

engagement
community
involvement
gathering views
participation
reporting
monitoring



**LOGO –
Engaging
Young People
Legacy Document
March 2013**

Methodology and Rationale

Legacy Document Methodology and Rationale

Information for this legacy document was gathered from staff at a participative workshop using an ORID process, i.e. Objective, Reflective, Interpretive and Decisional stages. It was designed to capture the views and experience of those staff (listed in the footer) who had been directly involved in shaping and delivering this particular aspect of the work of LINK Devon.

The workshop included:

- A forcefield analysis to identify what helped and hindered LINK activities
- Charting the work of LINK Devon and identifying: what worked well; what didn't work so well; changes which were made; changes which should have been made; recommendations to Healthwatch.
- A SLOT analysis – outlining the strengths and limitations of LINK Devon, and the opportunities and threats to Healthwatch.
- Identification of key people, information, systems, tools and processes which would be useful to Healthwatch

Relevant Healthwatch Devon functions (specification)

B3.8.1 Function One: Gathering views and understanding the experiences of people who use services, carers and the wider community

B3.8.3 Function Three: Promoting and supporting the involvement of people in the commissioning and provision of local care services and how they are scrutinized

Overview

Overview

Need

It is vital that children and young people have the opportunity and are encouraged to get involved with how their health and care services are planned and run. As an often unheard part of the community their voice is not seen as equally valid when commissioning, providing and indeed scrutinising services. LINK Devon undertook some valuable work to try to address this.

I hope we can all still continue to get our voices heard, help others to do so and build up our portfolio of skills.

Bethany Adams LOGO member
16 years old

Aim

LINK Devon aimed to develop ways to engage and involve young people from fairly early on as part of the wider remit (covering the whole population). Consequently work with young people was never prioritised and separately planned and budgeted for rather it developed organically and became very much led by young people themselves. LINK supported this work through direct support and administrative support, focussed community engagement, surveys and topic specific surveys.

Part of the LINK statutory duty was to involve children and young people in commissioning, provision and scrutiny of health services. The remit for LINKs only extended to health services and not social services. This is different for Healthwatch as the duty WILL cover social care as well.

Young people really do deserve a voice, especially in an area which directly affects them. LOGO has enabled us to learn about the NHS and feel more confident on voicing thoughts as we have really learned what it is all about.

Bethany Adams LOGO member
16 years old

Outcomes

Outcomes

'LOGO' was developed - 'a young people's LINK'. Young people created their own set of rules, decided what they wanted to achieve and were trained in participation by Young Devon. 20 young people qualified and received the Passport to Participation, an ASDAN accredited qualification. This was part of the Participation in Action Project at Young Devon.

I have met many new friends and gained many valuable skills with the Passport of Participation residential being a highlight.

Bethany Adams LOGO member
16 years old

LOGO young people:

- Took part in national consultations for the National Children's Bureau and the Department of Health
- Met and advised the Young People's Strategic Commissioner for Children and Young People in Devon
- Had a place on the Devon Joint Engagement Board
- Undertook peer led workshops in North Devon in schools and youth clubs to gather other young people's views
- Made some short animated films (see website) designed to support the involvement of young people in speaking about their experience of the NHS
- Created a Facebook page, and underwent media training which enabled more young people to hear about their work and get involved

- One young person appeared on BBC Spotlight to promote work on young people's emotional well-being
- Provided a model which was used by Torbay LINK to set up its own young people's service
- Adapted the 'We Need Your Views' Healthwatch survey, so that more young people got involved in responding
- Engaged with a wide variety of young people from differing backgrounds
- Their contribution was key in the redesign of the women and children's ward at NDDH
- LINK undertook a young people's survey which yielded 464 responses and provided a baseline for LOGO work
- LINK produced a LOGO annual report in 2011 detailing their achievements that year
- LINK undertook a further survey about young people's access to emotional health and wellbeing services in 2012 with 50 responses (see separate report)

I had my say and it was taken into account. It teaches me not to be afraid to talk to anyone about my problems or opinions. I think this was fun and it is good that we got to tell you what we thought. I think this has been helpful and given us lots of information.

Comments from year 8 students at Braunton School about a LOGO-led workshop on emotional health and wellbeing

Recommendations

Recommendations for Healthwatch in engagement with young people

Internally

- Embed young people's structures and support from the beginning, so that they are equal participants
- Healthwatch can champion young people's views if they are embedded firmly in Healthwatch governance from the outset. Ensure adequate representation of young people at board level
- Link locality work with young people to the overall strategy and workplan, provide adequate resources and support for it.
- Set up a Young Healthwatch with proper strategy, policy and governance to support decision-making around young people's priorities and planning; Design it for maximum participation of young people, allocate an adequate, ring fenced budget and a dedicated young people's worker:
 - Identify target outcomes first
 - Ensure structure and planning are in place so that young people's work can be adequately supported
 - Prioritise recruitment across diverse young people
- Create budgets which enable young people to engage despite financial cuts and welfare reforms, which might lead to their increased poverty and vulnerability, (expenses, incentives etc)

- Identify adequate resources to carry out signposting to the vulnerable, at a time when pressure is leading both to increased needs and fewer organisations available to help.

Young People's voice

- Ensure that despite an ageing population, and possible reductions in funding for work with them, young people and their voice remain a priority.
- Create training programmes for youth champions to support this work
- Hold regular consultation events for young people across the County. Use a wide ranging variety of methods to maintain communication, including social media, face-to-face, film and telecoms.

Recruitment of Young People

- Make Healthwatch relevant and 'attractive' to appeal to a diverse range of young people
- Stimulate young people's interest in health and social care issues, by publicising how Benefit changes and reforms, and a difficult economy may impact on them.

Work with other agencies

- Develop engagement by health and social care professionals in targeted youth support and the personalisation agenda. Use Healthwatch's signposting and advocacy role to influence here.

Recommendations

- **Encourage partnership amongst agencies working with young people to obviate competing interests.**
- **Encourage partners, agencies, commissioners and providers, including schools, to combine their resources to achieve priorities, thereby strengthening young people's voice and influence**
- **Plan partnership working so that all partners clarify their requirements and deliver outcomes within a reasonable timescale**

Work undertaken by LINK Devon

Work undertaken by LINK Devon

In September 2008, LINK Devon's Community Engagement Team undertook an initial mapping of relevant youth organisations and existing networks.

Community Engagement workers attended and hosted a variety of events for young people, to reach out and break down barriers. More initial engagement and support from and with commissioners and providers at the outset, to share aims and demonstrate the benefits of involvement would have helped this process.

LOGO has been amazing in giving a voice to young people where perhaps it wasn't heard so much before: healthcare

Bethany Adams LOGO member
16 years old

To ensure equality of access, treatment and outcomes for young people **Healthwatch should** encourage and enable all agencies to work collaboratively. In this way young people can comment on services, expect and receive a response, i.e. achieve the same outcomes which adults expect.

Additionally, the HW Board needs to be diverse, open and supportive to young people.

LINK Identified and prioritised the need to involve young people. The remit of LINK included young people, and staff were committed to working with them. However, it was not made a priority from the very beginning, because it competed with other workplan issues. This is a real challenge as the LINK remit (and that of Healthwatch) is so big, covering the whole population.

When developing its youth network (LOGO) LINK acknowledged that each locality was different, but also maintained a Devon wide approach. Young people's involvement would have been helped by the allocation of adequate and specific resources and staff time from the beginning, to achieve sustainability and development of this work.

Healthwatch should embed young people's structures and support from the beginning, so that they are equal participants. Healthwatch should consider the locality identity of active young people and encourage this within a Devonwide workplan or topic focus.

Staff undertook Youth Training, and 'Here by Right' training through Participation Works. The whole team went on the training, shared ideas and agreed their goals. At first the Leadership Group had mixed ideas and needed to be persuaded that work with young people was worthwhile, therefore budgets were difficult to agree. This affected CIC's initial confidence in this work. Two of the CICs wrote a Young People's Involvement Strategy, in order to identify priorities and increase accountability. It was recognised that an outcomes matrix and strategy should have been created, ideally at the outset.

Healthwatch should ensure that young people are involved from the start, on their own terms, and that they receive equal priority with older people. It should ensure that it is relevant and 'attractive' to appeal to young people.

LINK carried out a recruitment drive across Devon to encourage young people to become involved. This required interagency work, using existing networks, as well as young people/peer led promotion, including a newsletter, face book, posters, leaflets designed by the group. Its success

Work undertaken by LINK Devon

was affected by time restraints. Work with young people was not a high priority on the workplan and was limited by staff support time available and other work commitments. Consequently, recruitment was stopped when a core group of young people was established, because staff resources were unable to support more.

A specific CIC was identified to coordinate young people's support, and given 8 hours per week to dedicate to this.

With hindsight, LINK could have employed specific workers to undertake young people's work, rather than it being part of the wider CIC role. It could also have identified extra funding to support the work.

Healthwatch should identify its target outcomes first, and then ensure that a structure and planning are in place, so that young people's work can be adequately supported. It should prioritise recruitment across a diverse range of young people.

LINK ran its first young people's event at Exe-shed in Exeter, in April 2009. 22 young people took part in this initial consultation and fun event, which employed a variety of fun activities to gain views - role-play, filming, art etc and served as an introduction to future working style and methods. Following on from this, future events were led more by young people than by staff. They created a workplan with their priorities and issues e.g. mental health, which served as the template for future LINK work with them.

This work could have been enhanced by involvement with other youth agencies. It would also have been helpful to have held more such events, on a regular basis, to continue to reach more young people and gather their views.

Healthwatch must ensure that resources and partnership working are put in place to support events for young people to share their views and should hold regular young people's events across Devon, to consult with and involve them.

Teaching others and enabling younger people to discover their voice and give opinions has also been another favourite part for me and the amount of positive feedback we received was incredible.

Bethany Adams LOGO member
16 years old

LINK established protocols for working with young people e.g. policies, processes, safety etc. A strategy and plan were prepared, to support staff to deliver work on a sustainable and accountable basis. It would have been helpful if there had been a dedicated budget for this work, to demonstrate organisational commitment, enable more autonomy for staff and young people and increase flexibility and capacity.

Healthwatch should set up a Young Healthwatch with proper strategy, policy and governance to support decision-making around young people's priorities and planning. Design them for maximum participation of young people, allocate an adequate, ring-fenced budget and a dedicated young people's worker/s.

Work undertaken by LINK Devon

Emotional wellbeing has also been a focus for us where we've discovered many ways in which we can get involved.

Bethany Adams LOGO member
16 years old

A young people's residential weekend and follow up was held for: teambuilding, training and raising awareness of LINK among young people across Devon.

It was a successful event, having been planned well in advance. Site visits, and risk assessments were carried out; there was thorough documentation, popular activities and good outcomes.

However, it was difficult to secure co-operation from partners initially, nor did they clarify their record-keeping, health and safety protocols etc at the outset. As a result of learning from the event, LINK changed its approach to health and safety, to include a more thorough approach to risk assessment. In hindsight, LINK should have required partners to make clear their records and documentation requirements at the outset.

The young people valued the residential highly as an opportunity to learn and get to know each other.

Healthwatch should plan partnership working so that all partners clarify their requirements at the outset.

Locality working began across Devon in 6 areas. Each CIC had existing networks and knowledge of the localities, so knew who to approach. This reduced travel costs, enabled local involvement, created local identity and small, young people's groups,

focused on local issues. However, a number of issues arose:

- There was insufficient CIC time to commit to development
- It was challenging to sustain the groups and to decide what the minimum number should be
- Geography was still a challenge to some young people's attendance
- Constant chasing was required -phone calls, texts, letters etc to young people to ensure their attendance and maintain interest
- Dependent on key young people
- Some CICs lacked youth work experience

Consequently, work became more focused in North Devon due to the location of the CIC LOGO co-ordinator and her dedication to working with young people; the resulting focused activity was very effective. In addition, each locality identified and developed a different focus for their work. Adult volunteer support in North Devon which was successfully developed by the coordinator proved invaluable and greatly increased capacity and outcomes for LOGO in that area.

Healthwatch should ensure that any locality work is linked to the overall strategy and workplan, and should be fully resourced and supported.

Healthwatch should use a wide ranging variety of methods to maintain communication, including social media, face-to-face, film and teleconferencing.

Ensure that all volunteers are properly supported, trained and involved in developments.

Work undertaken by LINK Devon

We're from a group called LOGO – young people who are visiting schools and youth groups to find out what you think. We're here to listen to you. Last year a lot of young people filled in a questionnaire for us about what happened when they were ill. Maybe they saw their GP, had to stay in hospital, or get some other kind of help. We asked them whether the help they got was good, bad or somewhere in between. Some told us they couldn't get the help they wanted - because they didn't know how to find it - or it just wasn't there. The biggest problems were when they needed help because they were unhappy or angry. So this year we are coming out to listen to you to find out what you think, and how you think it could be better.

Ilfracombe LOGO Group consulting with yr 9 students at Braunton School

What Helped and Hindered

What's helped LINK Devon's engagement with young people?

- Staff and, latterly, leadership group's commitment to engaging young people
- Young People's passion and enthusiasm to get involved
- LINK Devon covered costs of travel and other resources
- Young people were willing to travel for national involvement opportunities e.g. to London
- Commitment of adult LOGO volunteers to support local groups
- Opportunity for young people to train and get a qualification for their CV - Passport to Participation
- Good connections with schools and youth organisations
- Young people were able to drive ideas forward, county wide and in their own local areas via locality groups
- Residential event provided young people with skills and tools to enable them to develop participation further
- Residential helped to establish a Devon wide identity across the team, through peer support; fun and friendship
- Use of rewards e.g. prizes and vouchers for taking part and pizza!

I'd like to thank everyone involved in LOGO as it has been an amazing experience.

Bethany Adams LOGO member
16 years old

What hindered engagement work with young people

- Time constraints – CICs, as part-time staff, couldn't fit in all the work they needed to do
- Money -- there was an unequal spread of resources for young people's engagement over time and geography
- Young people have changing priorities, which can make continuity a challenge
- Staff acted in loco parentis. Parental consents were required for every offsite activity or event; risk assessments also had to be carried out. This, combined with the need to transport young people, all added to the time taken to organise activities and cover any liabilities
- Most young people needed to take part in activities on Saturdays or in the evenings, which was an additional time constraint and budget consideration
- Difficult partnership working, due to some agencies feeling that they 'owned' the work; some were reluctant to share involvement and engagement work
- Increased workload on facilitators, as young people needed a lot of support and guidance to be able to input effectively to planning
- Difficulties in persuading other people and organisations that this work with young people was worthwhile
- School calendar and timetable e.g. exams
- Young people's lives and other commitments e.g. exams, part-time jobs, family commitments, social and extra curricular activities

Strengths and Limitations

Strengths of LINK Devon in Engaging Young People

- Direct representation of views by the people affected
- Peer groups were effective, as young people prefer to talk to other young people
- Showed commitment to diversity
- Brought young people together
- Enabled some targeted working i.e. emotional health and wellbeing
- Innovative ways of working kept staff 'on their toes!
- Opportunity to involve people who were previously uninvolved, as a result of which, young people's views became deemed as important. It enabled them to have a say and develop citizenship
- LINK was able to help identify some unmet needs in the community and begin to influence policy
- Had an open agenda when listening to young people's views and experiences
- LOGO was recognized regionally and nationally for its good practice in engagement with young people
- Championed young people's voices, which challenged the thinking of 'older' people
- Agenda and approach were led by young people, supported by LINK

Limitations of LINK Devon in Engaging with Young People

Internally:

- Insufficient resources were committed to supporting a sustainable network
- Relied on a core group to continue the work
- Did not maximise locality strengths and build the work into the wider LINK plan. Instead it became a separate piece of work; it was not embedded as part of the whole until much later
- Did not maximise the use of adult volunteers, could have developed their use more effectively
- Young people were not represented on the LINK leadership group

Externally:

- Despite efforts to include evidence gathered by other agencies, to strengthen young people's voice in influencing policy, some organisations remained resistant to sharing their views
- Collaboration was prevented by a sense of "ownership" of young people by some providers and agencies, e.g. schools work, which was consequently patchy
- Some schools were keen, but there was no strategic engagement with the education authority, it was a piecemeal approach
- Local authority gave verbal support only. In practice, other changes at local authority level prevented their full involvement and action

Potential Threats

Potential threats/limiting factors to future engagement work with young people

- A lack of engagement by health and social care professionals in targeted youth support and the personalisation agenda, may affect their engagement with Healthwatch
- Competing interests of different agencies working with young people
- Young people may become less able to engage because of financial cuts and welfare reforms, leading to their increased poverty and vulnerability
- Pressure on vulnerable households, leading to increased needs and pressure on services
- Inadequate resources to carry out signposting resulting from these higher needs at a time when there may be fewer organisations available to help
- Ageing population -- young people may become less of a priority
- Reduced funding for work with young people
- Young People's voice could become 'squashed'
- If not prioritised in local Healthwatch, young people's voices may not be heard, e.g. may not be adequately represented at board level

A Participant's View

What worked well?

It was very refreshing to see youngsters engaging in health and social care. From my point of view, as a volunteer, they just got on with it. I was very impressed with their knowledge and commitment. I was there as a supporting adult, but they knew what they were doing anyway, where they were going. That was all down to Pam really. I was there to support and encourage.

They would discuss things in a very adult manner, you could see their commitment. They were a very necessary part of health and social care, it's important for them to be included and have a voice. The young people felt they were doing worthwhile work, this showed in their presentations and their paperwork. They were very committed and it showed me that they really needed to be involved in Healthwatch. Young people are our future, we are making the decisions now, but it's them that will be affected.

What didn't work well?

It's a shame that LOGO was shut down and the young people went to Young Devon. The young people felt they were being abandoned when Healthwatch was being talked about. In future they should be involved in Healthwatch itself, and should be involved in work with colleges, schools, universities etc.

Benefits it brought

I attended the work that the young people were doing in schools, they engaged the other young people, were good at fact-finding and identifying where the holes were in services. They also took part in National events in London and they put together a document which was both fun and easy to read. I think all Healthwatch documents should be in that format! They provided a voice for young people in Devon.

Personal benefits

You hear so many negative things about young people. It was very refreshing to see young people doing voluntary work in their own time. It also helped me to become aware of young people's issues, it enlightened me about those issues I don't usually get to hear about. It was fun, I didn't feel my age and they didn't look on me as an older person. It was a good experience for all of us.

What would have made it better?

LINK Devon should have realised earlier how important the young people's work was and should have kept it going. They made staff changes, without asking the volunteers like me if we wanted to apply for the work. Apart from Pam, I didn't really feel properly valued, nor did the other volunteers, that's why they fell away.

The future

I'm willing to do more work with young people if Healthwatch could include that in their structure. It's more refreshing working with young people than going to LINK meetings! When you sit in those, it's all so dense and you feel that you've heard it all before. I know this is a hard time for everyone, there are so many changes in all organisations, all this change makes things difficult.

*Jo Nicholls
Active LINK Participant and
adult LOGO Volunteer
North Devon*

Key People to Involve

Key people to involve

- Youth Offending Team
- Youth service (Stat & vol)
- Mark Goodman – Voluntary Youth Services (VYS)
- Voluntary agencies – Moorvision
- Residential/tenancy participation – Devon & Cornwall Housing, Guinness Trust, etc
- YMCA; Exeter Foyer
- Looked after children
- Young Carers
- Other Healthwatch organisations
- Young Minds
- Y-Smart (drugs)
- Young Devon
- Schools – strategic engagement to start
- Hikmat
- Devon Grapevine
- Equality Southwest
- Churches/faith groups
- Colleges
- Universities
- JobCentre Plus/Careers South West
- CAMHS – Integrated Children Services – Virgin
- Transitions services
- Young people with learning difficulties
- Healthcare providers
 - GPs (primary care)
 - RDE – Natalie Stone
 - SDHCT – Jane Viner
 - NDHCT – Katherine Allen
 - SWAST - TBC
 - DCC – Liza Jarvis

Further Reading and Information

Further reading and information available and its location

Systems & processes in place

- Consent forms
- CRB checks
- Risk assessment process
- LINK Devon Text and Email Messaging Policy
- LINK Devon Child Protection Policy
- LINK Devon Child Project Concern Report Form
- Safeguarding Children – LINK Devon ‘at a glance’ guidelines for handling child protection concern

Protocols, Tools, Forms etc

- Registration form – identifies means of communicating
- Equality & Diversity Form
- Database

Reports & responses

- NCB - LINKs Working with Young People
- LOGO annual report 2010 – 2011
- LGA – guidance – Healthwatch and young people
- We Need Your Views – survey, report & responses
- 3 NCB national consultation reports – Getting It Right for Young People; Young People and the Future of the NHS, white paper consultation; Children and Young People’s Views on the NHS, NCB Healthwatch report.

Examples of good practice in other organisations

- Hear by Right – National Youth Agency – participation works www.nya.org.uk/hear-by-right
- NCB resources www.ncb.org.uk - Involving Young People. Health and well-being