



young
people's
health
strategy



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young people's health strategy

- ❖ 2012 Chief Medical Officer's Report

- ❖ Young people are 'nearly invisible' in the health system



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young people's health strategy

- ❖ why are we here?
- ❖ improve health, save lives,
reduce inequalities, make
Nottinghamshire healthier,
happier, safer



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❖ how?

❖ Change the culture

❖ build services that welcome young people and empower them to make healthy choices



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- ❖ What have we been doing?
- ❖ Mystery Shopper Project
- ❖ We have some excellent health services in Nottinghamshire, but there is more that we can do...



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- ❖ What have we been doing?
- ❖ Creating a strategy
- ❖ Set out our **Vision** for what we want, and how we plan to do it




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❖ But we need to know what young people think...



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young people's health survey

- ❖ online and paper survey
- ❖ created with input from young people
- ❖ seeking to understand what's important to young people



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❖ responses?

❖ 1,265

❖ Over 1500 young people gave their views as part of this work



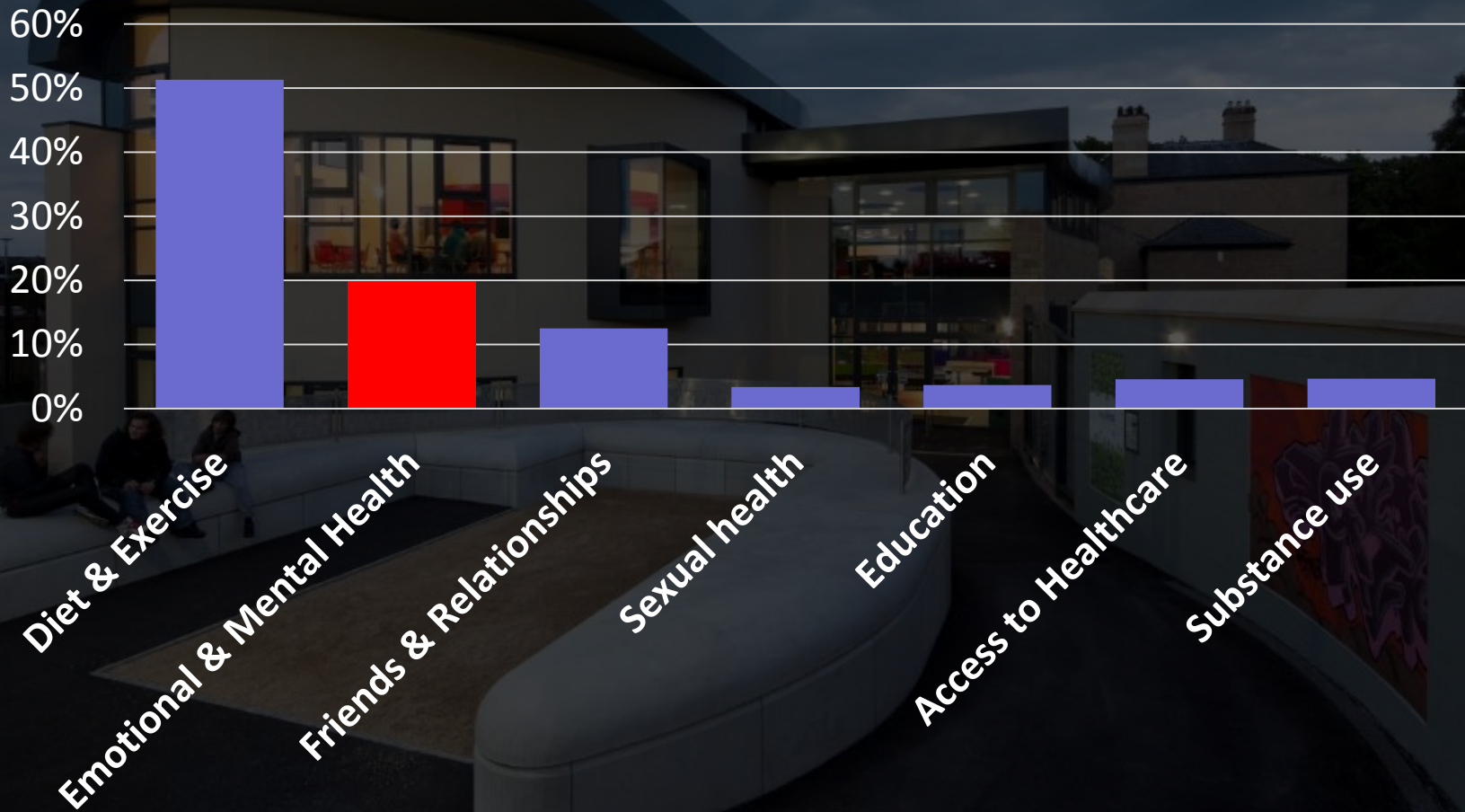
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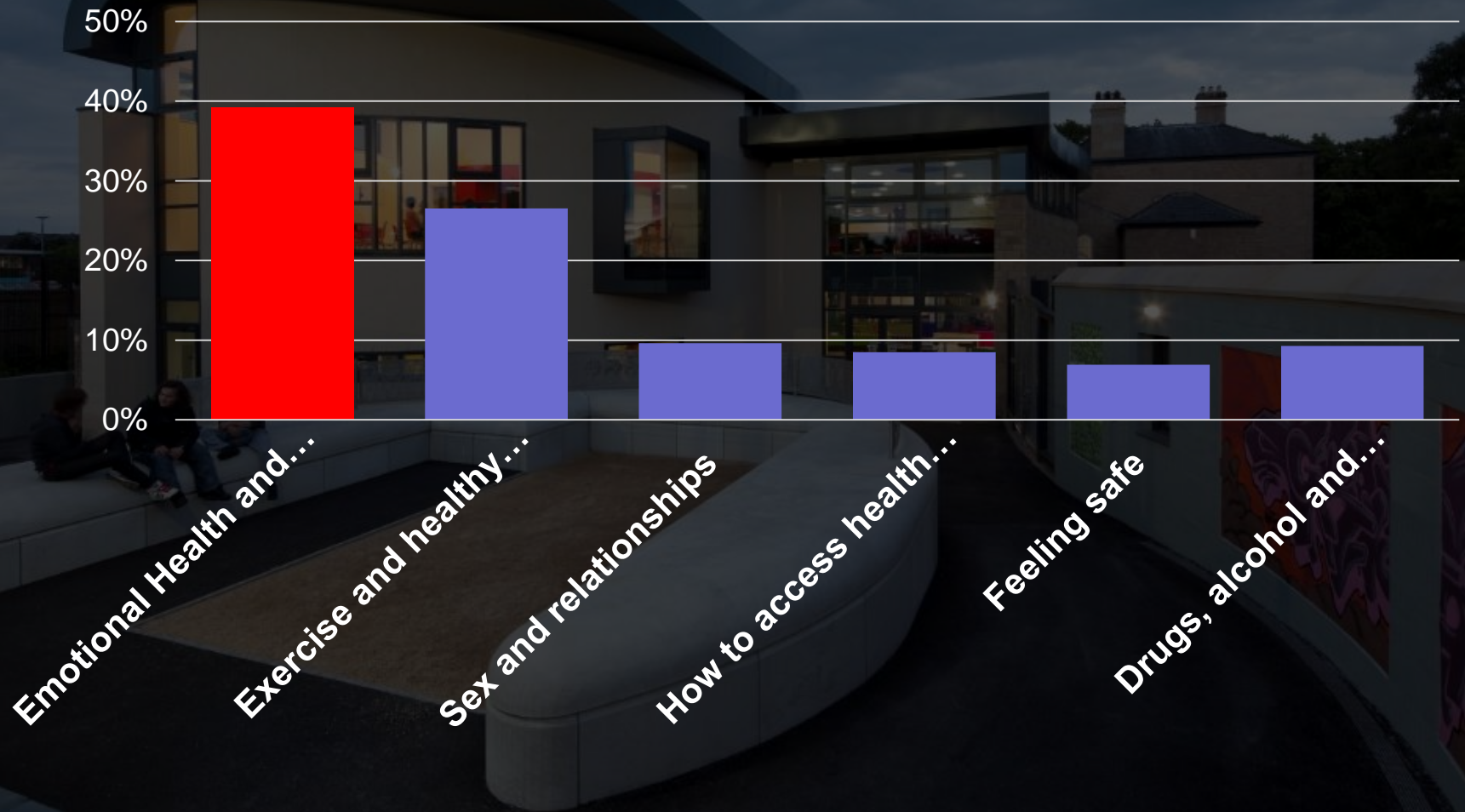
- ❖ what did we find?
- ❖ the importance of a healthy lifestyle - diet & exercise
- ❖ mental and emotional health
- ❖ Better information, especially online



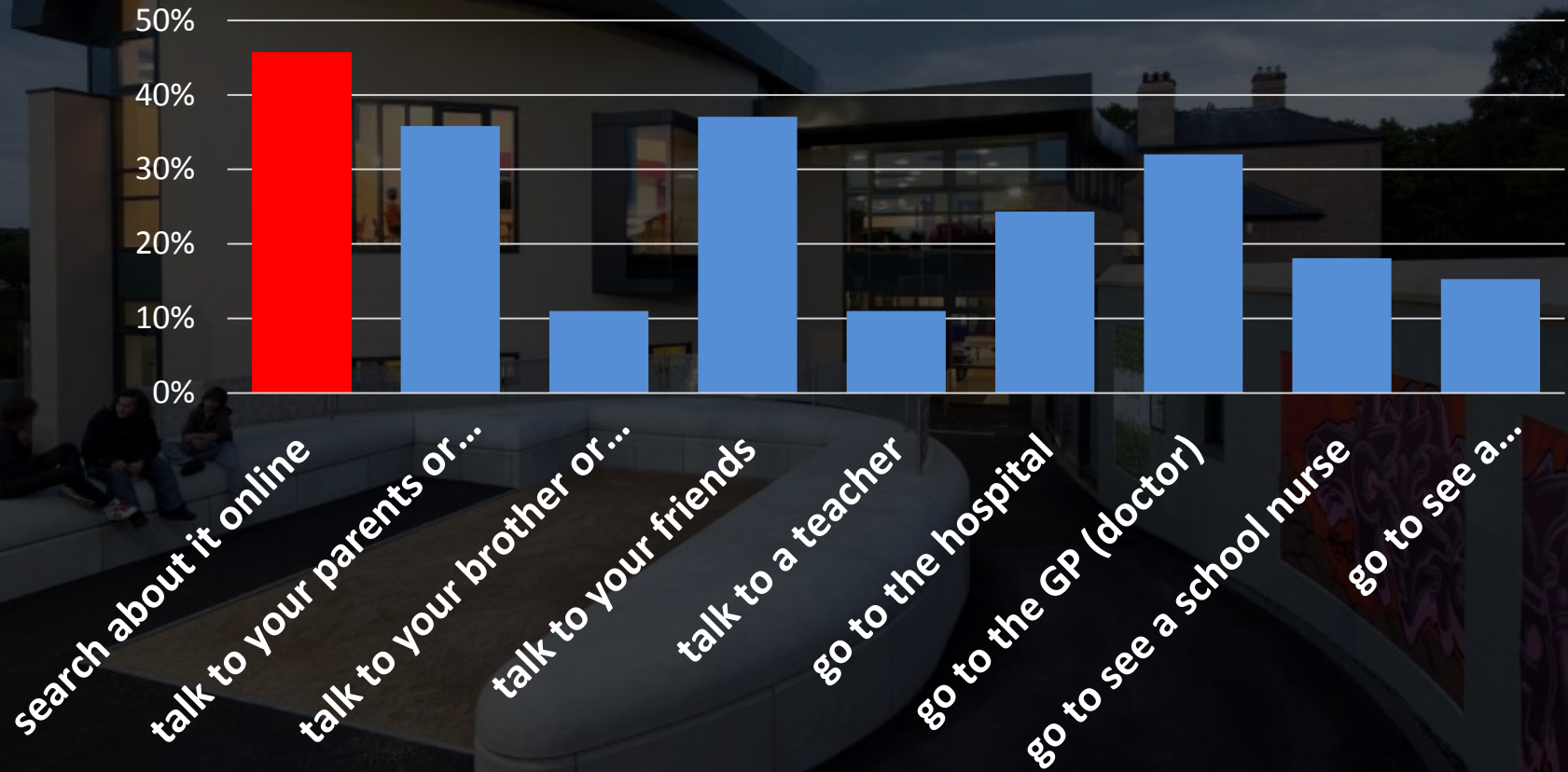
What's the most important thing for being healthy?



What's the most important topic for a 'young people's health' website?



Let's say you want to know something about your health, your body, or about sex or relationships. How likely would you be to...



quotes – young people's health survey

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



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quotes – young people's health survey

“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”



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quotes – young people's health survey

“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”



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quotes – young people's health survey

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



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*Young people have spoken, so
what are we going to do about it?*

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1. Raise the profile of young people's health



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2. Young people need more and better information, especially online

And the number and range of 'health services' make it fragmented and confusing



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We will recommend health organisations in Notts join together through the Health and Wellbeing Board to create a single, unique brand identity for young people's health

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*We will recommend that a high-quality, responsive website and/or app be developed using this brand to unify and update existing sites and to provide **Support and information** to both young people and professionals*

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Content will include:

- *Service information – where and when to go for help*
- *Support and advice – it's OK to be...*
- *'What's not OK' – safeguarding information*
- *Signposting / pathway information for professionals*

young people's health strategy

*The strategy will recommend that further support be provided to young people around **emotional and mental health***

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*the Notts young people's health brand be underpinned by the **You're Welcome** criteria and recommended for use in provider premises to make the link*

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*These are the headlines, for the detail
have a look at the strategy*

young people's health strategy


*We need **YOUR** voice:*

- ❖ *How do we do this?*
- ❖ *What have we missed?*
- ❖ *How can we make this work?*



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over
to
you. . .



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