



23rd April 2015

Agenda Item: 4

Children's Trust Board Sponsor: Dr Kate Allen

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 Children's Trust Board and present the views of young people in relation to health services.
2. To confirm plans to ensure Health Services are young people friendly through the consistent use of 'You're Welcome' by providers and commissioners of health services.
3. To seek support from the Children's Trust Board to help implement the recommendations from the Mystery Shopper project.
4. To agree which existing strategic partnership group should own and have an overview of the Mystery Shopper findings and potential roll out.

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 concerned¹."*

¹ Coleman, J. (2011) Adolescent health in the UK today: where next?
http://www.ayph.org.uk/publications/177_Adolescent%20health%20in%20the%20UK%20today_FI_NAL%2025may.pdf

6. 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. Despite this, teenagers often find it difficult to locate or access services appropriate to their needs, often falling between children's and adults services.
7. Services do not always meet the needs of young people, particularly with regard to confidentiality, equitability, privacy and appropriate communication or adequate knowledge of the basic biological physiological changes of adolescence. To be treated with respect and have confidentiality protected are characteristics young people expect when accessing health services. Barriers and fears of feeling judged can deter young people from accessing services, potentially leading to poor health outcomes or continued risky behaviours. As a result, these services can be inaccessible and unacceptable.
8. Such barriers or fears of feeling judged can deter young people from accessing services, potentially leading to poor health outcomes or continued risky behaviours. Sexual health is a particular concern to many young people, yet many do not access appropriate services until after they have become sexually active because of fear of being judged for seeking contraception advice because they are under 18, or under 16.

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

9. The Department of Health 'Quality criteria for young people friendly health services'², which is 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 aims to improve access to health services for young people. The quality standards are aimed at all health services where young people aged 11-19 are potential users, with the aim of developing a more youngpeople friendly service.
11. 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; and helps health services '*get it right*' for young people.

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.

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 at the Board meeting that services should be encouraged to complete the national

² DH (2007) 'You're Welcome - quality criteria for young people friendly health services' <https://www.gov.uk/government/publications/quality-criteria-for-young-people-friendly-health-services>

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 - 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 was undertaken in a weekend residential setting, and included:
 - A background on specific health issues affecting young people
 - The law, young people's rights and confidentiality
 - Expectations of health services
 - Ways to record mystery shopper experiences- 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 young mystery shoppers did not receive any form of treatment or to attend appointments led by 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. It is important therefore that these services complete the *You're Welcome* self-assessment and evaluate their interventions with young service users.

Where did visits take place?

- 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.

Areas evaluated

16. Mystery Shoppers were trained to understand the '*You're Welcome*' standards, the following areas were agreed to provide a framework for service evaluation.

Access

- Accessibility of the service
- Disabled access
- Marginalised young people
- Opening hours
- Self-referral
- Making appointments and attending consultations

Service publicity

- Publicity content

Confidentiality and consent

- Written policy and posters displayed

Environment

- Young people friendly, safe and suitable environment

Staff

- Communication and skills

Joined up working

- Additional services and referrals
- Information provided by the service

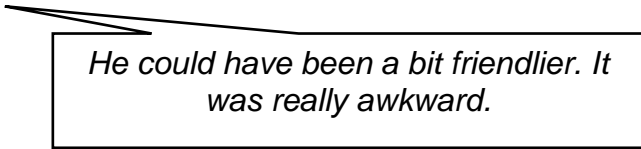
Nottinghamshire Mystery Shopper Findings

17. Young people trained as mystery shoppers provided a wealth of feedback in terms of local websites, visiting and phoning services.

18. Detailed analysis of all of these findings is included within a thorough report which is due to be published on the Nottinghamshire County Council website in May 2015. Qualitative and quantitative evidence has been collected by young people and the commissioner has analysed the information to inform this report.

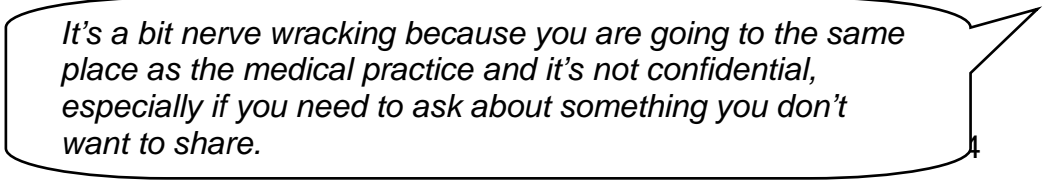
19. Headline findings include the following:

- Young people identified some excellent examples of best practice, however there are some practices that require improvement to ensure that young people are welcomed, not judged and receive the support they need.



He could have been a bit friendlier. It was really awkward.

- Young people are still very concerned about confidentiality and this can prevent them from accessing services or asking for help. Very few services explicitly explained confidentiality to young people, and barely any services included this information within their website.



It's a bit nerve wracking because you are going to the same place as the medical practice and it's not confidential, especially if you need to ask about something you don't want to share.

- Young people evaluated services well, when staff were friendly and took their time to listen to them. Even a smile can make them feel more comfortable.

She made us feel like we were really welcome there.

- Young people are disappointed by the lack of information available in settings about a range of health concerns e.g. eating disorders, which in turn makes it hard to be signposted to appropriate services and access advice and guidance.

They went to get information but they couldn't find any.

It wasn't great, it wasn't private, and you had a discussion in the open. There were other people there and it could have been really awkward. He told us to search on the internet but didn't even print off a webpage for us. No offer of a private consultation. He wasn't willing to help and it seemed quite rushed... In the middle of talking to us he answered a phone call. Overall it wasn't a good experience.

- Generally websites were not young people friendly, were often out of date and did not include information re location, access by public transport and what services are offered. Young people want maps and photographs of the building to help them locate and identify services. Young people suggested the need for one website for all young people's health needs and services to enable them and professionals to find information easily.

I would have a webpage specifically designed to make people feel comfortable and at ease with coming and making an appointment - consent, confidentiality, young people support, appointment making etc.

There is very minimal information on the website, other sites give much more information, and the lack of information is not reassuring.

- Young people value being engaged in evaluating and assessing services.
- Young people do not want to be asked personal questions in an open space e.g. reception area, or pharmacist counter. Young people value the invitation to be seen in a private consulting room to assess their needs and offer a confidential intervention.

There were lots of people looking at me and I felt very judged.

"We went into a private consultation room which was brilliant. Staff were really friendly and helpful so we weren't as embarrassed as we could have been. The nurse gave us lots of information about the C-Card and gave us more numbers of services we could contact"

- Young people want services such as outreach sexual health clinics to be located in young people friendly venues e.g. young people's centres.
- Young people want C-Card sites to be active and do not want to be turned away from a site which is known to offer the service. This is identical for Pharmacists that offer Emergency Hormonal Contraception (EHC).

We went into the pharmacy to ask for advice for a friend who thought they could be pregnant. There were 2 women behind the counter and they both dealt with us. We went with a scenario that our friend was pregnant. They were an EHC place. They were extremely judgemental and unhelpful. They gave us very limited advice and when we pushed it further we weren't given anything helpful and didn't offer any of their services. We weren't given any advice... we left with nothing.

- Young people want services and clinics to be well signposted outside and inside buildings. This is particularly important for outreach clinics such as contraception and sexual health (CASH) to be clearly identified.

When we got to the clinic we couldn't find it (CASH clinic) at first. After asking a member of staff who was welcoming, she told us to go downstairs, in the same section as the medical centre which isn't confidential especially if you are going to ask about personal issues.

Recommendations from Mystery Shoppers

- a) Young people who took part in the Mystery Shopper programme were explicit in their need for practitioners to actively listen to them, to consider their concerns regarding confidentiality and to not make judgements based on their age.
- b) There should be regular active engagement of young people to ensure that services are accessible and young people friendly.
- c) Services should display clear Young People friendly confidentiality statements and all young people need to be explicitly told about confidentiality. It is important to include this information on service websites.
- d) All professionals (including reception staff) should be equipped with the skills and abilities to communicate effectively with young people, offer a non-judgmental service, safeguard young people and understand the requirements of being a young people friendly service.
- e) 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.
- f) 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.

Commission the development of one website for young people across Nottinghamshire. 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.h) Mystery Shopper programmes should be repeated annually.

Suggested Next Steps

20. Commissioner Responsibilities:

- a) Commissioners must ensure that an assessment of You're Welcome quality criteria is a key element of performance work, including services for all age groups including contraception and sexual health, pharmacists and General Practice. Providers should submit an annual self-assessment³ to commissioners.

³ 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>

- b) Commissioners must ensure that providers actively engage young people in the planning and evaluation of services. Young people should be able to influence service provision and offer their views in relation to access, availability, communication methods, promotional work etc.
- c) Commissioners in the Integrated Commissioning Hub should identify funding to commission a Mystery Shopper programme that is repeated annually.
- d) Commissioners should support an event for young people to present mystery shopper findings and their key priorities to members of the Health and Wellbeing Board and other stakeholders e.g. Nottinghamshire Pharmaceutical Committee.
- e) It is advisable that Commissioners work with providers to ensure training is available, accessible and focused on the needs of young people. CCG Protected Learning Time events would be a useful route into primary care for example.
- f) Commissioners in the Integrated Commissioning Hub should feedback key findings from the mystery shopper programme to individual services and settings, and support them to address areas for further development.
- g) Commissioners in the Integrated Commissioning Hub could scope the development and promotion of a county wide website for young people focusing on a range of health and wellbeing issues, signposting to services and clear information in a young people friendly format.
- h) Services that work with young people (including all age settings) should be encouraged to offer the C-Card condom scheme as most C-Card sites were assessed as young people friendly by Mystery Shoppers. This stems from the mandatory training for those offering the scheme in engaging young people.
- i) 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.
- j) Commissioners represented at the Children's Trust Board are invited to support an evening health and wellbeing session led by young people who will disseminate findings to members of the Health and Wellbeing Board and key stakeholders. This event is likely to be held in June 2015 and providers and commissioners of health services must be encouraged to attend and champion the needs of young people.
- k) The Nottinghamshire Adolescent Health Steering group has been established to lead on the development of an Adolescent Health Strategy. This group includes membership of Paediatricians, Nottinghamshire County Council Group Managers and key NHS provider services; the group is managed by the Children's Integrated Commissioning Hub. The Children's Trust is asked to consider if this group should have strategic ownership of the Mystery Shopper programme.

21. Provider Responsibilities

- a) Services must work with young people to invite regular feedback to inform delivery of services.

- b) Providers must have clear complaints processes and these should be advertised to service users so they are able to make a complaint if they feel that have received a poor service. It may be worthwhile including this information on service websites.
- c) Providers must ensure that their workforce is skilled and have the ability to communicate effectively with young people, assess their needs, and understanding confidentiality and safeguarding.
- d) Providers must regularly and consistently engage young people in service redesign and evaluation. This must not be tokenistic engagement but a key principle of work to ensure ownership and access.
- e) Providers should complete and send annual self-assessments⁴ to commissioners for scrutiny and identification of subsequent actions to enable their services to be identified as young people friendly.
- f) Providers must maintain their service publicity and website to ensure that information is up to date and that addresses, opening times and contact details are accurate. As well as ensuring that there is a map of how to access the service, links to public transport and ideally a picture of the building should be provided so that young people know what to look for.
- g) Providers must be equipped with the knowledge of how to access information for young people on a range of health and wellbeing issues. Budgets are restricted so services may not be able to include a number of leaflets in their display areas, but they need to ensure that practitioners know where to seek information to pass on to young people.
- h) Providers must ensure that there are trained practitioners available at key times to prevent turning people away because a service cannot be offered by other staff members e.g. prescribing Emergency Hormonal Contraception and C-Card scheme registrations.
- i) Providers are encouraged to proactively offer the C-Card scheme for young people, advertise that they offer the service (using C-Card publicity and door stickers), and ensure staff are accessing C-Card training for pick up points and registration points.

RECOMMENDATIONS

1. Children's Trust Board members support the recommendations suggested in this report and aid the implementation of these recommendations, including the proposal to secure funding to commission an annual or bi annual Mystery Shopper programme.
2. Children's Trust Board members are asked to cascade the findings of the Mystery Shopper project to their colleagues and the services that they commission; the use of the one page summary (included at the end of this report) and Mystery Shopper DVD can assist dissemination.

⁴ 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>

3. Children's Trust Board members are invited to have 'young people friendly services' as a key topic for discussion at key meetings e.g. CCG Governance meetings.
4. The Children's Trust Board supports plans to ensure health services are young people friendly through the consistent use of 'You're Welcome' by providers and commissioners of health services.
5. The Children's Trust is asked to consider whether the Adolescent Health Steering Group should lead the Mystery Shopper programme and have strategic ownership of the work.

Irene Kakoullis
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For any enquiries about this report please contact:
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Background Papers

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

Objectives:

- Use the national 'You're Welcome' quality standards when assessing services as 'young people friendly'
- Mystery shoppers to provide feedback to commissioners on a range of services, to establish if health services for children and young people are accessible, appropriate, confidential and non-judgemental
- Providers use the mystery shopper findings and recommendations to identify good practice or areas for further development.

Aim

The Mystery Shopper exercise aimed to evaluate services with a view to sharing best practice, making health services and interventions young people friendly, improving access to these services and consequently encouraging improved health and wellbeing amongst young people (YP).

Methodology:

- 20 participants, aged 14-19 were recruited. They were representative of race, gender, disability, faith, sexuality and age.
- The training was undertaken in a weekend residential setting.
- Visits took place across a selection of GP practices, Pharmacists offering Emergency Hormonal Contraception, Contraception and Sexual Health services in community and acute settings; and a selection of C-Card sites including those in youth centres, pharmacists and health centres.
- Young people completed questionnaires and filmed their feedback to share with commissioners and services.
- Young people did not request any treatment or use valuable clinic time.

What did the Mystery Shoppers Evaluate?

Access	Accessibility of the service, disabled access, engaging marginalised young people, opening hours, public transport links, self-referral and making appointments
Service publicity	Publicity content
Confidentiality and consent	Written policy and posters displayed
Environment	Young people friendly, safe and suitable environment
Staff	Communication and skills
Joined up working	Additional services and referrals and information provided by the service

Key Findings:

- YP are still very concerned about confidentiality and this can prevent them from accessing services or asking for help.
- YP evaluated services well when staff were friendly and took their time to listen to them. Even a smile can make YP feel more comfortable.
- YP are disappointed by the lack of information available in settings about a range of health concerns e.g. eating disorders, which in turn makes it hard to be signposted to appropriate services and access advice and guidance.
- Generally websites were not YP friendly, were often out of date and did not include information re location, access by public transport and what services are offered. Young people want maps and photographs of the building to help them locate services.
- YP suggested the need for 1 website for all YP health needs and services to enable them and professionals to find information easily.

Recommendations:

1. There should be regular active engagement of YP to ensure that services are accessible and YP friendly.
2. Services should display clear YP friendly confidentiality statements and all YP need to be explicitly told about confidentiality
3. All professionals (including reception staff) should be equipped with the skills and abilities to communicate effectively with young people, offer a non-judgmental service, safeguard young people and understand the requirements of being a YP friendly service.
4. Information about a range of health topics and services should be available in all health settings e.g. pharmacists.
5. Services should be promoted to YP and have up to date websites with detailed information about services offered, their location and how to get there.
6. Mystery Shopper programmes should be repeated annually or bi-annually.
7. Commissioners must ensure that YP friendly services are a key element of performance work, in particular services targeting all age groups.

For more information
childrens.commissioning@nottsc.gov.uk
 0115 97 72676

Conclusion:

The Mystery Shopper project identified a number of areas for further development across a range of health services and services offering health interventions. However there were also a number of excellent examples where services take time to listen and engage young people in assessing and supporting their needs.