healthwatch

CommsCamp – engaging young people in our work

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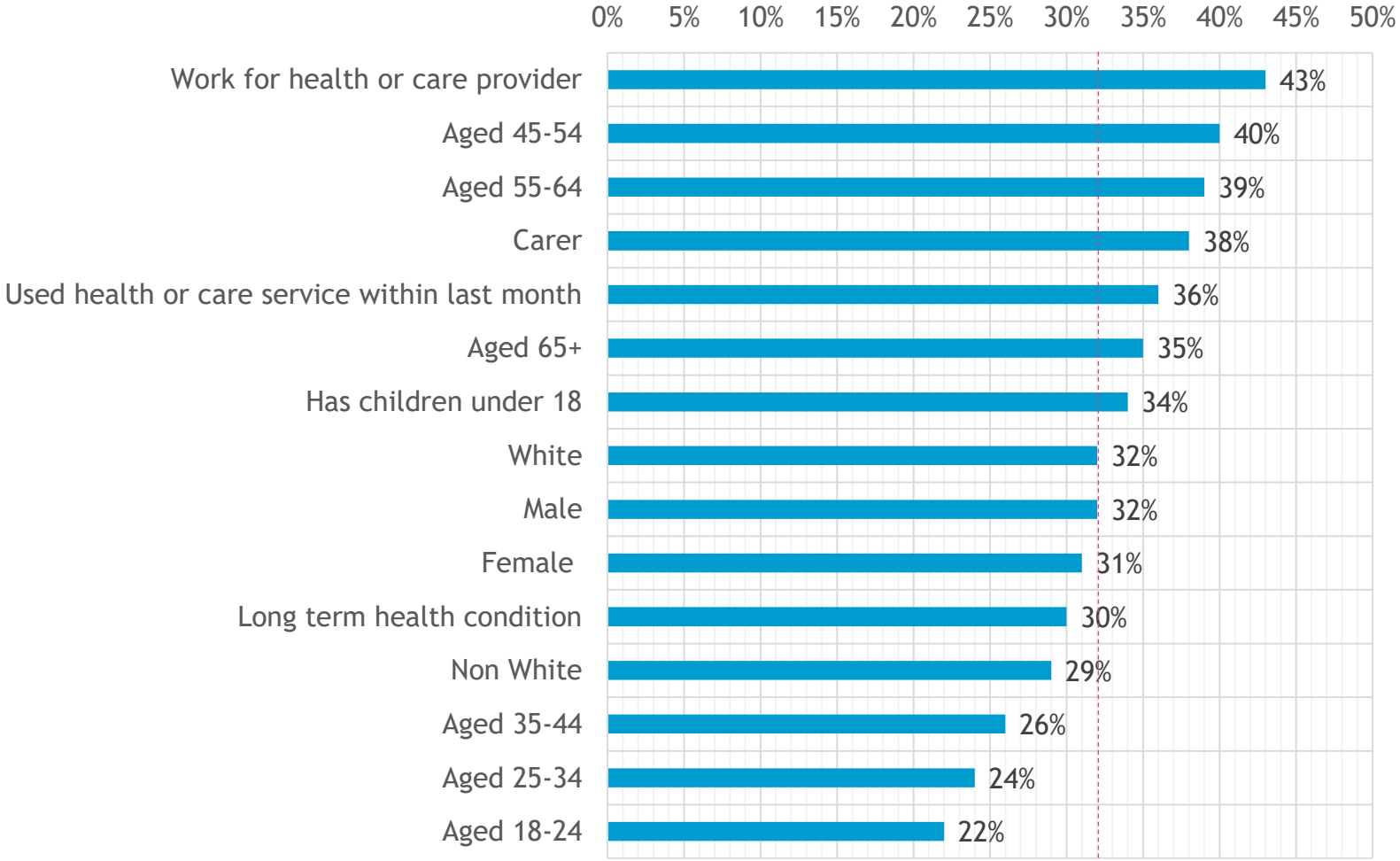
Welcome and introduction

Principles for the day

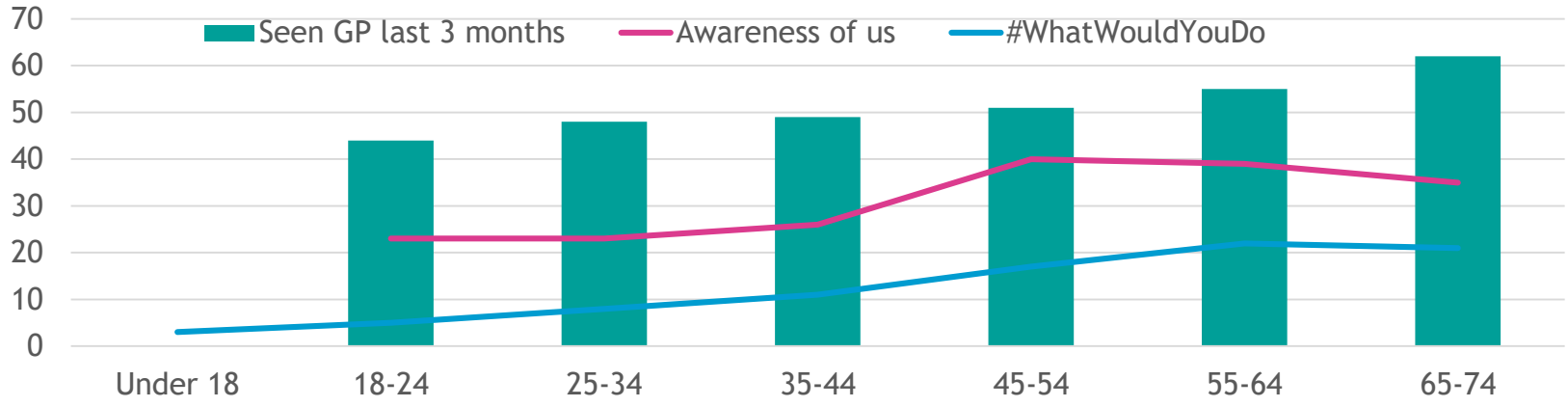
- *Have faith in your ideas.*
- *Don't judge or criticise others.*
- *Don't be dismissive when other people are being creative. Don't say 'no' or 'that wouldn't work'.*

Taking stock of the challenges and opportunities

Who is aware of us? Who is not?



What do we know about young people



More likely to…

- Like idea of volunteering
- share views if it benefits them, family and community
- Think services will listen

Less likely to…

- To have heard of us

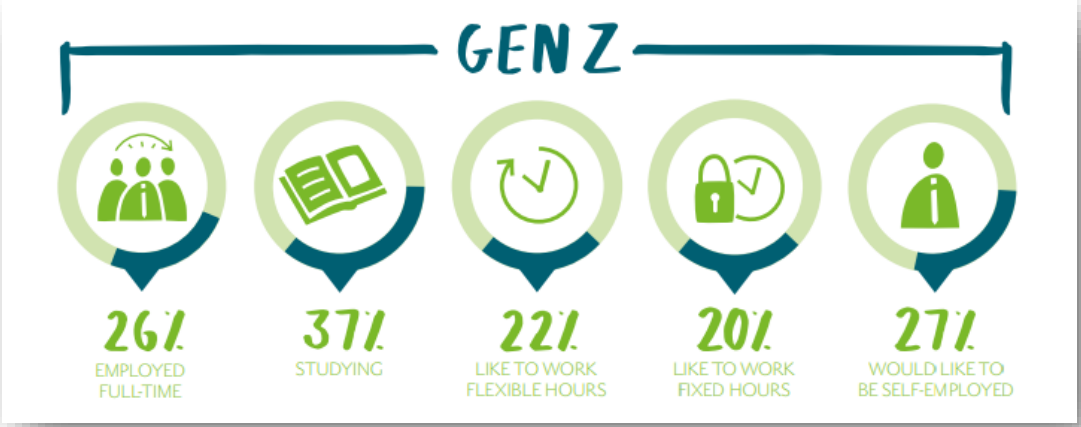
Biggest barriers:

- Time
- Relevance
- Awareness

What do we know about young people?

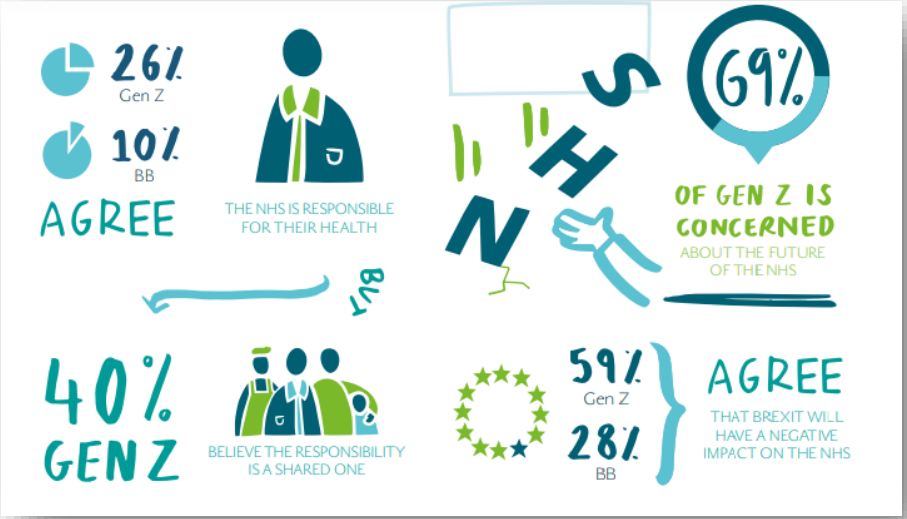
41% OF GEN Zs

FEEL THEIR DOCTOR DISMISSES THEM

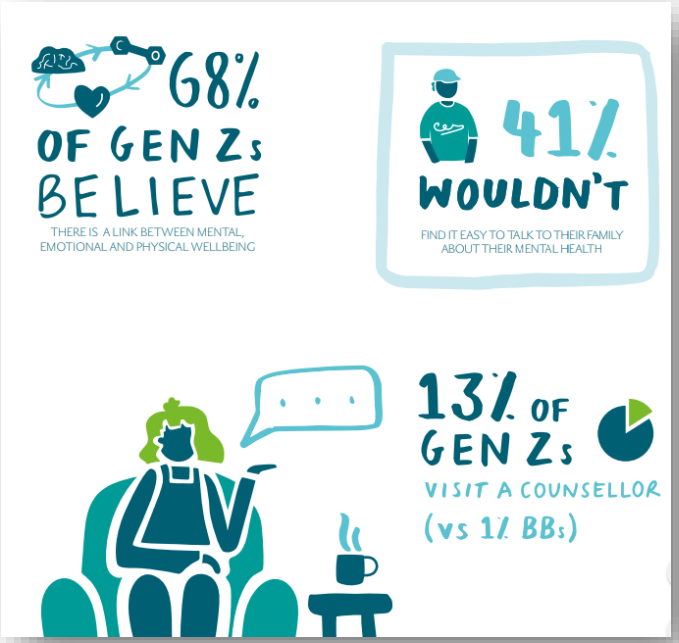


57% OF GEN Zs

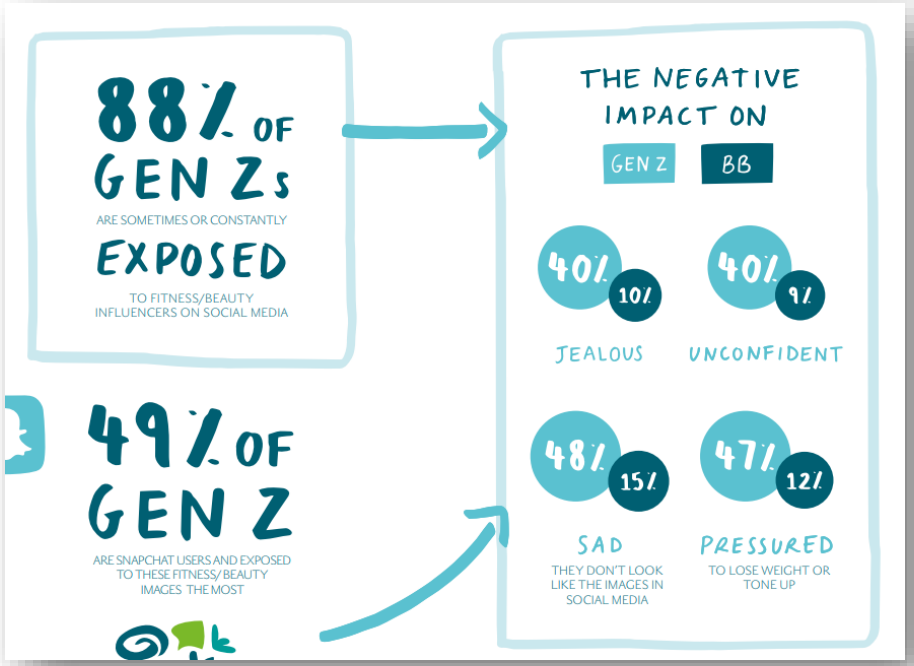
AGREE THAT OLDER GENERATIONS DON'T FULLY UNDERSTAND MENTAL HEALTH



What do we know about young people?



29% of Gen Z use social media for health advice and information, compared to 4% of Baby Boomers.



Generation Z: The Future of Health and Wellbeing

Example of factors to consider in a SWOT

Strength	Weakness
• committed and expert staff, with the right experience • Public or private sector support • Good communications channels or efficient IT ; • best practice models; • political commitment; • public support (indicated by market research)	• inconsistent programme results; • staff and volunteers feeling undervalued; • local resistance from public or partners; • a service does not reflect local needs.
Opportunity	**Threat**
• Any external changes that provide opportunities we can turn to our advantage. For example • Partner agency has a shared priority	• overlap of other agency encroaching on our work; • cost-saving could mean not enough resources; • resistance to your agenda by partnering organisations.

Think about:

- How to make the most of opportunities that play to our strengths?
- Which weaknesses we can address or could become opportunities?
- How can we protect ourselves against threats?

What is working well?

Lunch

What can we learn from others?

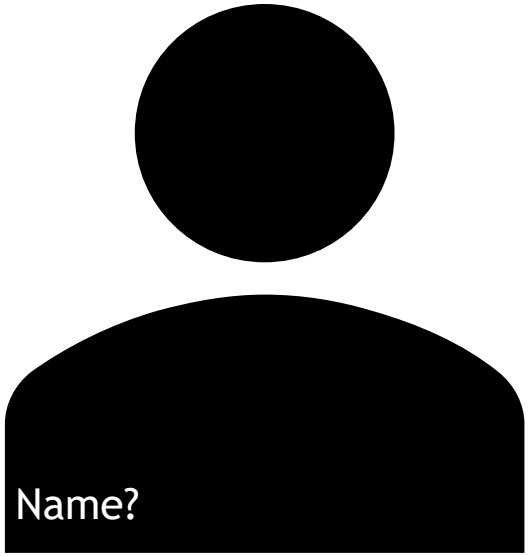
Pulling it all together

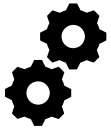
Step 1 - Choose a brief

1 - Get young people to share views
Goal: Understand what step services can take to better support the mental health of young people
Budget: £2,500
Audience: 16-25 year olds
Approach: Message and materials tested with young people
Tactics: Strong digital focus
Target: 200 people share their ideas or experiences

2 - Get young people volunteer their time
Goal: To recruit a team of young volunteers to improve advice & engagement work with their peers
Budget: £2,500
Audience: 16-25 year olds
Approach: Message and materials tested with young people
Tactics: Strong partnership and outreach focus
Target: 15 volunteers recruited

Step two - understand your audience




Think?

Feel?

Goals?

Influences?

Challenge?

Activity – identifying our audience

In your groups:

- *Draw an image that represents your audience. This can be as abstract or realistic as you like.*
- *Around your drawing outline:*
  - Who they are
  - What they think
  - What they feel
  - What they are motivated or influenced by
  - Three reasons they would engage with Healthwatch
  - Three reasons they wouldn't engage with Healthwatch

Step three - Generate some ideas

Activity – random links

- *First take a random object from the bag*
- *Then pass it round – each person think creatively and link your object back to the original brief*
- *Don't overthink!*
- *Then review each idea and choose your favourite to develop further*

Activity – wishing

- *First - think of unattainable, extreme or impractical solutions - if there were no constraints what could we do?*
- *Then review each idea and ask:*
  - What makes your idea impossible?
  - How can your idea be scaled down?
  - Which features of your wish could we use?

When choosing your final idea ask:

- Does it follow the brief?
- Is it appropriate for our audience?
- Does it capture attention?
- Does it have the potential for expansion?

Step 4 - Developing your concept

In groups take your best idea and develop them into campaign concept.

- *Include:*
  - What the core message is – think problem, solution and action
  - A visual representation of your idea that usually contains a headline, visual and tagline.

- *How to present your idea:*
  - What would a promotional poster or graphic look like and say?

Animals might not have a voice but you do

If you have an experience that you think the NHS could learn from why not tell your Healthwatch.

Wrapping up