



17 July 2015

Agenda Item: 2

**Children's Trust Board Sponsor: Dr Kate Allen, Children's
Integrated Commissioning Hub**

RESULTS FROM YOUNG PEOPLE'S HEALTH SURVEY AND DRAFT OF YOUNG PEOPLE'S HEALTH STRATEGY

Purpose of the Report

1. To inform colleagues of the results and analysis of the online Young People's Health Survey and the corresponding recommendations for practice.
2. To inform colleagues of the recommendations made in the proposed Young People's Health Strategy for Nottinghamshire, and to share a draft of the strategy pre-consultation for comment.

Information and Advice

Background

3. In March 2014 a paper was presented to the Health and Wellbeing Board (HWBB) which presented key recommendations made in the Chief Medical Officers 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 is taken across the local public and voluntary sectors.
4. The Children's Integrated Commissioning Hub (ICH) was tasked by the HWBB with developing an adolescent health strategy for Nottinghamshire. A steering group was formed, consisting of key NHS and local authority professionals, and a programme of participation and engagement with young people was developed.
5. In parallel with this work, 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.

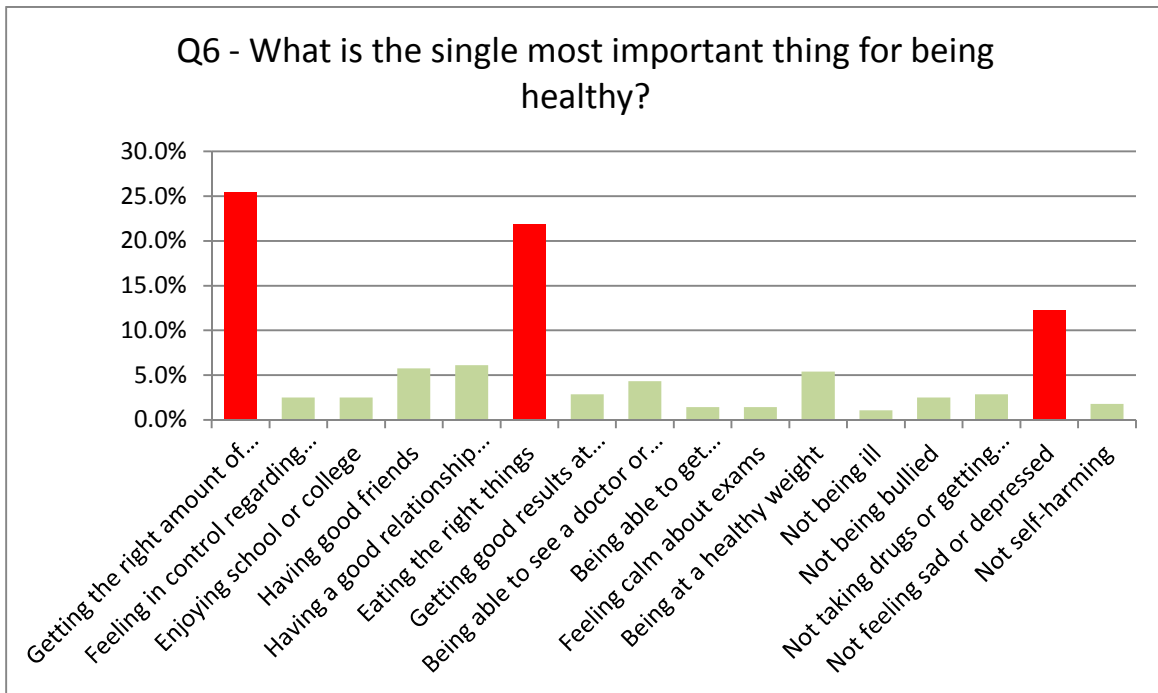
Participation & Engagement

6. It was important that young people have 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 strongly advised us that they did not like the word 'adolescent', which they considered clinical and demeaning. Thus we agreed to replace the word 'adolescent' with the words 'young people' in both the strategy and the survey.
8. A draft survey was presented to both the steering group and the Young People's Board, and after contributions and amendments from both young people and professionals a final version was created with assistance from Nottinghamshire County Council's communications team. This was distributed online and via paper copies in health services, schools and colleges.
9. As of the date of this report, approximately 700 responses to the survey had been received, with just under half submitted online and the remainder via paper. An analysis of the online responses is contained in appendix A. Analysis of the full results awaits completion of data entry of the paper responses.

Results

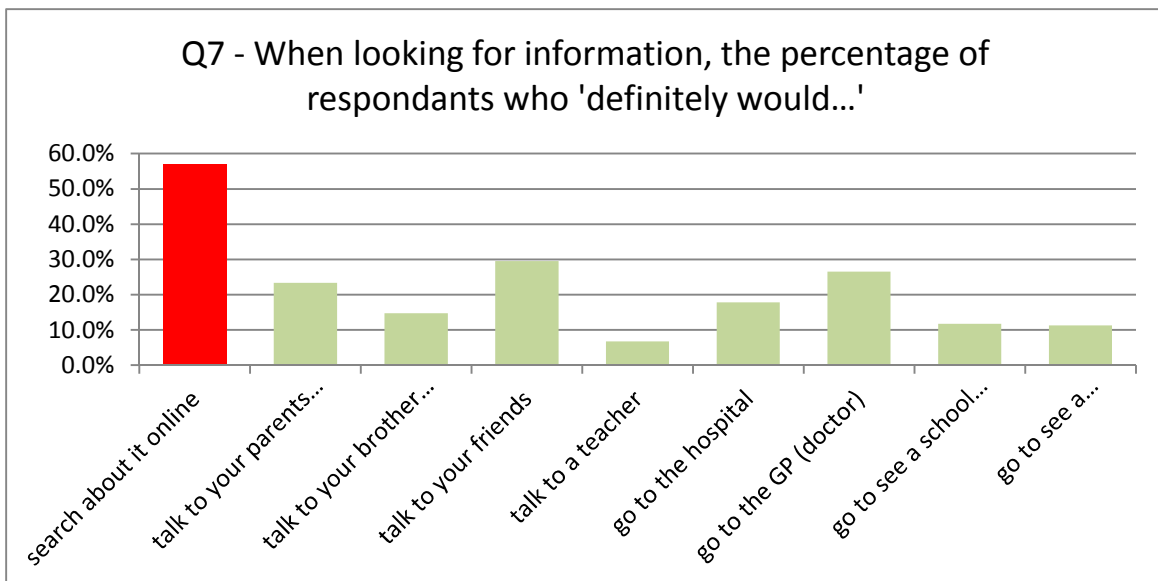
10. Young people have continually emphasised the importance of **emotional and mental wellbeing** for health as well as the lack of available information and support on this subject.
11. When asked 'what's the most important thing for being healthy' young people prioritised **exercise, diet** and **'not feeling sad or depressed.'** This demonstrates the ongoing influence of the biomedical view of health, but it is important to note that after these responses the most popular answer was related to emotional and mental wellbeing – 'not feeling sad or depressed.' Chart 1 displays the results from this question:

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



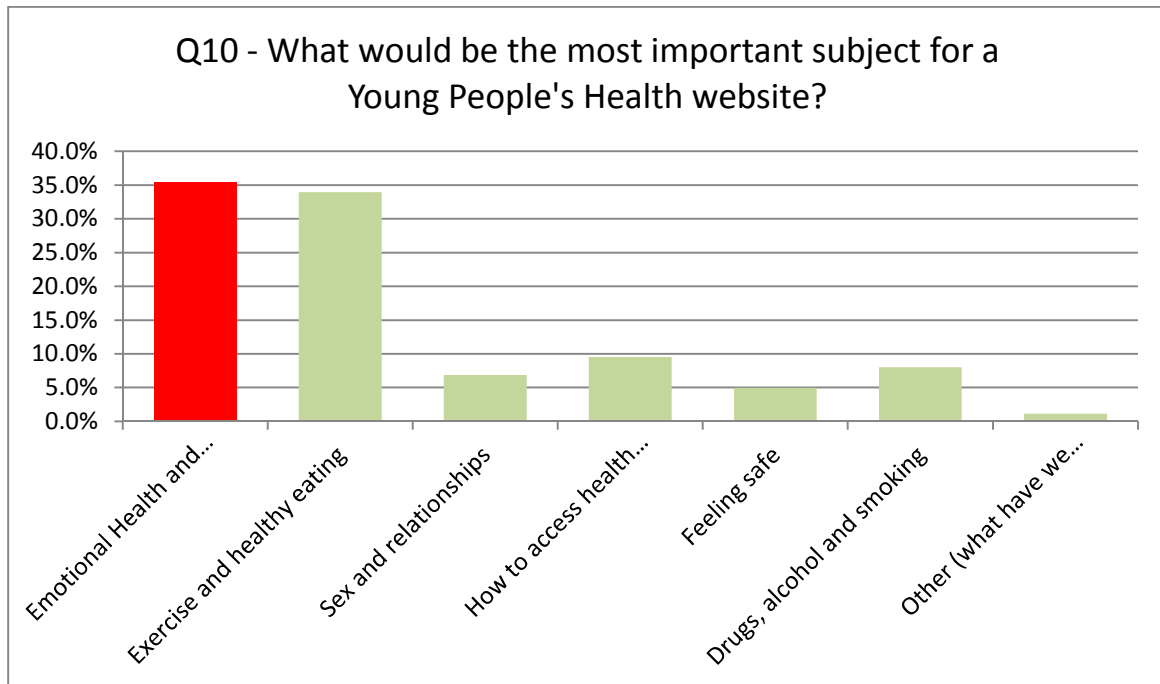
12. Young people who responded to the survey prioritised **online sources of information** for health, with 97% saying they might use an online source of information for an enquiry about health, and, as chart 2 demonstrates, 57% saying they definitely would.

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 7% 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. Young people were also asked an open question requesting that they tell us anything else they think is important; 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...”

“...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. 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.

RECOMMENDATIONS

- 1) That the board note the results of the Young People's Health Survey
- 2) That the board note the draft Young People's Health Strategy, and feedback any suggestions, corrections or concerns to Andy Fox, Specialty Registrar in Public Health, and these will be considered during the consultation phase before the strategy is presented to, and ultimately approved and adopted by, the Health and Wellbeing Board.

Andy Fox
Specialty Registrar in Public Health

For any enquiries about this report please contact:

Andy Fox
Specialty Registrar in Public Health
Public Health Nottinghamshire County
Tel: 01159772019
Mobile: 07584011700
Email: andy.fox@nottscc.gov.uk

Background Papers

Appendix A – Young People’s Health Survey – online results analysis

Appendix B – Draft of Young People’s Health Strategy for Nottinghamshire

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.