health services', referred to as 'You're Welcome', sets out principles to help commissioners and service providers to improve the suitability of NHS and non-NHS health services for young people.
10. The 'You're Welcome' quality criteria aim to improve access to health services for young people. The quality standards are relevant to all health services where young people aged 11-19 are potential users, with the objective of developing a more young-people friendly service.
11. The 'You're Welcome' quality standards aim to ensure services are accessible, appropriate, confidential and non-judgmental for young people. They are underpinned by the ethos that all young people are entitled to receive appropriate healthcare wherever they access it.

<p>National vision - By 2020, all health services that are regularly used by young people, including those based in education settings, meet the 'You're Welcome' quality criteria for making health services young people friendly.</p>

12. Proposals for the use of 'You're Welcome' have previously been discussed at the Health and Wellbeing Board (2nd October 2013). It was agreed by the Board that services should be encouraged to complete the national self-assessment tool, with additional mystery shopper visits for key services. The national self-assessment toolkit is available to download from <https://www.gov.uk/government/publications/self-review-tool-for-quality-criteria-for-young-people-friendly-health-services>

Nottinghamshire Mystery Shopper Methods

13. The Children's Integrated Commissioning Hub (ICH) commissioned Nottinghamshire County Council's Youth Service to undertake a mystery shopper exercise of key health services. Visits by trained mystery shoppers took place between March and September 2014.
 - 20 participants, aged 14-19 were recruited.
 - The group of participants were representative of race, gender, disability, faith, sexuality and age.
 - The training included:
 - Background information on specific health issues affecting young people
 - The law and young people's rights
 - Confidentiality

- Expectations of health services
- Ways to record mystery shopper experiences – young people’s input in the design of evaluation techniques
- Developing scenarios and role play exercises
- Undertaking health service website evaluation
- Using evaluation and feedback forms.

14. It was important that the mystery shoppers did not receive any form of treatment or to attend appointments with clinicians. It was agreed, therefore, that young people would assess websites, written information, reception areas and responses when phoning a service for advice or information.

15. With this in mind, mystery shoppers were unable to assess CAMHS services, receive treatments or have appointments with GPs. In addition, mystery shoppers were unable to assess school or college based health services unless they were a student in that particular setting.

16. Visits took place in the following locations:

- GP Practices
- Contraception and sexual health services in community and acute settings
- Pharmacies offering emergency hormonal contraception
- A selection of C-Card sites including those in youth centres, pharmacists and health centres.

17. Mystery shoppers were trained to understand the ‘You’re Welcome’ standards and the following areas provided the framework for service evaluation.

Access	<ul style="list-style-type: none"> • Accessibility of the service • Disabled access • Marginalised young people • Opening hours • Self-referral • Making appointments and attending consultations
Service publicity	<ul style="list-style-type: none"> • Publicity content
Confidentiality and consent	<ul style="list-style-type: none"> • Written policy and posters displayed
Environment	<ul style="list-style-type: none"> • Young people friendly, safe and suitable environment
Staff	<ul style="list-style-type: none"> • Communication and skills
Joined Up working	<ul style="list-style-type: none"> • Additional services and referrals • Information provided by the service

Nottinghamshire Mystery Shopper Findings

18. Young people trained as mystery shoppers provided a wealth of feedback in relation to local websites and from visiting and telephoning services.

19. Detailed analysis of all of these findings will be included in a comprehensive report due to be published on the Nottinghamshire County Council website in 2015. Qualitative and quantitative evidence has been collected by young people and analysed to inform this report.

20. Recommendations from Mystery Shoppers include:

- a) Services should display clear young people friendly confidentiality statements and all young people need to be told explicitly about confidentiality. It is essential that all practitioners consider young people's concerns regarding confidentiality. It is important to include this information on service websites.
- b) All professionals (including reception staff) should be equipped with the skills and abilities to actively listen to and communicate effectively with young people, offer a non-judgmental service whatever their age, safeguard young people and understand the 'You're Welcome' criteria.
- c) Information about a range of health topics and services should be available in all health settings e.g. pharmacists. This can be in the form of leaflets for young people to take away or printed information sourced from websites to enable easier signposting into services and information on health issues e.g. managing anxiety.
- d) Services should be actively promoted to young people and have up to date websites with detailed information about services offered, their location and how to get there.
- e) The development of a single website for young people across Nottinghamshire should be commissioned. This site should have links to other service sites, include information on accessing health services, confidentiality, services available and useful information on a range of health and wellbeing issues e.g. bullying, eating disorders, sexual health etc.
- f) Mystery Shopper programmes should be repeated bi-annually.
- g) Young people should be actively engaged in the design of health services to ensure they are accessible and young people friendly.

Proposed next steps: The role of commissioners of services

21. It is proposed that commissioners of services used by young people ensure that an assessment of 'You're Welcome' quality criteria is a key element of performance in relation to commissioned services for all age groups. Key services include contraception and sexual health, pharmacies and General Practice. Providers should be tasked with submitting an annual self-assessment to commissioners. Department of Health National You're Welcome Self-assessment <https://www.gov.uk/government/publications/self-review-tool-for-quality-criteria-for-young-people-friendly-health-services>.
22. It is important that young people are actively engaged in the planning and evaluation of services and are in a position to influence service provision and offer their views in relation to access, availability, communication methods, promotional work etc. Commissioners are in a position to work with providers to ensure this happens.
23. In addition, commissioners have a role in ensuring providers provide training to staff in relation to young people's health issues and You're Welcome, tasking providers to maintain their service publicity and website to ensure that all information is up to date and accurate. This includes primary care and community services.

24. It is proposed that the Nottinghamshire Young People's Health Steering Group, established to lead on the development of a Young People's Health Strategy, has strategic ownership of the Mystery Shopper programme and leads on the implementation of agreed recommendations. The proposal that this group leads this work was supported by the Children's Trust Board at its recent meeting. The group includes paediatricians with an interest in adolescence, Nottinghamshire County Council Group Managers, key NHS provider services and primary care; the group is managed by the Children's Integrated Commissioning Hub. Initial actions to be completed include:

- Feeding back key findings from the mystery shopper programme to individual services and settings, and supporting them to address areas for further development.
- Lead on the development and promotion of a county wide health and wellbeing website for young people
- Work with young people to scope the need for a local branding that young people friendly services can use in their publicity and within their premises
- If supported by the Health and Wellbeing Board, seek to identify funding to commission a Mystery Shopper programme, to be repeated bi-annually.
- For services where mystery shoppers are unable to visit, e.g CAMHS, work with services to support their completion of the 'You're Welcome' self-assessment and evaluation by the services' own young service users.

Other Options Considered

25. Commissioners may feel that the roll out of the mystery shopper exercise is not a good use of resources. If this is the case the training and inspections element of 'You're Welcome' will no longer be available.

26. Alternatively, providers of health services may want to commission this type of activity themselves focusing on the range of services that they provide.

Reasons for Recommendations

27. Recommendations have been identified based upon the suggestions made by the young people who participated in the Mystery Shopper programme. Their feedback was analysed by commissioners who further shaped recommendations for commissioners of health and other services.

Statutory and Policy Implications

28. 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 only), the public sector equality duty, safeguarding of children and vulnerable adults, 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.

Financial Implications

29. Funding for the continuation of the mystery shopper programme on a bi-annual basis should be identified. This should total £10,000 for each programme.

Public Sector Equality Duty implications

30. This project focussed solely on the needs of young people rather than other age groups. This group is often underrepresented in health services and yet their health and wellbeing needs can be complex, require holistic support, and there is a priority to offer interventions early to avoid ill health in later life.

Safeguarding of Children and Vulnerable Adults Implications

31. The mystery shopper findings suggest that professionals require additional training to be young people friendly. There should also be a requirement to attend safeguarding training so that staff understand these issues for young people. Focus should be given to settings offering sexual health and emotional health and wellbeing provision.

Implications for Service Users

32. If recommendations are implemented, they should lead to a positive experience for young people who will feel more comfortable in accessing health services in young people friendly settings. This in turn will improve health and wellbeing outcomes for young people in Nottinghamshire.

Ways of Working Implications

33. This report recommends the need to ensure that staff and services are young people friendly. This may require additional training, but more importantly for professionals to actively engage young people in service design, delivery and evaluation.

Recommendations

The Health and Wellbeing Board is asked to:

- a) Note the findings and recommendations of the Nottinghamshire Mystery Shopper project
- b) Support the proposed next steps for commissioners of services, to ensure health services are young people friendly through the consistent use of 'You're Welcome' by providers.
- c) Agree to hold an event for young people under the auspices of the Board, to present the mystery shopper findings and discuss their priorities in relation to health and wellbeing with members of the Health and Wellbeing Board and wider stakeholders.
- d) To support the proposal that the Nottinghamshire Young People's Health Steering Group has strategic ownership of the Mystery Shopper programme and leads on the implementation of agreed recommendations.

Dr Chris Kenny

Director of Public Health, Nottinghamshire County Council

For any enquiries about this report please contact:

Andy Fox, Specialty Registrar in Public Health

Email: andy.fox@nottscc.gov.uk Tel: 0115 977 2019

Constitutional Comments (SMG 22/05/2015)

34. Under the Committee's Terms of Reference set out in the Council's Constitution, the Board has responsibility for discussing issues considered to be relevant to the overall responsibilities of the Board, and to perform any specific duties allocated by the Department of Health. The proposals in this report fall within the remit of this Board.

Financial Comments (DG 22/05/15)

35. The financial implications are as stated in paragraph 29. Previous mystery shopper costs have been met from the Children's ICH budget.

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.

- 'Nottinghamshire County Council (2015) How Young People Friendly are our Health Services? Nottinghamshire Mystery Shopper Report 2014 – *soon to be published on the Nottinghamshire County Council website.*
- 'Young People Friendly Health Services in Nottinghamshire' Health and Wellbeing Board paper 2nd October 2013

Electoral Divisions and Members Affected

- All