



Appendix A

Look after YOU – a coproduced
campaign by Camden Council
and *Camden Youth: Tell Them*



Who are *Camden Youth: Tell Them*?

- *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 are 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)
- They 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.



Campaign summary

- Camden Council have coproduced a communications campaign, *Look after YOU* with a group of Camden young people aged 16 to 23. The group is called *Camden Youth: Tell Them*.
- *Camden Youth: Tell Them* have been supported by communications, health and wellbeing and creative agency Break Comms to create this campaign from scratch, from objectives to design and testing, as part of a paid communications and events training programme.
- *Look after YOU* will target 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 brand created will become the Council's flagship young people's health brand that can be used across health and wellbeing communications.
- *Look after YOU* goes live on Tuesday 8 October 2024.



Responding to research

Look after YOU aims to help to reduce health inequalities in Camden. Research that the young people carried out for the campaign 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 get 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.



Campaign aims

- *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.



Strategy

- To host information and signposting on health care in Camden for young people on Camden Rise. The information will be shared all in one place, in an easy to understand and easy to navigate way.
- All campaign assets will direct to the web page, including via QR code on print assets.
- To create a positive and inspirational campaign that models good health and wellbeing, using real Camden young people and their experiences for relatable, engaging content.
- To test messaging and assets to make sure they land with the target audience, with a particular focus on adolescent young people aged 11 to 19.
- To try new and creative ways to reach and engage young people, including new channels and techniques, modelling content that appeals to *Camden Youth: Tell Them*.
- To involve stakeholders throughout the campaign development and encouraging key partners to share the campaign with young people by providing print and digital campaign packs.



We want our audience to feel...

- That looking for medical support is just an everyday part of life
- Safe, reassured, comfortable, not embarrassed
- Confident to bring up problems with a trusted adult or professional
- That they know where to go for a range of health and wellbeing issues and that help is easily available.



Channels

Reaching young people

- Website camdenrise.co.uk/look-after-you
- 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, health care settings
- Digital screens in libraries
- Resident newsletter

Adults working with young people

- Print mailout to schools, youth clubs, VCS partners, GPs and pharmacies
- Heads' newsletter
- VCS and faith leaders newsletter
- VAC, Healthwatch and ICB newsletters
- LinkedIn post to partners
- Internal promotion to council staff via blogs and Essentials



Targeted communications to underserved groups

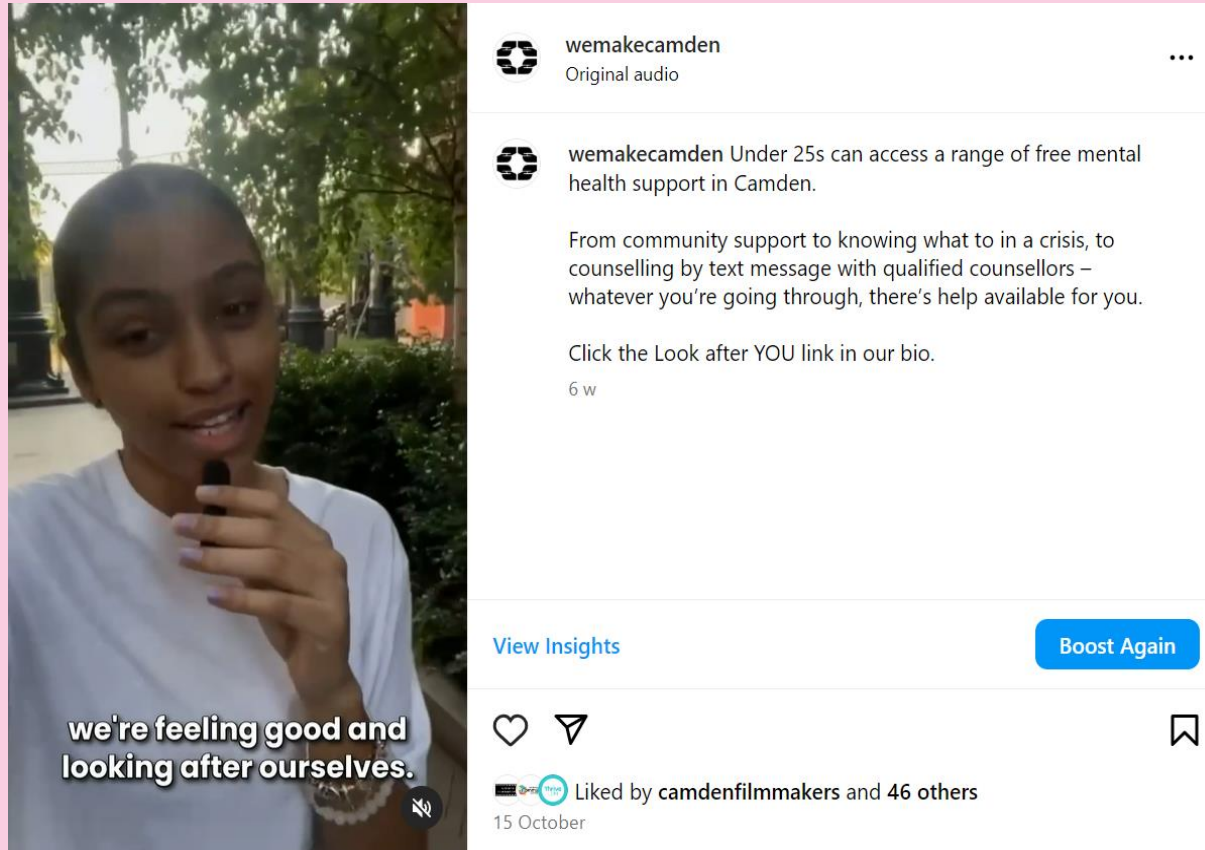
Look after YOU looks to reduce health inequalities in Camden and reach into all of our communities. As part of this, we will specifically target young people from groups that our insights and data show us have historically been underserved, including:

- Young people from **Black, Asian and other ethnic communities** – featuring young people who are representative of Camden's communities, disseminating campaign via global majority VCS organisations including SYDRC and KCBNA, and translating materials into community languages for distribution via the Refugee Network
- **SEND** and those at **higher risk of school non-attendance** – SEND bulletin, disseminating campaign content via internal SENCO leads, virtual schools, Camden Learning and distribution via disabled young people's groups
- **Care experienced young people** – campaign dissemination via services, the Children in Care Council and the care experienced bulletin
- Young people from **low income households** – Housing News
- **Youth justice and at risk of offending** – campaign dissemination via services, detached youth team and community safety



Campaign assets

- *Camden Youth: Tell Them* selected the supplier, codeveloped key messaging and artwork, and cocreated and starred in the Instagram and TikTok reels.
- They tested the artwork with other Camden young people aged 14 to 18.
- You can see all of the campaign materials in the partner pack.



TikToks and Instagram reels

A series of films created by and starring *Camden Youth: Tell Them* have been developed for use on Instagram and TikTok – this is the first TikTok content the Council has produced.



**Speak to
qualified
counsellors
by text
for free**

**Free, fast
help
with drugs,
alcohol, smoking
and vaping**

**Free, friendly
health care
for
under
25s**

**Booking a
GP
appointment**

Social media statics

A range of static social media assets have been created for Council and partner use, as well as template social posts.

The template messages can be used on X, Whatsapp and Instagram.





Bus shelter advertising

Bus shelter advertising will be live at 25 sites around the borough from Monday 7 October.

- ✓ Register with a GP
- ✓ Free counselling by text
- ✓ Get help to stop vaping
- ✓ Order free home STI tests and free condoms

...and much more at

camdenrise.co.uk/look-after-you



LOOK AFTER YOU

Free, friendly health care for under 25s

- ✓ Register with a GP
- ✓ Free counselling by text
- ✓ Get help to stop vaping
- ✓ Order free home STI tests and free condoms...

...and much more at camdenrise.co.uk/look-after-you

LOOK AFTER YOU

Free, friendly health care for under 25s

camdenrise.co.uk/look-after-you

Posters and stickers

A printed comms pack including posters and easy peel mirror stickers has been distributed to stakeholders including youth clubs, schools, libraries, leisure centres, GPs, pharmacies and VCS partners.



Evaluation

- 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 2021/2 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*.



Next steps

- A 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.
- Supporting health services 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 Office for Health Improvement and Disparities



Camden Youth: Tell Them said...

“We know that there are so many services to help under 25s in Camden – we met with them to develop our campaign – but that young people don’t always know about them.

Young people can also be put off getting health care because they feel embarrassed, are worried about costs or their parents finding out.

We hope that Look after YOU not only helps Camden young people to easily find the free healthcare they need, when they need it, but that they feel comfortable and confident using these services.”





Questions?