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Title of innovation / initiative

- Putting young people at the centre of their health decisions and choices
- [OurVoiceOurCare – Empowering Young People and Motivating Healthcare Professionals](#)

Problem

- Children and young people (CYP) are over a third of our population but 100% of our future and must be considered in all aspects of our work in London. According to the 2020 [CQC survey](#), only 47% of CYP feel they are involved in their healthcare decisions. How can we get this to 95%?

Aim

Our Voice, Our Care campaign

Working with our [Youth Steering Group](#), we launched the *Our Voice, Our Care* campaign. Aiming to uplift the voices and experiences of children and young people in healthcare and create change to:

- empower young people to know that they have rights in healthcare, and they can expect to be listened to and engaged with by professionals
[#OurVoiceOurCare](#)
- motivate healthcare professionals to improve their engagement skills and build positive relationships with young people
[#YourVoiceYourCare](#)

Plan

A coproduced youth-led event was held in July 2022 at [Spotlight](#), a state-of-the-art youth club in Tower Hamlets, one of the most deprived boroughs in north-east London.

A youth steering group led on event planning and facilitation, with NHS and other colleagues there to support. On the day, young members of Spotlight took pictures and filmed the reverse panel, resulting in our campaign [video](#).

The event consisted of:

- rotating workshops facilitated by young people on topics including mental health, power dynamics and health care, building trust, confidence and relationships with health care professionals, and accessibility in care
- performances from young leaders including spoken word and personal storytelling
- live illustrations done by a cartoonist
- a quiz for young people on their healthcare rights and how they can be better supported to exercise them
- a reverse panel of young experts who answered questions from healthcare professionals in the audience on their experiences and insights into future care

The reverse panel posed a new way of thinking and power dynamic switch where the young patients are the experts.

To plan the youth campaign, we established a 20-person steering group which consisted of young people ages 15-20 and professionals from the NHS and partner organisations. The steering group met fortnightly online and once in person. The event took 3 months to organise and the video and campaign was launched in March 2023 during Adolescent Health week.

Partnership organisations include:

1. Partnership from Young London
2. Spotlight
3. Barnado's
4. London Youth

5. Greater London Authority

This event and campaign was youth-led. NHSE provided the backbone and resource whilst the steering group developed the aims, agenda, and facilitation.

“Partnering on this youth led campaign was an enriching experience for both London Youth and the young people who led this with us. We know that young people being involved in their health decisions and having their voices heard is crucial. The event was proof of this and we were inspired by the young people’s great ideas. London Youth was proud to be part of a partnership that furthers this vital conversation.” – Natalia Rossetti Head of Policy/Communications London Youth

Watch our [campaign video here](#) and [download our campaign toolkit](#) to learn more and help share this work.

Benefits

The key benefits of this campaign were twofold:

- (1) empowering young people about their rights in healthcare and inspiring them to become future health or social care workers, and
- (2) educating health care professionals on key concerns of young people and how to build meaningful relationships with this population.

Event evaluation forms showed that 97.7% of attendees rated the event as good, very good or excellent and 70.5% said at least half of the information was new to them. The work has led to a further workshop around this subject including a follow up event held at Barts Health where 30 young people developed key engagement principles for London and got to visit the Helipad.

Learnings and key messages from this campaign have been embedded into the NHSE BCYP programme and beyond in the NHS. The campaign is transferable to all aspects of health and care with young people. A poster describing the campaign was presented at the 2022 RCPCH Conference on Adolescent Health. In addition to the key messages for health care professionals, young people learned about their rights through this event. One young person said:

“[I learned] How much of a change we can make if we work together and hold these events more often. We need to continue dialogue and not do this type of work for nothing.”

Another said:

“I have rights over my care and I am allowed to voice my opinions over my care.”

Measures

The [Our Voice Our Care campaign](#) has had wide distribution and reach: It was launched during International Adolescent Health Week to help maximise reach and boost engagement. It had Twitter reach of 15,000 in its first two weeks, with further phases of campaign rollout still in progress.

Campaign information is hosted on the NHS England – London BCYP [webpage](#) which is a highly trafficked website.

Campaign [video](#) has 276 views on Youtube to date.

A launch email was sent to the BCYP mailing list (572+ people) during International Adolescent Health Week which includes contacts from Integrated Care Boards, NHSE national team, regional partners, Trusts, Public health teams, local providers, Comms colleagues and more. Partner organisations shared the campaign including: Good Thinking, Thrive LDN, Barnado’s Health Team, NENC Child Health & Wellbeing Network, Association for Young People’s Health, IAAH Global/International

Adolescent Health Week, Partnership for Young London, London Youth, among others. It was also shared in Integrated Care board newsletters and BCYP Asthma newsletter (1,950 people).

Young leaders presented the campaign to the NHS CYP Executive Oversight Group and Strategic Forum, and the Primary Care board (each meeting typically hosting 30+ senior decision makers in health and care).

A campaign poster was selected and presented at the RCPCH (Royal College of Paediatrics and Child Health) conference in November 2023 which generated interest amongst professionals working with Young People. [Final-RCPCH-CYP-Poster-No-Crop.pdf \(england.nhs.uk\)](#)

Resources / team

The budget for the event came in just under £2k this included pizza for attendees and additional props (£720) and £250 for videographer, illustrator (£575) plus time (in kind) for the healthcare professionals attending and supporting before and after. Vouchers of around £25 which were covered by the youth organisations.

The campaign was a partnership between approximately 80 young people, the NHS England- London BCYP team, Partnership for Young London, Spotlight, Barnardo's, London Youth, and the Greater London Authority who provided their time for free.

The work built on previous engagement work and evidence such as NICE Guidance, Guidance from organisations such as [UK Youth](#) and [Association of young People's Health](#) and [RCPCH](#) and those below

Resources for healthcare professionals:

- [CYP friendly resources to assist health professionals](#)
- [Me First resources – training modules and resources co-designed by children and young](#)
- [NICE BCYP Experience of care guidance](#)
- [Guidance on shared decision making](#)
- [NHS Youth Forum Guide to involved young people in PPGs](#)
- [Outputs from July 2022 youth event](#)

Key learning

This work has role modelled to the system that young people can and do lead the work in sharing what matters most to them. We are working collectively to spread and embed these messages at every opportunity to improve experiences of care.

What young people learned

1. Young people have rights in their healthcare “*I have rights over my care and I am allowed to voice my opinions over my care.*”
2. The importance of sharing stories with others and speaking up “[*I learned*] *How much of a change we can make if we work together.*”
3. A better understanding of the NHS
4. Improved relationships with healthcare providers “*Don't be afraid to trust adults working in the NHS.*”

Traditionally, it is common for youth events to be organised by professionals and attended by young people. This initiative stands out because it was youth-led and the professionals were guests rather than hosts, completely switching power dynamics.

“The campaign reinforced the need to empower young people to know that they have rights in healthcare and for the need for professionals to listen to what our young people have to say. The room was full of passionate young people across London who want to see changes in our healthcare system and we hope to provide a platform for more youth led events working with NHS England in the future” – Mohammed Motin, Spotlight Youth Worker

Tips for others

All Integrated systems across the country can learn from this co-production work.

Key learning points:

1. Co-production takes time and resource, but it's well worth it!
2. We made sure that steering group members were compensated for their time and efforts – with gift vouchers and pizza!
3. Meet young people where they already are e.g., host your event at a youth club they already know and trust, communicate with them WhatsApp or however they prefer.
4. Prioritise accessibility early in the process – we were able to accommodate wheelchair access but weren't able to have British Sign Language interpretation due to lack of resource/time. We intentionally held the event in Northeast London in order to reach the most deprived communities, however transport to this side of London prevented young people from some ICB regions to attend.
5. Don't be afraid to try something new and trust a process that might feel uncomfortable at times.
6. We need to keep spreading this work, this is part of an ongoing process.

Relevance to other groups

A campaign poster was selected and presented at the RCPCH (Royal College of Paediatrics and Child Health) conference in November 2023 which generated interest amongst professionals working with Young People.

One young person who helped lead on the campaign has gone on to network in other youth health spaces and linked the BCYP team up with **Project Health Resilience**: A health literacy pilot partnership programme delivered by doctors for 16–19-year-olds in educational and youth settings in London. Her introduction is evidence of the leadership skills she has developed during this work, her knowledge of youth health and a recognition of the synergistic interlinks between different CYP health projects. This individual has independently used her voice to build partnerships, an unintended, but fantastic consequence.

Key lessons from the campaign will also be included in the [2023 #AskAboutAsthma](#) campaign.

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Date of innovation / initiative: May 2022 – July 2023 and ongoing

Attachments

- All images from the cartoonist can be found [here](#).
- [2022 RCPCH poster](#)
- [Campaign Youtube video](#)