

Appendix B

Young People's Health Strategy for Nottinghamshire – draft June 15

Key themes and recommendations

Introduction

The population of young people between the ages of 10 to 19 has been described as having 'unparalleled potential' to influence the future of this country over the next 50 years, and yet young people can remain 'nearly invisible' in our health services (Chief Medical Officer of the United Kingdom, 2012). We know that young people have experienced the least improvement in health status of any age group in the British population over the last 50 years, and we know that adolescence is the most significant period for the initiation of a wide range of health behaviours, positive and negative, including those associated with the largest health burdens in adult life (Chief Medical Officer of the United Kingdom, 2012).

Overview

Vision

We want young people to be **healthy** and **safe**, and **empowered** to live their lives and make choices that benefit them and others. We want young people to have quick and easy access to all the knowledge and advice they want to help them make these choices

We want young people to have a loud **voice** in shaping health services, and we want to **empower** young people to be confident users and consumers of all aspects of our services – to be able to tell us how they feel, what's good, what needs to improve, and how we can better serve their needs.

Whenever a young person walks through the door of a clinic, visits their GP, speaks to a health professional on the phone or in any way interacts with a health service, we want them to feel **welcomed** and **respected**, to be **listened to** and to be **confident** that their enquiry or health concern will be dealt with professionally and sensitively. Young people in Nottinghamshire should be fully involved in all decisions relating to their care, and if they want to be seen by a health professional alone, with a parent or a friend for support then that should be accommodated whenever possible.

We know that **confidentiality** is important to young people – they should be able to use health services without fear that anyone unwanted may discover something about their life or health merely by overhearing them or even seeing them whilst they attend a service.

One thing that young people have told us is that **information** is really important; they see no reason why they should not be able to find **up-to-date, relevant** information about health issues or services **quickly** and **easily**.

Measuring Success

There are a wide range of health and related services for young people in Nottinghamshire, and some clear examples of excellent practice. Young people have highlighted some areas where we could do better, and our ambition for this strategy is that, by 20xx, young people will tell us that there have been improvements in these areas. Very simply, if young people don't consider these aspects to have improved, we will not have succeeded in our aims. This will be measured through continuing 'mystery shopper' evaluation, as well as through ongoing participation and engagement with young people.

Overarching Recommendations

- That young people are always valued, listened to, respected and treated with dignity by health services in Nottinghamshire, and are never seen as less important than young children or older adults.
- That the central importance of the adolescent period in developing positive physical, mental and emotional wellbeing be recognised by all health and allied professionals
- That the views, voices and needs of young people are proactively sought and considered whenever health services or systems are being designed or evaluated in Nottinghamshire

YP Friendly Health Services

What We Recommend:

- Nottinghamshire Health and Wellbeing Board develop a Nottinghamshire-specific young people's health service brand which can link online presence with physical facilities. This brand will be underpinned by the 'You're Welcome' criteria [ref] and will demonstrate to young people that services are 'young-people friendly.'
- A website be developed that provides young people with all the information they need to access health services in Nottinghamshire, and that uses the Nottinghamshire-specific young people's health service brand. This site should have high-quality, regularly updated

content that empowers young people to engage with health services and provides a forum for online dissemination of health information relevant to young people. Further recommendations relating to this project can be seen in the 'digital engagement' section.

- The 'You're Welcome' Criteria be fully implemented across all Nottinghamshire health services that interact with young people.
- Services promote that they have implemented the 'You're Welcome' criteria through use of the Nottinghamshire-specific young people's health branding.
- The 'Mystery Shopper' work, where young people assess health services against the 'You're Welcome' criteria, continue on at least a bi-annual basis
- That a 'professionals' section of the Young People's Health Website (see digital engagement) be created to provide a single point of access to signposting information for professionals to guide young people to the services that can best help them. Pathways should be included (where available) so that professionals can always answer a young person's enquiry and inform them as to the next steps in seeking a solution.
- Young people have highlighted frustrations around the practicalities of being referred from primary to secondary care. Young people can find themselves explaining their conditions over and over again and find that health professionals sometimes don't seem to know how to talk to young people. We recommend that health professionals ensure information is shared appropriately, and used effectively, in line with current Information Governance regulations and guidance.
- Specific young-people services in hospitals (for example Nottingham University Hospitals Youth Service) are valued, and young people would like to see young-people specific services in hospitals and health services across Nottinghamshire. We recommend these services continue and are used as a model for further young-people friendly services in secondary care where possible.
- Young people undergoing forensic sexual health examinations are typically examined 'as adults' by a Forensic Medical Examiner rather than by a Paediatrician. We recommend that where possible the young person is involved in the decision as to who they will be examined by, and that if they wish to be examined by a Paediatrician that this is respected.

Health Promotion

Recommendations

- Young people have told us that the most important areas that they want further information on are emotional health and depression, and exercise and healthy eating. We would recommend that the proposed Schools' Health Hub be the mechanism for engaging with schools

and thus a primary route for health promotion around these subject areas as well as promotion of a young people's health website and associated brand.

Sexual Health

Vision

Recommendations

- All young people in Nottinghamshire should have access to high-quality Sex and Relationships Education at school and through the work of the Youth Service.

Confidential

Recommendations

- Managers and clinicians should ensure that young people's health services are both confidential and safe. It is important to promote an understanding of the importance of both confidentiality and safeguarding; that these are not contradictory but complimentary
- A confidentiality statement poster that services will be able to print and display should be developed and distributed
- The 'Confidentiality Toolkit' should be re-launched and distributed to give services guidance on how to ensure confidentiality for young people.

Safeguarding

- A section of the Young People's Health website (see digital engagement) be created to communicate to young people **what's not ok** – informing people who may not be aware of the risks and dangers of key areas, and clearly communicating where they can go to seek help. Topics to be covered should include:
 - Child Sexual Exploitation (CSE)
 - Female Genital Mutilation (FGM)
 - Neglect
 - Abusive and inappropriate relationships

- Sexual imagery online / on social media (pornography, 'sexting')
 - Grooming
- A section of the Young People's Health website (see digital engagement) be created to communicate health and advice around mental health concerns, including self-harm and suicidal ideation. This section should clearly communicate where young people can go to seek help, and who they can speak to, including voluntary/charitable sector partners if appropriate.

Staff Development

Recommendations

- All staff who may directly encounter young people as part of their role be trained in confidentiality and communication / engagement with young people.
- High-quality E-learning programmes should be identified and promoted to all relevant provider, commissioner and third sector organisations. Staff should complete relevant sections, and services should have a strategy for who needs to complete this training.
- We would recommend that, where appropriate, young people are involved in recruitment for key roles.
- We recommend that requirement to work effectively with young people is considered in all role creation and recruitment.
- Young people should be encouraged to be more assertive health consumers – we would recommend that organisations proactively invite feedback from young people and engage in participation and co-production where possible. NHS organisations should work with Healthwatch to ensure that young people's voices are listened to.

Digital Engagement

Recommendations

- Create and promote a single, well-branded site for health information for young people in Nottinghamshire, with branding that can be used for display in service buildings and can be promoted in schools and via social media. This should contain high-quality, relevant, specific content about how to engage with health services in Nottinghamshire.
- Work with partner organisations be conducted to ensure that all organisations with the aim of improving the health of young people in Nottinghamshire can use, promote, and contribute to content creation for this site.
- This site should contain a section for professionals that contains signposting and pathway information for professionals from all health and local authority services to direct and support young people who have an enquiry or concern that they cannot directly address. This

should ensure that a young person is never left without assistance even when a professional or member of staff does not have knowledge or experience of that person's concern.

- This project should be owned and supported by the Health and Wellbeing Board, rather than by a single specific organisation, to ensure take-up and promotion across all partner organisations.
- It is recommended that this website be branded independently of Nottinghamshire County Council or individual NHS trusts, but an information page be provided to communicate to young people that the information within is approved and accredited by the Nottinghamshire Health and Wellbeing Board and by its member organisations.
- Content for this site should cover all relevant health and safeguarding topics, but with prominence given to those subjects seen as most important by young people. The Young People's Health Survey suggests the priorities should be emotional / mental health and wellbeing, including depression, and healthy lifestyle information – exercise and healthy eating.

Ongoing Participation and Engagement

Recommendations

- A key principle of this strategy is that it is co-produced by young people. Accordingly, young people should have a role in evaluating the implementation of this strategy and its recommendations.

Substance Misuse

Recommendations

- Young people should be provided with full information about the legality, effects and potential dangers of substances that could harm them in a non-didactic style. Young people have told us that they don't want simply to be told that 'everything's bad', but to be given unbiased information so they can form their own judgements.
- It is recommended that a section on potentially harmful substances be included on a young person's health website for Nottinghamshire / Nottingham City

Young People with Disabilities

Recommendations

- Services for young people with disabilities or special educational needs are currently being redesigned to ensure they perform better and secure improved outcomes for both children and young people. Implementation of these reforms is to continue, including further rollout of personal budgets and Education, Health and Care Plans. We would recommend that young people continue to be involved in the design and evaluation of these services wherever possible.