Youth Out Loud!

@ Healthwatch Comms Camp

26th July 2019- 151 Buckingham Palace Road, Victoria, London.

healthwatch Kingston Upon Thames

healthwatch Richmond upon Thames

The Royal Borough of Kingston Upon Thames

London Borough of Richmond Upon Thames

achieving for children

NHS Richmond Clinical Commissioning Group

NHS Kingston Clinical Commissioning Group

Background

- In 2016, Kingston and Richmond Youth Council (KRYC) was engaged by Healthwatch Kingston and Richmond to undertake peer research into young people's knowledge and understanding of emotional health and wellbeing issues.

- Young people said they were:

> not able to connect with professionals" at mental health services and felt they had "not been listened to or taken seriously.

healthwatch Kingston Upon Thames

Young voices count too

healthwatch Richmond upon Thames

Background

- Healthwatch Kingston and Richmond highlighted the need for a process that would enable young people to play an active role

- YOL! has brought together young people aged 13-17 years from across Kingston and Richmond and they collaborate with Healthwatch to scrutinise local health and social care services.

Who we are?

- We are Scott and Sara from Healthwatch Kingston and Healthwatch Richmond and we are the YOL leaders

We are interested in how the local health system works, we are looking to understand what children and young people think about it and improve its services.

- Our core group of YOL members come from the Youth Council and we continue to encourage more people to join

Launch Event

- " The Youth Out Loud! Launch Event took place on 8th April 2019 and it is supported by Richmond and Kingston Councils, Richmond and Kingston Clinical Commissioning Groups and Achieving for Children.

- The Youth Out Loud vide was shown at the event

https://www.youtube.com/watch?v=hmzgN4XrBKo&feature=youtu.be

- The event was set up to target our audience:
  - Professionals
  - Children and Young People
  - Stakeholders

Past Activities

- 15 Steps Challenge at Kingston Hospital
- Videos

Future Activities

- 15 Steps Challenge at West Mid Hospital
- Mystery Shopper at Richmond's Youth Counselling Service
- Go-pro video of Kingston's Sexual Health Clinic (empty)
- 3 more videos

Main Hospital Entrance
Bernard Meade Wing
Access to
NHS
Kingston Hospital
NHS Foundation Trust
We are Smokefree
FRESH AIR
HEALTHIER
GREENER
CLEANER
SMOKEFREE

Objectives

YOL's Objectives	Comms Objectives
Entering + Viewing services for children and young people in Richmond and Kingston.	Bringing forward the perspectives of children and young people on healthcare services aimed at them.
Finding new ways of promoting and improving health and wellbeing for children and young people in Richmond and Kingston.	Engaging young people in Richmond and Kingston to use the information collected and provided via digital articles, blogs and videos.
Making a difference to Healthcare Services available to Children and Young people in Richmond and Kingston-Upon-Thames.	Reaching out to providers with recommendations for improvement.
Bringing Children and Young people's voice into Healthcare plans for Richmond and Kingston-Upon-Thames.	Reaching out to local commissioners and policy makers.
Breaking stigmas amongst young people (i.e. mental health, sexual health..)	Encouraging young people to communicate with each other about their health

YOL!’S Comms Strategy

Bringing forward the perspectives of children and young people on healthcare services aimed at them.

YOL!’S Comms Strategy

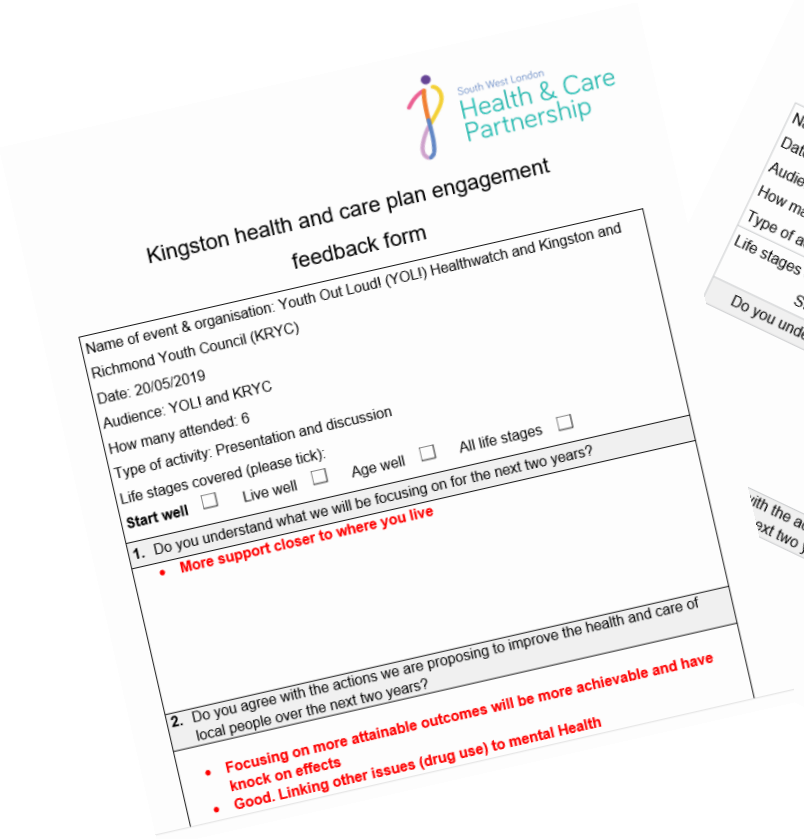
Engaging young people in Richmond and Kingston to use the information collected and provided via digital articles, blogs and videos.

YOL!’S Comms Strategy

Reaching out to providers with recommendations for improvement.

YOL!'S Comms Strategy

Reaching out to local commissioners and policy makers.



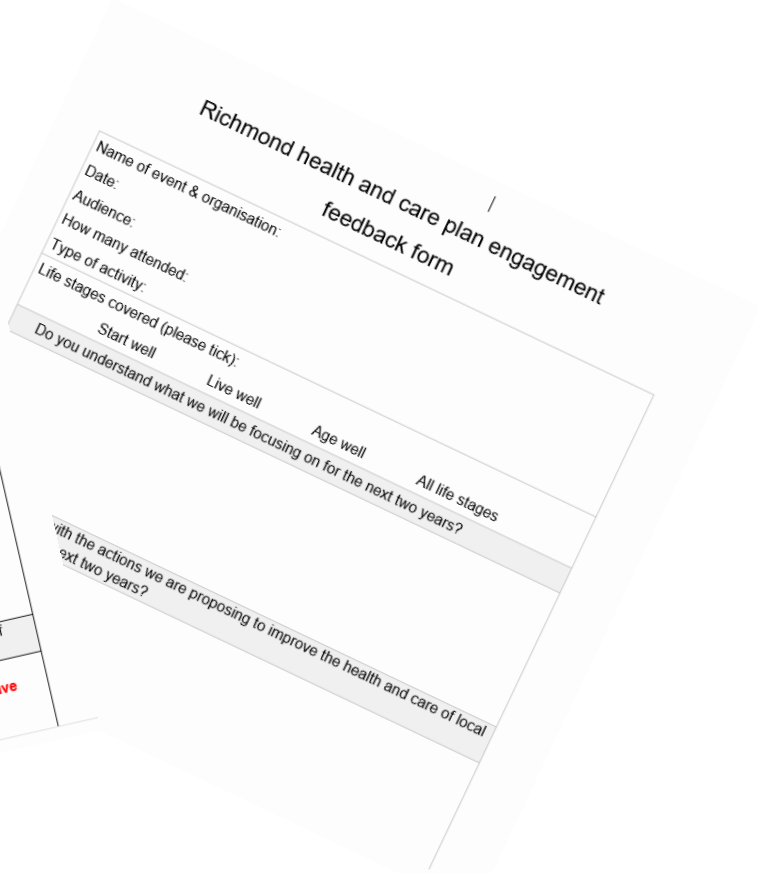
South West London Health & Care Partnership

Kingston health and care plan engagement feedback form

Name of event & organisation: Youth Out Loud! (YOL!) Healthwatch and Kingston and Richmond Youth Council (KRYC)
Date: 20/05/2019
Audience: YOL! and KRYC
How many attended: 6
Type of activity: Presentation and discussion
Life stages covered (please tick):
Start well ☐ Live well ☐ Age well ☐ All life stages ☐

1. Do you understand what we will be focusing on for the next two years?
   - **More support closer to where you live**

2. Do you agree with the actions we are proposing to improve the health and care of local people over the next two years?
   - **Focusing on more attainable outcomes will be more achievable and have knock on effects**
   - **Good. Linking other issues (drug use) to mental Health**



Richmond health and care plan engagement feedback form

Name of event & organisation:
Date: /
Audience:
How many attended:
Type of activity:
Life stages covered (please tick):
Start well Live well Age well All life stages

Do you understand what we will be focusing on for the next two years?

ith the actions we are proposing to improve the health and care of local
ext two years?

YOL!’S Comms Strategy

Encouraging young people to communicate with each other about their health

What we learned about communicating and engaging with a young audience

- Dates
- Agenda
- Minutes
- Requests for feedback (those that cant attend)

What we learned about communicating and engaging with a young audience

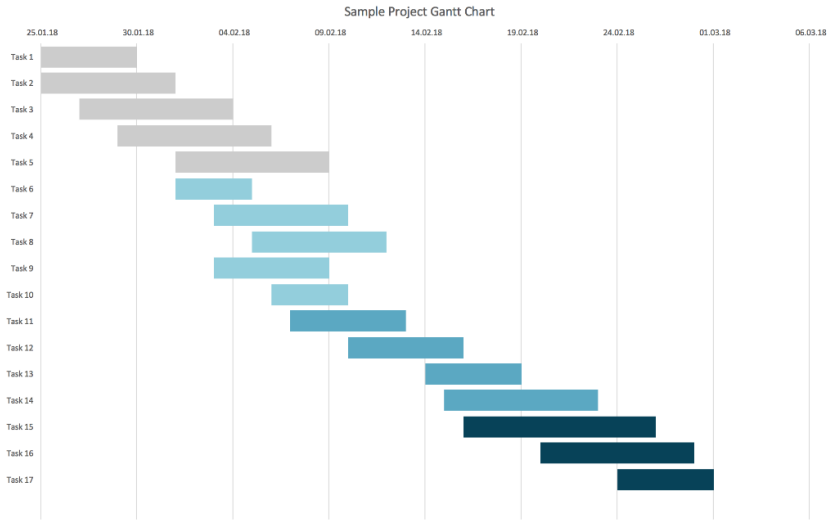
- Before an event – reminders
- After an event – thank you and minutes
- During – ice breakers –contributions
- Big events like exams

What we learned about communicating and engaging with a young audience

- Feedback from the young people for our social media
  - Don’t try to be cool
  - Regular updates
  - Facts and quotes. Held reduce stigma, raise awareness and signpost.

- Planning ahead

- Keeping flexible



Our Next Steps

- Increased presence on social media
- Social media campaign #myhappyspace
- More promotion in schools and youth clubs
- Sharing our positive stories
- Comms evaluation report (measuring success)