

LONDON BOROUGH OF CAMDEN	WARDS: All
REPORT TITLE Look After YOU - A Coproduced Health Campaign for Under 25s	
REPORT OF Director of Health and Wellbeing	
FOR SUBMISSION TO Health and Wellbeing Board	DATE 18 th November 2024
<p>SUMMARY OF REPORT</p> <p>Look After YOU is a health campaign looking to promote access for young people to GP, primary care, sexual health and mental health services. It was coproduced by Camden Council and 'Camden Youth: Tell Them', a group of Camden young people aged 16 to 23.</p> <p>This update is for information, to raise awareness and seek support for the campaign. It is also to support a discussion of how we can ensure better awareness is translating to optimal experience for young people with health services and in turn, improved outcomes.</p> <p>Local Government Act 1972 – Access to Information</p> <p>No documents that require listing have been used in the preparation of this report.</p> <p>Contact Officer: Manuj Sharma Consultant in Public Health London Borough of Camden 5 Pancras Square, N1C 4AG manuj.sharma@camden.gov.uk</p>	
<p>RECOMMENDATION</p> <p>The Health and Wellbeing Board is asked to note the contents of the report.</p>	

Signed:



Kirsten Watters, Director of Health and Wellbeing

Date: 6th December 2024

1. Purpose of Report

To support promotion of the campaign, and to discuss how we ensure that alongside improving access we are doing everything we can to ensure positive experiences with health services for young people, considering their initial access, their engagement and outcomes.

2. Background

Camden Youth: Tell Them are a voice for young people in our borough, aged 16 to 23 and working, living or going to school in Camden. They have been taking part in a paid communications and events training programme and working towards a qualification – Principles of Project Management, level 2 (equal to a GCSE 9-6).

Camden Youth: Tell Them worked on the development of the Step into Our Shoes graphic novel as part of the annual public health report on adolescent health for Camden Council in 2023. Step into Our Shoes was recently recognised as a national winner in the Association of Directors of Public Health report celebration.

3. Camden Context

Camden Youth: Tell Them have been supported by communications, health and wellbeing and creative agency Break Comms to create a campaign, Look after YOU. The young people developed the campaign from objectives to design and testing, as part of a paid communications and events training programme.

Look after YOU is a campaign that aims to help to reduce health inequalities in Camden. Research carried out by the young people in Camden Youth: Tell Them as part of the project found that adolescents' (young people aged 11 to 19) age affects how they get health care and they don't always know how or where to get the health care they need:

- Often, adolescents aren't getting the health care they need early or often enough and are the second highest users of A&E after under 3s.
- Young people aged 12-18 report the lowest levels of satisfaction with GP services and have the shortest consultation times.
- 22% of young people in Camden said that if they were feeling low, stressed or anxious they wouldn't know where to seek help.
- Young people aged 15 to 24 are the most likely to be diagnosed with the common types of STI but concerns about privacy and confidentiality, fears about staff being unfriendly and opening hours can put them off getting treatment.

- In 2021, year 8 and 10 students in Camden schools told us about how likely they are to access different health services:
 - 56% of boys and 59% of girls are likely to access mental health services
 - 42% of boys and 47% of girls are likely to access sexual health services
 - 66% of boys and 70% of girls are likely to go to their GP

4. Campaign summary

Look after YOU targets young people aged 11 to 25 as well as the people who work with young people, to signpost them to the right health care. The campaign will help more young people in Camden get the health care they need, when they need it.

The campaign aims are as follows:

- Look after YOU aims to give young people the information and confidence they need to access the right health care for them, without worrying about cost, confidentiality or judgement – helping to reduce health inequalities in Camden.
- The campaign will increase awareness for young people of the health services available to them, including sexual health, mental health, GP and substance misuse.
- Look after YOU will also build the confidence of young people to use these services, by being supportive, relatable and reducing stigma linked with seeking support and advice for health issues.
- By having health information in one place, the campaign will support adults working with young people to signpost young people to simple and up to date information.

5. Dissemination and activity

Look After YOU reaches young people, our primary target audience, via:

- Videos and statics on social media (including targeted paid adverts) on TikTok and Instagram
- Bus stop adverts
- Posters and branded stickers distributed to schools, libraries, youth centres, GPs, pharmacies and health care settings
- Digital screens in libraries
- Campaign webpage on Camden Rise
- Resident e-newsletters

Look After YOU is reaching adults working with young people, our secondary target audience, via:

- Print mailout to schools, youth clubs, Voluntary Community Sector (VCS) partners, General Practice (GP) and pharmacies
- Heads' e-newsletter
- VCS and faith leaders e-newsletter
- Voluntary Action Camden, Healthwatch and Integrated Care Board e-newsletters
- LinkedIn post to partners
- Internal promotion to council staff.

Look after YOU looks to reduce health inequalities in Camden and reach into all of our communities. We will specifically target young people from groups that our insights and data show us have historically been underserved, including:

- Young people from Black, Asian and other ethnic communities: By featuring young people who are representative of Camden's communities, disseminating the campaign via global majority VCS organisations including the Somali Youth Resource Development Centre and Kings Cross Brunswick Neighbourhood Association, and translating materials into community languages for distribution via the Refugee Network.
- Young people with special educational needs and disabilities (SEND) and those at higher risk of school non-attendance: By sharing content via the SEND bulletin, disseminating campaign content via internal special educational needs coordinator (SENCO) leads, virtual schools, Camden Learning and distribution via disabled young people's groups.
- Care experienced young people: By campaign dissemination via appropriate services, the Children in Care Council and the care experienced bulletin.
- Young people from low-income households: Via Housing News
- Youth justice and young people at risk of offending: By campaign dissemination via appropriate services, detached youth team and community safety.

6. Evaluation

Look after YOU will be measured by:

- Website traffic to camdenrise.co.uk/look-after-you
- Analytics from social media platforms Instagram and TikTok
- Comparison of the Camden Health Related Behaviour Questionnaire 2021/22 statistics with 2025 data
- Surveys of young people and adults working with young people to assess campaign performance
- Data from services, including sign-ups to Kooth and website visits to NCL Waiting Room via *Look after YOU*.

Look After YOU is performing well, with 800 visitors to the Camden Rise website in the first six weeks of activity.

7. Next steps

Look After YOU will be the Council's flagship young people's health brand, to be used across health and wellbeing communications and adapted for future campaigns.

The campaign is being distributed via school nurses, and further materials have been developed to support the school nurses to share the campaign more widely with young people. A personal, social and health education (PSHE) lesson for teachers that is linked to statutory guidance and covers sexual health, mental health, substance misuse and general health access is being developed for use in Camden schools which signposts to local support via Look after YOU.

Health services will be supported to engage with young people around:

- Access and booking appointments which can be a major challenge
- School attendance is already a major issue in Camden, is there something we could be doing to support Parents and Adolescents, so they do not have to take children out of schools
- How can we improve overall health experience
- Stopping adolescents from ending up in A&E
- Establish a standard for youth-friendly health and care services, with a particular focus on primary and secondary care universal services using templates adapted from the Office for Health Improvement and disparities.¹

8. Finance Comments of the Executive Director Corporate Services

The Executive Director of Corporate Services has been consulted on the contents of the report and has no comments to add to the report

9. Legal Comments of the Borough Solicitor

The Health and Wellbeing Board was set up under the Health and Social Care Act 2012 and has a duty to encourage health and social care services to work in an integrated manner to advance the health and wellbeing of the people in its area. The Board is responsible for the joint strategic needs assessment (JSNA) and joint local health and wellbeing strategies (JLHWS) under s116 and 116A of the Local Government and Public Involvement in Health Act 2007. The statutory guidance in relation to JSNA and JLHWS states that the ICB, NHS CB and Local Authorities plans for commissioning services should be informed by the JSNA and JLHWS and if not, the relevant bodies should explain why. Local services should be based on the JSNA and take account of the JLHWS.

¹ www.gov.uk/government/publications/establishing-youth-friendly-health-and-care-services

The Board should consider how the plans in the report take account of the JSNA and JLHWS and encourage integrated working.

The Board should consider how the work outlined in the report contributes to improvements in health and wellbeing in the local area.

10. Environmental Implications

There are no environmental implications to the contents of this report.

11. Appendices

Appendix A: Look after YOU Slide Deck

Appendix B: Step Into Our Shoes

REPORT ENDS