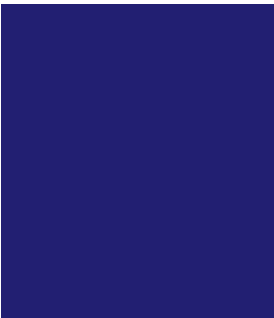
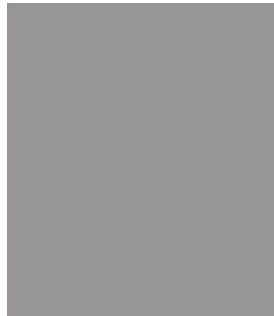


# Healthy Lives, Healthy People: Young people's views on being well and the future of public health

CONSULTATION REPORT ON THE PUBLIC HEALTH WHITE PAPER LED BY NCB  
Friday 25 February 2011, NCVO, London



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## Introduction

Young people have shown a consistent interest in health policy in general and in the types of health issues raised by public health in particular. Issues such as smoking, alcohol stress and ways to keep fit and healthy are important to young people and given the opportunity they have much to contribute to the development of policy.

As a Strategic Partner of the Department of Health, NCB has organised a series of consultation workshops over the last 12 months with young people on a variety of health topics including the NHS Constitution, the NHS White Paper and now most recently the Public Health White Paper. Through this process NCB has been able to build closer relationships between young people and the Department of Health. During previous workshops the young people had asked for the opportunity to meet and talk directly with staff from the Department of Health. In designing the current workshop NCB was pleased to be able to involve a representative of the Department in the workshop and involve them in the consultation exercises.

To support young people from across England to engage with the Public Health White Paper, NCB's Voluntary Sector Support Programme developed and delivered this consultation in order to raise awareness of the policy proposals and explore what public health and wellbeing mean to young people. A programme was developed that was structured around questions contained in the formal public consultation documents:

[Healthy Lives, Healthy People White Paper](#)

[Healthy lives, healthy people: consultation on the funding and commissioning routes for public health](#)

[Healthy Lives, Healthy People: transparency in outcomes - proposals for a public health outcomes framework](#)

To ensure that the young people experienced a meaningful and sustained opportunity to be involved in the policy debates, NCB designed a four-stage consultation process which included:

The involvement of the young people in the design of the one-day workshop

The delivery of the workshop

A post-workshop 'reality check' focus group to reflect on the learning and issues raised from the day

The participation of the young people in writing and promoting the report which includes all the participatory data from the workshop

The overall outcome of this work has been that 17 young people from across England have participated in a consultation workshop on 25<sup>th</sup> February 2011, informing a range of findings and recommendations in this report.

## The participants

NCB was delighted that once again the consultation proved to be popular and that the participants came from a variety of age (11 to 18 years), geographic and service user backgrounds.

NCB promoted the consultation through its networks including the Voluntary Sector Support programme, Young NCB and a number of external partner organisations. Particular attention was given to promote the event to young people who were involved in their Local Involvement Network (LINKs). 20 places were available for the workshop and demand was very high with over 40 young people making enquiries. Those young people unable to attend were provided with information about the Public Health White Paper and will be sent a copy of this report to maintain their interest in the topic.

On the day of the workshop there were 17 participants of whom 4 were young men and 13 were young women. Ages ranged from 11 to 18 years and there were a mix of ethnic backgrounds and religions. About a half of the participants considered themselves to be disabled. All participants were also monitored on sexual orientation.

Participants came from across England; Devon, Nottingham, Lincolnshire, Surrey, Swindon, Oxford, Kent and London. The event was held at NCVO in London, which has good disabled access and is close to Kings Cross's transportation links.

## Aims

The aims of the consultation workshop were to:

Raise awareness of the Public Health White Paper with the young people

Provide a background to public health in England to enable the young people to contribute meaningfully to the issues raised in the documents

Explore what young people think about key parts of the consultations and how they will affect them

Promote the voice of diverse groups of young people with the Department of Health

Identify the best strategies to share and promote the Public Health White Paper with young people and adults

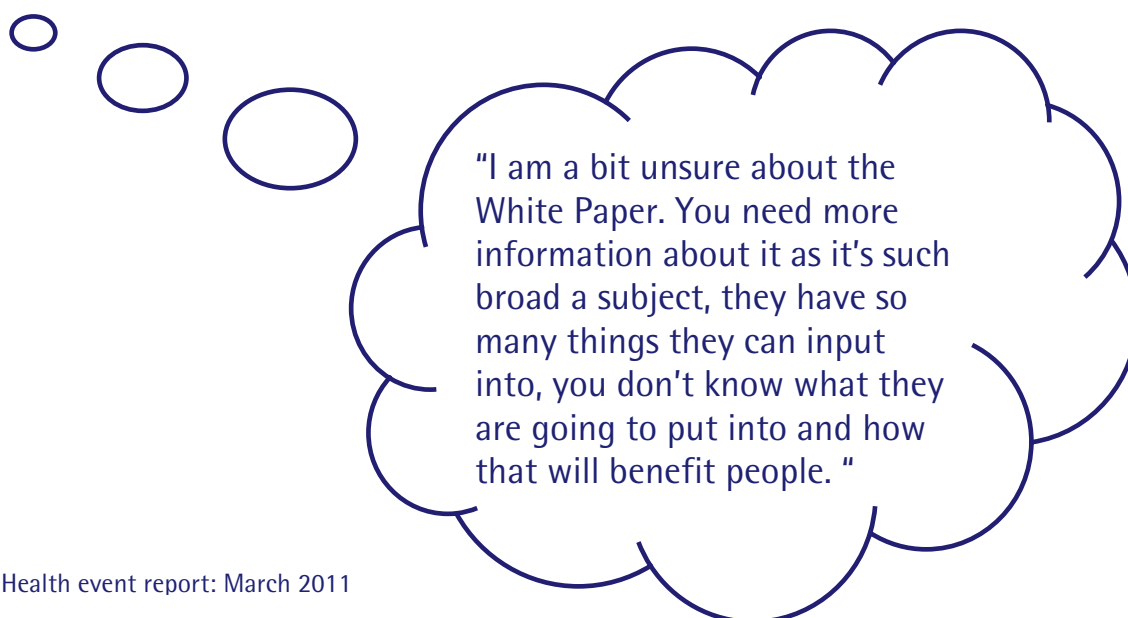
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## Executive Summary

This report describes the outcomes of a consultation with 17 young people to explore the significance of the Public Health White Paper to young people and capture their proposals. It also presents their own ideas for developing the proposals further to ensure that young people are at the centre of public health provision and campaigns.

## Key findings

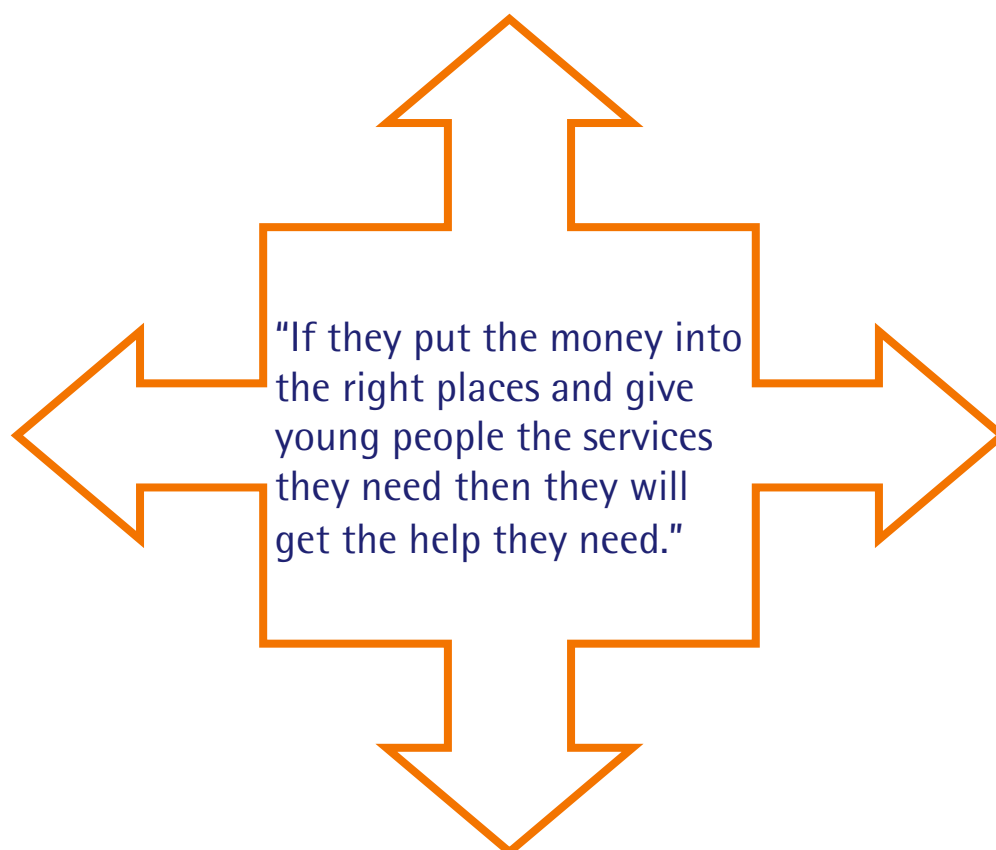
PARTICIPATION, INTEREST AND INVOLVEMENT	
<b>Young people are interested in being involved in public health.</b>	Issues such as alcohol, smoking exercise, advertising and where public health monies are spent are important to young people and they have many insights to share.
<b>Engaging young people in public health is essential if they are to become healthy adults. Young people should be a public health priority for early interventions.</b>	The young people feel that working with their age group is important because it will enable them to make healthy choices and prevent future poor health.
<b>Young people are not aware of the Public Health White Paper nor the contents of the various formal consultations.</b>	All the young people reported a lack of awareness and information on the White Paper. They had no access to material targeted at their age groups on the proposed reforms to public health. For most, this workshop was the first time they had heard about the Public Health White Paper.
<b>Young people are unsure how the Public Health White Paper will make a direct difference to their health and wellbeing but they are keen to find out more.</b>	Young people need more evidence and practical examples of how the changes to public health will directly affect them.



<p><b>The Public Health White Paper should be promoted directly to young people.</b></p>	<p>Young people face choices about their health and wellbeing every day and need to be made aware of how the changes proposed in the White Paper and how they will affect them.</p>
<p><b>The production of an easy read version of the Public Health White Paper is welcomed by the young people but the documents and consultation questions are still not young people friendly.</b></p>	<p>The young people did not find the documents clear or engaging.</p>
<p><b>Young people want to be involved with all the public health partners including the new Health &amp; Wellbeing Boards.</b></p>	<p>Young people would like to have direct involvement with the Health &amp; Wellbeing Boards and work with other local stakeholders including councillors, Local Authority and health staff.</p>
<p><b>Young people are interested in learning about public health evidence and information.</b></p>	<p>During the consultation workshop the young people were motivated to learn about public health research and data. They felt that this information was not easily accessible. They were surprised to learn new facts about public health.</p>
<p><b>Young people are interested in how much money is spent on public health and where it will be spent.</b></p>	<p>They were interested to learn about the scale of the budget and asked questions about how the money was used and what services were funded.</p>
<p><b>The young people wanted to see evidence that public health funding reaches young people and their families.</b></p>	<p>It is important that public health money is spent on grassroots services that directly affect the health and wellbeing of young people. Young people would like a voice in how the money is spent and which public health services and campaigns are developed.</p>

## YOUNG PEOPLE'S IDENTITY IN RELATION TO PUBLIC HEALTH

<p>Young people have different experiences of health and it is important not to make assumptions about them. Being healthy and being well are two different things for many young people.</p>	<p>It is important to recognise that many young people have their own health issues including disabilities and long term conditions. It is important to include these groups when thinking about public health issues and to recognise their different experiences of being healthy and being well.</p>
<p>Young people felt that there was a lack of attention on the health and wellbeing needs of young people compared to other groups such as children and adults.</p>	<p>They felt that the needs of young people as a distinct group need to be recognised. Too many public health initiatives treat young people as children. They are a separate group with their own voice and views.</p>
<p>Young people are diverse – public health must recognise and value these differences.</p>	<p>It is essential to recognise that young people are a very diverse group with differences in terms of age, culture, sex, disability, ethnicity, sexual orientation, gender identity and religion/belief.</p>



<b>KEY THOUGHTS ON THE WHITE PAPER</b>	
<b>Young people felt that the most important cross-cutting issue for their public health and wellbeing was transport.</b>	They felt that the lack of transport limited their abilities to access health services, advice and support groups. Without transport many young people feel isolated. They felt that investment in transport for young people would benefit their health.
<b>Young people felt that tackling the wider determinants of health was the most important outcome for public health policy.</b>	They felt that the wider determinants of health have the most impact on young people's health. Overcoming these issues would have the most benefit for young people. They have provided a list of indicators for this outcome in the report (see appendix II activity six).
<b>The young people suggested five additional outcomes for the outcomes framework.</b>	<p>These outcomes are:</p> <ul style="list-style-type: none"> <li>Ensuring that everyone can live in a healthy clean environment</li> <li>Better accessibility of services for everyone</li> <li>Better health education</li> <li>Better education</li> <li>Working together – make sure everything works together to make the NHS more efficient.</li> </ul>
<b>The young people felt that images used by public health campaigns were very important. Different images will appeal to different young people and it is important to work with them to understand this.</b>	Strong images appeal to young people and can be better than words in giving a message.
<b>Stress is a big concern for young people and should be addressed by public health.</b>	Most young people listed stress as a major problem that affects their health. Stress comes from a variety of sources including from school, friends and home. Young people feel that adults do not listen or take their experiences of stress seriously enough.

<b>YOUNG PEOPLE AND HEALTH PROFESSIONALS</b>	
<b>The young people felt it was important that their GPs were involved in public health.</b>	They felt that their GPs had a role to play and that there were new opportunities for GPs now that they would be commissioners of health services.
<b>The young people want to work with GPs in their commissioning consortia.</b>	They felt that young people had a lot to offer the GPs and could provide advice and support about ways to engage young people about health and wellness. They felt that GPs often do not understand young people's health issues and would benefit from support in appreciating young people's experiences.
<b>The young people would be willing to train to GPs and other health professionals on working in a young person friendly way.</b>	All the young people felt passionate about offering training and consultancy to health professionals about working in a young people friendly way. They felt that direct contact with young people was a good way to raise awareness of young people's views. They felt that if GPs and health professionals worked in a more young people friendly way then young people would be more willing to seek advice and support from them about public health issues.
<b>The young people were concerned that school nurses were not always seen as a popular or useful service by their peers.</b>	Despite the fact that school nurses are available to offer health and wellbeing advice to young people, the group felt that their peers were reluctant to use this service. There were a number of reasons for this including a view that the service was not young people friendly and because it was located in the school it was not always anonymous. The young people would like to have a choice of places to go to receive supporting including alternative ways to deliver public health support for young people. They would also like to see public health included in school lessons.

"I just think as long as they keep these sort of groups and they keep doing that they are involving young people in the White Paper from the very beginning it should be alright. They have to talk to the people it's going to effect. "

## Recommendations

<p><b>Commission young people friendly information about the range of public health issues and services. This should be commissioned locally through Health &amp; Wellbeing Boards and nationally by Public Health England</b></p>	<p>Young people do not find the current public health material accessible or relevant to them. Services should use a variety of methods to provide information including text messaging, posters, websites, TV and leaflets.</p>
<p><b>Young people's experiences and stories should be used as public health evidence to highlight their health needs</b></p>	<p>Young people say they are more influenced by the views and experiences of their peer group than of adults.</p>
<p><b>Young people's health and wellbeing should be included in health planning by the Health &amp; Wellbeing Boards and in the Joint Strategic Needs Assessment</b></p>	<p>Young people want to work alongside local councillors and public health officials to make sure they have a voice in local public health decisions and where the money is spent.</p>
<p><b>Young people should be involved in the design of public health campaigns</b></p>	<p>Young people have the knowledge and creativity to design campaigns that will appeal to their age group and influence their behaviour in positive ways.</p>
<p><b>The campaigns that the young people developed at the workshop on the areas of alcohol, smoking, exercise and diet should be used to inform the work of Public Health England</b></p>	<p>Public Health England should use the materials and ideas developed by the young people in the development of national campaigns and information giving.</p>
<p><b>GPs should be able to work with young people to offer healthy alternatives to medication</b></p>	<p>Young people feel that GPs should be able to offer gym memberships, exercise classes and other young people friendly services to promote public health.</p>
<p><b>Free public transport services to leisure centres and other places for exercise should be available to young people.</b></p>	<p>Free transport that is linked to public health services is an effective way to address the young people's cross-cutting issue of transport and overcome isolation.</p>

<p><b>Public health sessions in school should be more creative and interactive</b></p>	<p>It is important to raise public health issues in school but it must be done in a way that is relevant and not patronising.</p>
<p><b>Many young people believe that quitting smoking costs money and that they will have to pay for treatments. This prevents them from thinking about quitting</b></p>	<p>Provide young people friendly information about quitting services and tell them that support and treatment is free.</p>
<p><b>Young people should be commissioned to create a local directory of young people friendly health living services and exercise opportunities that can be used by public health professionals.</b></p>	<p>Young people feel that when they approach professionals for support and advice there is a lack of knowledge about young people friendly services. Young people could work with professionals to create a local directory of services that could be used by GPs, schools and other health professionals.</p>

## Appendix I: Background

### Designing the workshop

Children and young people's participation is central to NCB's work. The young people who took part in the consultation were invited to be part of the design process for the workshop. They were asked to comment on the programme and activities and also to contribute ideas for exercises and participatory games.

After receiving their suggestions and ideas, NCB developed an outline for the consultation; see appendix V for the timetable.

### Benefits for the young people

- To ensure the consultation was meaningful for the young people a series of benefits were agreed:
- A fun and interesting workshop with many different young people with an interest in health from across England
- A chance to contribute to the planning of the workshop beforehand
- Certificates of participation
- An opportunity to contribute to the workshop report, which will be published by NCB and sent to the Department of Health. Participants can choose if they want to be named as co-authors on the front page
- A commitment from NCB to give each participant some direct feedback of the impact of the event 2 months later
- An opportunity to have a voice in the Public Health White Paper consultation
- A £15 voucher to recognise each participants contribution.



## Appendix II – Activities

### Activity 1 – choose a group name

The young people were divided into four groups and asked to pick a name for their group that represented their views on public health and wellness. They were given a set of coloured pipecleaners to then design a logo for their group. They chose:

**Circles** – this represented the connections between young people and health services across England. The logo used linked circles of pipecleaners to create a map of England

**The Tree of Ideas** – to show how young people can create new ideas and insights for public health

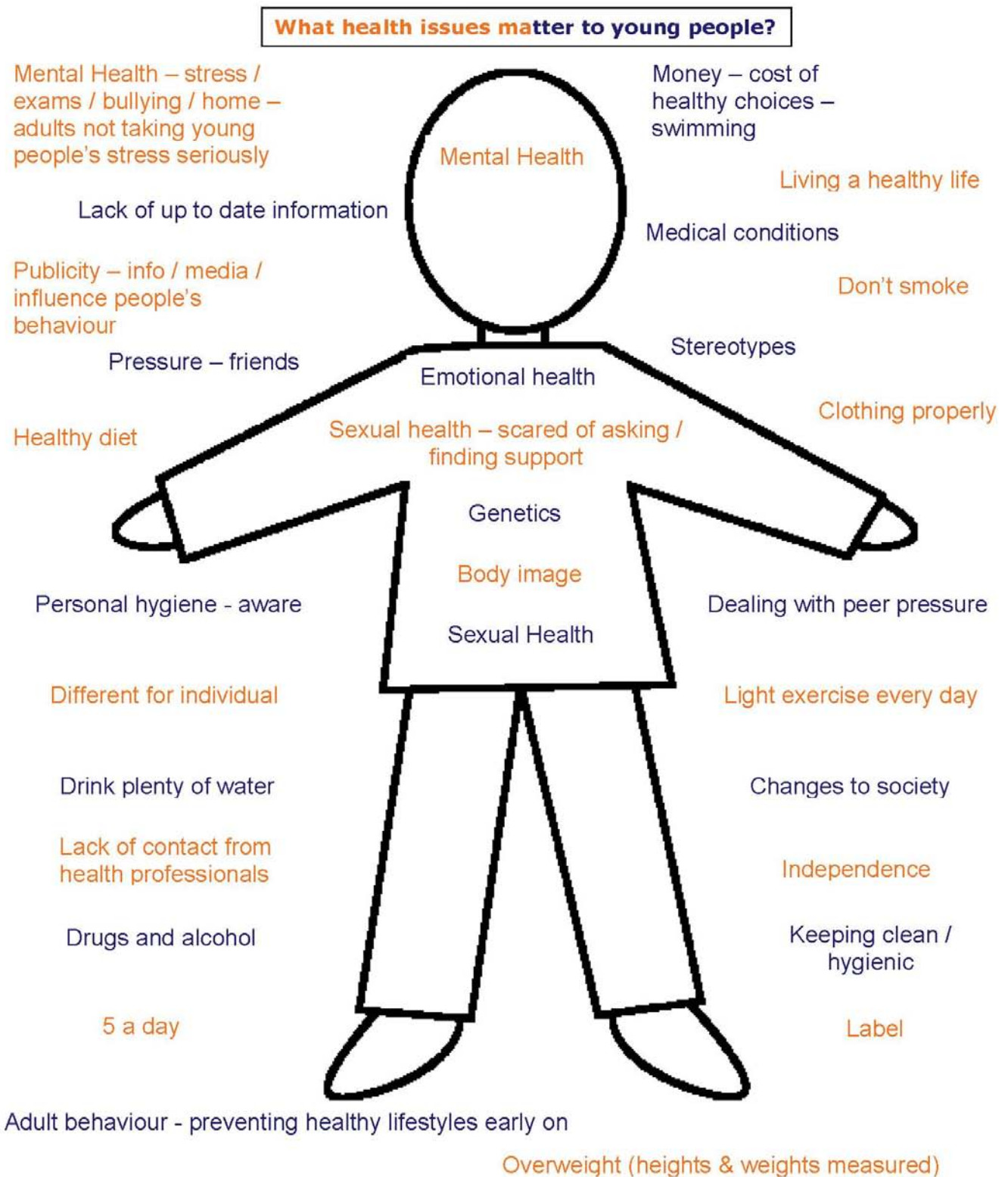
**Flowers & Sisters** – to represent the connections between the members of the group

**Jerry** – the group created a character called Jerry through whom they could tell a health story and show how the different influences and pressures can affect the choices he makes



## Activity 2 – What health issues matter to young people?


The young people worked in small groups and were asked to share their own experiences of key health issues that matter to young people. The small groups then all worked together to share these words and create a mindmap that captured all the different things they think and feel about health and wellbeing.



### Activity 3 – Looking at current public health images – what do you think?

The young people worked in small groups to discuss a series of public health images including logos, photographs and graphics. The exercise was designed as a warm-up to support young people to think about the different approaches to public health and the different ways that health is portrayed in print, on websites and on TV.


The young people's observations included:



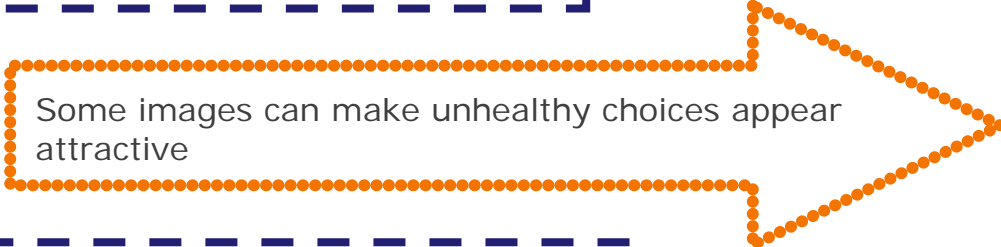
Disabled young people are not included in many of the images



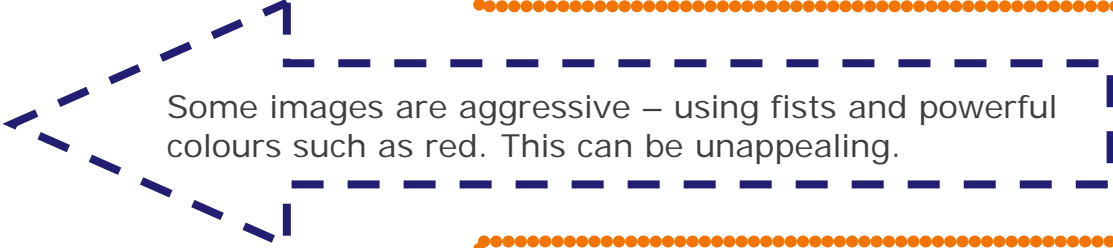
Images can communicate better than lots of text



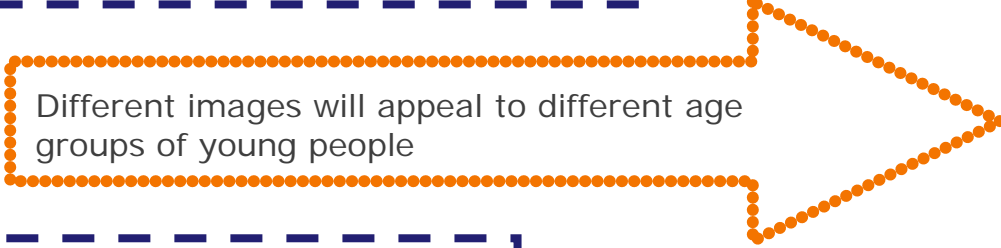
Many images are designed either for children or for adults. Young people are often forgotten.



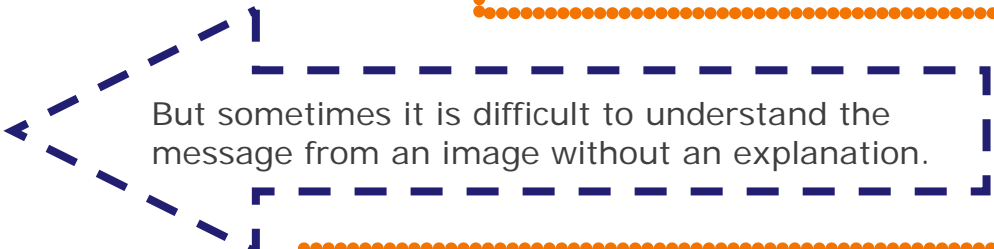
Some images can make unhealthy choices appear attractive




Some images are aggressive – using fists and powerful colours such as red. This can be unappealing.



Different images will appeal to different age groups of young people



But sometimes it is difficult to understand the message from an image without an explanation.



Getting the image right is very important if young people are going to engage with public health issues.

## Activity 4 – Designing a public health campaign

The young people were divided into four groups and asked to design a public health campaign on a particular topic. The four topics were smoking, alcohol, diet and exercise. They used a variety of materials for the campaigns including paper, stickers, collage material and modelling clay.

During the exercise the four adult facilitators each played a different role described in the Public Health White Paper:

1. Public Health England
2. GP Commissioning Consortia
3. Local Authority Member of the Health & Wellbeing Board
4. Representative of a business providing goods or services relevant to the specific campaign.

These including a tobacco company, an alcoholic drinks company, a chain of fast food restaurants and a company that provides gyms and health centres.



Each facilitator visited the individual groups in turn. During these visits the young people were able to interview the facilitator to find out more about their role, gather relevant facts and figures for their campaigns and ask questions for the consultation.



# Alcohol campaign

## Message 1: Awareness

Case studies

Youth workers in schools

NHS appointments

Posters (safe  
drinking /  
consequences)



Drop-in sessions  
(school nurses /  
doctors)

Social networking

Easy ways – effects  
rather than units

Demonstration of unit system

Text messaging system

Websites

Message 2: Consequences

Long-term health issues (liver etc)

Foetal Alcohol Syndrome

Parental / social conflicts

Economic concerns

Being taken advantage of

Hangovers

Embarrassment

Binge drinking

Social divisions



Addiction

Unaware

Violent actions

Reaction with other medications or conditions

Message 3: Safe drinking

Never be alone – be with someone with truly trust

If you are on any medication see your doctor first

Don't drink and drive

Eat before drinking

Avoid alcohol and drugs

Introduction of minimum cost

Know your limit

Designated driver



Start with small amounts within the home (parents present)

Learn to say NO – avoid peer pressure

## Ideas on discouraging young people from drinking



Raise awareness of the risks of alcohol with young people

Start to raise the issues at an early age

Regulate the sale of alcohol better

Fund youth workers to go into school to discuss alcohol



Create better safe drinking messages rather than banning it

Simplify the units system so that young people can understand it

Compulsory sessions on alcohol problems – include the parents

Make the pricing of alcohol clearer

More services for young people in schools

Provide statistics on binge drinking

Share stories about the impact of binge drinking on the local community

# Smoking Campaign

## Key campaign messages about smoking

Media

Friends/family

Looks cool

Makes you lose weight

Addicted

Makes you look cool

Helps with stress

Get cancer quicker

Emotional health

Peer pressure

Stress

Smell

Addictive

Young people

Money for lighters

Not cheap

Changes your body

Good at social gathering

Where you live (city/town)

Makes you run out of breath quicker

Society affected

Bad for your health



## Ideas on discouraging young people from smoking

More advertising on ways to quit

Fines for littering with cigarette butts

More legislation is needed to regulate cigarettes

Young people need to understand the issues about why the government does not ban tobacco

More education in school

Make campaigns relevant to young people – focus on issues such as smoking being smelly, stunts growth, makes skin bad



Provide healthy council homes

Smoking often happens because young people are bored so provide more interesting activities and choices

Provide more options to do as alternatives to smoking for young people – for example table tennis

More research is needed about young people and smoking

# Diet and food healthy eating campaign

## Key messages

Supermarkets – food packaging / magazine adverts / radio

Mascot – make



Healthy food campaign

Poster – storyboard (link TV advert)

## Ideas on encouraging Healthy Eating in Young People

Young people respond better to hearing the experiences of other young people than from adults

Adults should come to youth groups to talk about healthy eating

Use young people's media such as Twitter, Facebook, the radio

Messages need to be supportive rather than pressurizing

Schools should deliver healthy eating workshops

Advertise healthy foods



Make healthy foods more available

Avoid patronising information to young people

Discuss healthy food more in PSHE and citizenship classes

Provide better signposting for young people to find out information about foods

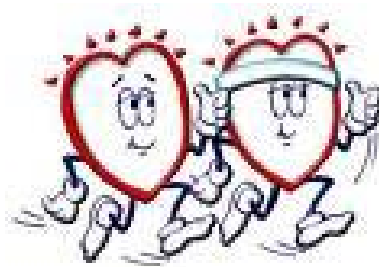
Healthy eating campaigns such as Change4Life appear to be targeted at children and adults but not at young people

## Exercise campaign

Create a directory of local information for young people where they can access exercises and outdoor activities

Create more posters on exercise for young people

Free swimming and other activities



Exercise affects your mental health

Free bus service to leisure centres for young people

Provide opportunities for volunteering as this can be a form of exercise

## General discussion with the young people on the four public health roles

- Make it easier for young people to make healthy choices.
- Provide better information for young people to help them make changes and choices.
- Being well and being healthy are two different things.
- Investing early on in young people's lives will prevent bad health in adults – for example preventing heart disease.
- Money is spent on the wrong things by the health system – talk to young people about what they want and what they think will work.
- The media gives too many mixed messages to young people. For example there is too much pressure for young women to be of a certain size and weight and this can affect self-esteem.
- Height and weight measures feel out of date and not relevant to young people's bodies and sizes and shape.
- Can there be a more individualised measure of height for young people.
- Make sports facilities and clubs more accessible for young people especially if you have a disability.
- Different young people need different sorts of exercises.
- Consider the genetic make up of different young people more.
- Most written material in public health is dull and has too many words.
- GPs often do not understand young people and young people's issues.
- GPs and adults in general need to be more respectful of young people and less patronising about their views.
- Stress is a big issue for young people.
- Recognise that young people are diverse – but do not be tokenistic.
- GPs are too focused on illness rather than on making young people healthy.
- GPs often do not know of services that are relevant to young people.
- Taster options should be provided to young people to help them try different forms of exercise and diet before making a choice.

- GPs should be able to offer different services to young people including group sessions, one-to-one counselling, borrowing a Wii Fit computer game, swimming sessions, dancing classes or having a personal trainer.
- Peer pressure and gangs can have a strong influence on the behaviour of young people. There needs to be support to tackle this.
- Many young people believe that quitting smoking is expensive and that they will need to pay for expensive patches and other treatments. It is important to inform young people that the services are free.
- Young people wanted to know how much money is spent on health in England and how much of this goes on public health. Broad figures are £100 billion on health of which £4 billion is spent on public health.
- Disabled young people are ignored by public health campaigns.

### Activity 5 – Who should be involved in public health?

The young people were asked to reflect on the different roles and organisations described in the Public Health White Paper. They were asked to think about the discussions that had taken place during activity 4 where they had designed public health campaigns and participated in short role-plays with representatives of Public Health England, GP commissioners, businesses and the Health & Wellbeing Board. Using post-it notes they shared their thoughts and ideas on the wall about who should be involved in public health and what decisions they should make.

#### The National Level: Public Health England

- Controlling costs of alcohol – minimum more than soft drinks
- Simpler unit system
- Bring healthcare groups / ideas together (talk to people)
- Have better control over resources such as media, medical and technical professionals e.g. GPs, B & I.

#### The Business Sector: Business and Industry

- Striking a balance and not producing confusion with their associated stereotypes e.g. McDonalds – unhealthy.
- Re-sealable bottles of alcohol
- Slow pouring of alcohol from bottles

- Tell businesses the greater impact that they can have to promote health and safe ways of drinking etc.

### **The Local Government Level: Health & Wellbeing Boards**

- Promote healthy media and scrutinise negative media by denoting their power. This will eliminate confusion.
- Do it where young people go the most.
- Publicise information – up to date
- Ban unhealthy weights – bear in mind the genetic make-up variables (NB. Advertising).
- Visit schools so young people are aware – workshops in citizenship lessons etc.

### **The Local Organisations Level: The GPs (commissioners)**

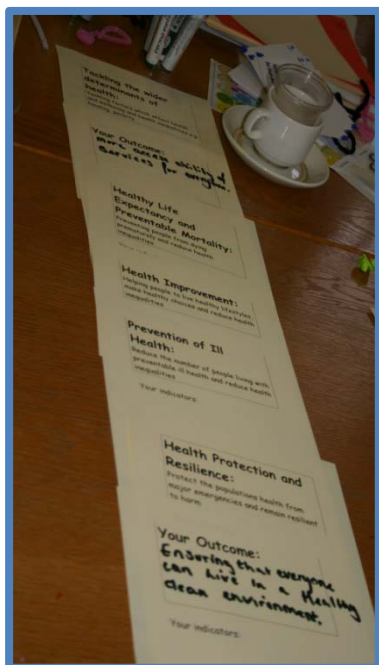
Talk about a variety of topics and availability to do so.

### **The Community Level: Young people and their families**

- Provide more information to young people
- Make suggestions, seek advice, share views and ideas
- Parents should be role models to their children
- Go to schools
- Provision for young people with alcohol problems
- Drop-in centres
- Work with school nurses

## Activity 6 – Ranking and matching public health outcomes

The young people were presented with a series of cards describing the different public health outcomes domains described in the White Paper. These were:



### **Health Protection and Resilience:**

Protect the populations health from major emergencies and remain resilient to harm

### **Tackling the wider determinants of health:**

Tackling factors which affect health and wellbeing and health inequalities e.g. housing, poverty

**Health Improvement:** Helping people to live healthy lifestyles, make healthy choices and reduce health inequalities

### **Prevention of Ill Health:**

Reduce the number of people living with preventable ill health

and reduce health inequalities

**Healthy Life Expectancy and Preventable Mortality:** Preventing people from dying prematurely and reduce health inequalities

They were also provided with two blank outcomes cards on which they could write their own outcomes from a young person's perspective.

The groups were asked to ranking the outcomes cards, placing the one they felt was the most important and relevant to young people on the top.

The groups all prioritised outcome two (Tackling the Wider Determinants of Health) as the most relevant and important one from the list provided by the Public Health White Paper.

The groups were then asked to create a list of indicators to measure this outcome. These indicators were:

- Surroundings
- Statistics
- Colour coded map
- Feedback from improved areas (website / internet forum)
- Results in local newsletter / newspaper
- Council controls areas of improvement
- Show proof of research from residents
- Asking people what they want to be available to them
- Everyone live a healthy lifestyles
- Reasonable prices for leisure centres
- Make healthy food cheaper and more attractive and junk food expensive.
- Schools show healthier ways of living and cooking.
- Better support for housing
- People who are involved in public health should talk to people in different areas.
- Less workload at school – stress
- Fair benefits system
- Transport and buses
- Better housing – warmer / comfortable
- Personal space – on tube / buses
- Improve council estates
- Free quitting smoking
- Free slimming world vouchers
- More youth centres
- Evening GP session for young people
- Happiness
- Stress levels
- Statistics database (what is rising/falling to allow for changes/education).
- See the measures are put into place and reduction of ill health / life expectancy increased.
- Workshops / conferences with young people alone
- Easily read leaflets to everyone
- Workshops and conferences with young people and with adults working with the services.

### The young people's own outcomes were:

Ensuring that everyone can live in a healthy clean environment  
 Better accessibility of services for everyone  
 Better health education  
 Better education  
 Working together – make sure everything works together to make the NHS more efficient

### Activity 7 – Why is there inequality in the health of young people? Voting on statements

A series of statements were presented on cards and the young people were asked to indicate their reactions on a scale of 1 to 10 (1 was disagree strongly, 10 was agree strongly). They used gold coins to indicate their views on a printed scale. After sharing their reactions the young people then discussed the issues raised by these statements.

1 = Disagree strongly

10 = Agree strongly

Statement	Average Reaction Score
GPs understand the difficulties that young people face	4
Written material is the best way to communicate with young people about health	3
The biggest barrier young people face to being healthy is the lack of money	6
Young people do not take enough responsibility for their own health at the moment	5
It is difficult for young people to access health advice and support	8
Disabled young people and those from diverse ethnic groups are often ignored by health campaigns	8
Young people want to have a voice in public health	8

## Activity 8 – 3 Plus 1 (3 messages and 1 question)

### Key messages for the DH

- Being healthy and being well are two completely different things.
- Joined-up working is essential for effective working in the NHS.
- Everyone is different and has different needs.
- Notify people of direct affects of a campaign / issue.
- Campaign of issues which aren't publicised e.g. anorexia.
- Give people the opportunity / availability on up to date information and to make comments.
- Keep the NHS free.
- Young people GP sessions.
- Respect for diverse communities of young people in health services.
- Advise people more about being active.
- Talk to young people more.
- Have a survey for young people after they have been in hospital.

### Key questions for the DH

How much of the money given to Public Health England goes directly to support young people and their families?

Will the Department of Health make a conscious effort to involve young people more in the running of the NHS?

How will the NHS be working to improve communication with themselves and the rest of society?

What are your main goals and results on the White Paper?

Why is food in hospital so horrible?

What can you do more for helping young people realising health issues and healthy lifestyles?

Why don't you talk to the young people about what they think about the NHS?

## Activity 9 – Reality check focus group

After the workshop the young people were invited to participate in a focus group discussion to reflect on the day and their opinions on the Public Health White Paper. See appendix III for a list of quotes from the young people.

## Appendix III: Young people's voices – quotes from the day

At the end of the workshop the young people were offered the opportunity to stay behind for 30 minutes to take part in a focus group discussion to review the day, give some feedback on the activities and to make some comment on how they would use the experience back in the real world.

Verbatim quotes from the participants of the focus group included:

### What were the best parts of the day?

Getting to know all different people and where they come from and who they are.

Having Jazz here (from the Department of Health).

Learning new things – i.e. the effects of health issues

I liked the questions – asking Jazz (from the Department of Health) questions and her answering them straight away and getting direct feedback.

Meeting new people, asking questions and the food.

**"I think it was ace, just spot on".**

[There were] no least interesting bits apart from the 5 minute break!

Mind map was good, introduced what we were talking about – I expected these to be the ones we would be talking about but not as many, I thought that they would be more kind of specialised.

More things were discussed because of being in different groups, more broad than expected.

Public health images on the screen – looking at photograph: as an exercise that was good as a visual aid, put things into perspective, what we were talking about and what we were discussing.

Found it all interesting – I liked the scoring exercise and working together again too. It was easier to agree a score. Good thinking about how they could be changed.

Designing public health campaigns – it was really good in the way that it was something we didn't know before and we were plunged in at the deep end to think of a campaign.

Smoking campaign a little ironic for us!

Pretty hard for us doing the alcohol because we didn't have any experience of it. You know the effects but it's quite helpful from previous lessons.

Post-it notes exercise – It was okay because it was exploring what we were talking about in the group.

I enjoyed the different roles.

Outcomes exercise – good because we get to choose what is important. We found it quite hard though, finding a way to prioritise it because the two we thought were top you couldn't have at the top because we needed the others to be able to get them, so they all worked alongside each other.

You know when you were coming around doing different roles, I thought it was pretty funny, asking odd questions.

Statements etc – that was the best bit, because we got to eat the chocolate! No, I thought that bit was good, I enjoyed it. It put things into perspective of how bad they are like with the questions you asked, made you realise. I think the exercise definitely showed the areas for improvement.

### Thoughts on the Public Health White Paper

If they put the money into the right places and give young people the services they need then they will get the help they need.

A bit unsure about the White Paper. You need more information about it as it's such a broad subject, they have so many things they can input into, you don't know what they are going to put into and how that will benefit people.

There's a lot of room for the NHS to make things loads better for young people but there's also a lot of room for them to make it quite a bit worse, there's a danger if they don't listen to what we have had to say.

I just think as long as they keep these sort of groups and they keep doing that they are involving young people in the White Paper from the very beginning it should be alright. They have to talk to the people it's going to effect.

### Overcoming jargon

I think that the cards that we had, the outcomes cards, if Jazz wasn't there to explain them that would have been more difficult.

There was jargon but you lot were around to help us understand them. If you gave that information to young people in general without the support it probably wouldn't make much sense.

### Key messages

Hopefully stuff should be getting sorted out. I went to learn about the government. The White Paper is very good...I want to do this again but may not be able to due to a Barbara [youth worker who has been made redundant] going? Issues that face young people. About some of the answers that Jaz told us and how this can help change things. Prevention rather than cure.

### Projective question – if you were in charge of Public Health England what would you do now?

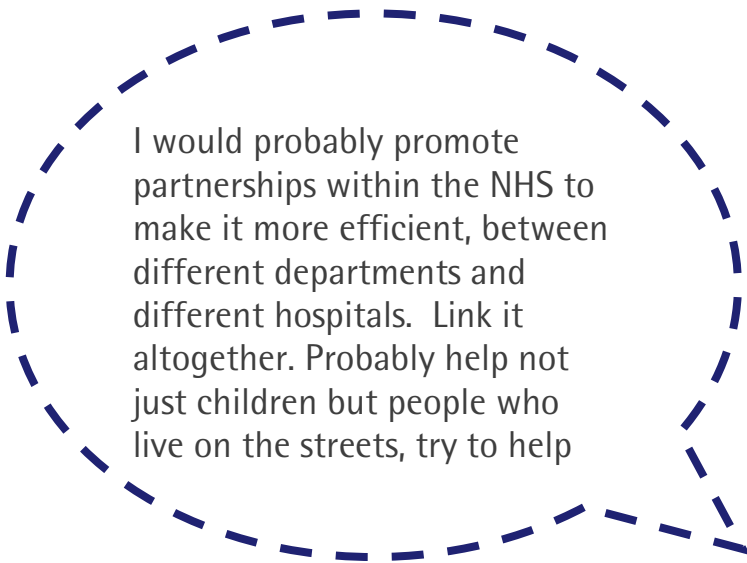
Spend the money wisely, on a system.

Maybe share the money out equally so it does go to young people and families.

The Prime Minister gets driven around in this car, a posh Bentley, why can't he have a Corsa instead, all the money basically goes towards his new toys. What I don't get is that just because he's got money he's driving around in things like that. Does he help any charities? I should hope so. I think he should because he's got all that money and he's just wasting it on silly things like his car and an expensive suit.

I'd probably take revenge on all the ones that are in power now, because at the end of the day because they are making the choices without thinking about the consequences and what ends up causing us trouble at the end of the day.

The way I would deal with the money would be like the stone in the pond effect, in the sense that I would put the money out in equal terms so that instead of it going to one place, it would all equal



I would probably promote partnerships within the NHS to make it more efficient, between different departments and different hospitals. Link it altogether. Probably help not just children but people who live on the streets, try to help

itself out. If you throw one stone in you get one big ripple, if you throw lots of small stones in it causes like a swirl effect.

Put more money into keeping doctors open later, making them available at the weekends. More advertising about the smoking and that help to quit it is actually free.

“Talk to people who have actually been through things you are going to make changes to so you have got first hand experience. ”.

### Public health and business

I think they have to work together to come to a compromise. Like with the alcohol and having a minimum cost, they need to work together to sort that out.

You probably will not get the same effect if they are just given a choice because if they are going to be cheaper and have more business then they will probably go for that and there is still the same problem, ignoring the consequence.

Put the cigarette prices higher. If you cannot afford to smoke then you don't smoke do you?

Make sure they knew what consequences they were provoking. Like with the alcohol with the screw on tops and have it when it stops when it gets to a unit, so people really know what's happening.

## Appendix IV – Action Points

### Action Points

A range of action points were discussed and recorded during the workshop.

#### Action points to be taken forward by NCB

- Send a draft copy of this report to the young people for their contributions.
- Share the young people's email addresses with Jazz Bhogal at the Department of Health so that they can keep in touch and provide direct feedback.
- Provide a final copy of the report to the young people for them to share and use locally.
- Send the young people's key messages and questions to the Department of Health.
- Provide feedback to the young people about the Department of Health's response to their messages and questions.
- Send the report to the young people who were not able to attend the workshop and who were on the waiting list for places.

#### Action points to be taken forward by the young people

- Use the Public Health White Paper consultation email address at [publichealthengland@dh.gsi.gov.uk](mailto:publichealthengland@dh.gsi.gov.uk) to provide further feedback to the Department of Health.
- Speak to their local health professionals and GPs about the Public Health White Paper.
- Share the report and other materials from the workshop with their friends and local groups.

#### Action points for the Department of Health

- Provide feedback to the young people on the consultation and their views.
- Take forward the creative ideas from the public health campaign exercise to inform the work of Public Health England and how it can develop young people friendly campaigns and information.
- Raise the issue of young people's engagement with public health and how a different approach is needed to the current ways of working with children and with adults.

## Evaluation

**NB:** Due to rounding and for simplicity some percentage totals may be 101%

17 out of 17 delegates responded

	Mailing	Friends	Website	Other
How did you hear about this conference?	<b>65%</b>	12%	0%	24%

	Topic	Meeting new people	Group discussions	Other
What parts of the event were you most interested in before attending the event?	<b>43%</b>	23%	33%	0%

	Yes	50/50	No
Did the event meet your expectations?	<b>94%</b>	6%	0%

Please tick the boxes that came closest to your own view about this event. How Good do you think the following were?	Excellent	Good	Average	Poor
Administration of bookings	<b>59%</b>	41%	0%	0%
Venue location and access	<b>59%</b>	35%	6%	0%
Venue Facilities	<b>65%</b>	35%	0%	0%
Staff helpfulness on the day	<b>71%</b>	12%	18%	0%
Catering	<b>59%</b>	24%	18%	0%
Programme content	<b>53%</b>	35%	12%	0%

#### Comments on the event and the speakers/facilitators?

- Very interesting and fun!
- All really friendly
- Good and clear information, really useful, Nice people and comfortable atmosphere
- Really good & helpful, had lots of information to give us, really friendly – good for working with young people.
- It was great.
- I learnt alot during today.
- The event was very helpful as it has helped me to learn about the PHE and help the white paper to be more effective
- The event seemed successful
- Paul was great
- I enjoyed this event like I enjoy all of them, I hope I do similar events in the future.
- I had a brilliant day and it was great to have Jazz to speak to.
- The Facilitator's were really kind and easy to understand. The event was made alot better by the fact that someone from the Department of Health (DoH) attended.
- The event was great and raised loads of issues I have never thought about and the organisation was great with very helpful adults to keep it going.
- It was good and easy to see.

#### Do you have any suggestions for improvement?

- More Range of activities x2
- A less hot room
- Focus on one topic such as drugs and not such a big topic.
- Maybe you could get a bigger room, just for a bit more space.

## Outcomes

- A one day consultation workshop with 17 young people from across England.
- The young people gained knowledge and awareness of the Public Health White Paper and associated consultations.
- The dissemination of Public Health White Paper materials to the young people which they have been able to share with their local groups, peers, families and schools.
- A greater understanding of how public health is managed by the NHS and the Department of Health.
- An opportunity to explore the roles of Public Health England, the Health & Wellbeing Boards and the GP Commissioning Consortia in public health.
- The young people practiced skills to communicate, question and promote the Public Health White Paper.
- An increase in confidence in the young people to talk about public health issues.
- Young people's ideas and contributions were captured on the following topics:
  - The health issues that most concern young people
  - Ways to communicate and engage young people in public health including how to use information and media to influence young people's views and behaviour
  - The young people's perspectives on alcohol, smoking, diet, healthy eating and exercise
  - The barriers that stop young people having a stronger voice and more involvement in public health
  - Posters and models demonstrating ways that the young people would communicate with their peer group on public health issues
  - Diverse groups of young people and their different needs. The importance of an inclusive approach to public health for disabled young people, those with long term conditions and those from different cultural backgrounds
  - Which public health outcomes the Department of Health should be prioritising for young people and their families
  - Young people from across the country given the chance to meet each other and exchange thoughts and experiences about public health and the role of the Department of Health and health professionals.
  - Young people shared their stories about using a diverse range of health services and responding to public health campaigns, advertising and images.

## Appendix V: References and acknowledgements

### References

Department of Health (2010) Healthy lives, healthy people White Paper: Our strategy for public health in England

Department of Health (2010) Healthy lives, healthy people: consultation on the funding and commissioning routes for public health

Department of Health (2010) Healthy Lives, Healthy People: transparency in outcomes, proposals for a public health outcomes framework

Department of Health (2011) Healthy lives, healthy people: a tobacco control plan for England

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