

Title of report	Public Patient Participation Evaluation – Children and Young People’s pre-engagement
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Purpose of the event

This report outlines feedback gathered from the general public at the Walthamstow Garden Party on 15 and 16 July 2017.

The event was the second in a series of public participation events due to be held in 2017/18 as per the commitment made in the NHS Waltham Forest Clinical Commissioning Group (CCG) Community Participation Strategy 2015-2018.

NHS Waltham Forest CCG took part in the Health Zone marquee organised by Public Health. The CCG corner was aimed at children, young people and their families. We were asking young people by which channels they wanted to be engaged. We wanted to gather this information to inform how we involve children and young people in shaping health care.

The findings from the event are intended to inform the drafting of a Children’s and Young People’s participation strategy. The strategy will be written in partnership with the boroughs commissioners and providers of children’s services.

The event met the following aims:

- Engaging children with a ‘Draw us a healthy you’ craft activity
- Gathering views of young people in a video booth and providing free photo cards to take away
- Seeking views of young people on the best format to engage them with in conversation and recording on post it notes

- Promoting relevant services; GP extended hours services, common childhood illnesses app and booklet and GP services online.
- Raising the profile of the CCG

The event was planned and delivered by the CCG Communications and Engagement Team with volunteers from Young Independent Advisory Group (YIAG) and Young Advisors assisting on the day.

Who did we reach?

69 children under 12 took part in the drawing activities. We spoke to their parents while they drew.

111 comments were gathered from young people aged between 12 and 26 years old.

55 photos were taken in the booth

54 videos were recorded in the booth

Unfortunately there is a technical error with the video files so the views cannot be captured from this activity.

It is estimated that we reached a minimum of 200 people in the two days of outreach at the Walthamstow Garden Party.

We used the following hashtags on Twitter account @NHS_WFCCG to promote activities;

- #WalthamstownGardenParty
- #healthzone
- #CYP_PPP
- #free



What did we use to gather the views of young people?

With which formats would you like health and care to engage you with?

We hired a video booth to capture the views of young people on what format they wish to be engaged. Before entering the booth participants were made aware that their images and footage may be used by the CCG to promote and inform the Children’s and Young People’s participation strategy.

As an incentive young people were given a photo card to take away of their photo. This also raised the profile of the CCG as it had details of how to connect with the CCG.

A month after this activity we had an increase of 47 followers on Twitter.

In addition to the photobooth we spoke to young people in the marquee and across the site and gathered their preferences on post it notes.



Summary of themes for young adults preferred format to engage

- Social media/ digital = 84%
- Face to Face events = 34%
- Face to face as individual = 4%

Preferred format	Amount of people	Detail on format	How this can be met
Social Media	3	3 people said they prefer social media but 76 further comments expressed a preference for digital communications including social media. Social media is a general term and the specific formats are explored in the detailed answers below.	Commissioners and providers need to consider digital formats as places to promote activities, services and gather views. CCG is leading on the development of a CYP participation strategy and as part of this is mapping the various social media and digital channels managed by relevant stakeholders.
Face to face meetings	19	By meetings we explained that it meant a regular commitment rather than a one off information event.	When asked young people were happy to attend meetings and events where their views will be gathered. This is unexpectedly high as there was an assumption that young people would not be interested in meetings. It seems that if the event was well advertised and had a specific reason to gather people together then they would attend.
Facebook	18	Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. It is increasingly used for campaigning and by businesses.	The CCG already has a Facebook page Groups could be created to provide feedback on services. This would need capacity allocated to monitor comments.
Instagram	18	Instagram is a free, online photo-sharing application	The CCG does not have an Instagram account.

Preferred format	Amount of people	Detail on format	How this can be met
		and social network platform.	CCG could work with provider who does have an Instagram account in order to post. But would need an image to lead with.
Twitter	14	Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets.	The CCG already has a Twitter account and posts daily. This content could possibly be translated over to Facebook and Instagram. Specific campaigns could be planned in to promote services to young people and ask for their views.
Webinar	8	<p>A webinar is an educational, informative or instructional presentation that is made available online, usually as either video or audio with slides.</p> <p>A webinar may take the form of an academic lecture or some other type of presentation, such as a business conference. Because webinar attendees connect online, they can use Internet-based technologies to enhance the experience, for example, communicating through instant messaging, file sharing, using a whiteboard collaboratively and interacting through social media sites.</p>	The CCG has not previously used webinars.
Snapchat	8	Snapchat is a mobile app that allows users to send and receive "self-destructing" photos and videos. Photos and videos taken with the app are called snaps.	The CCG does not currently use Snapchat.
Focus groups/ workshops	7	Focus groups can be organised for a targeted purpose and held in a place	When asked young people were happy to attend focus groups and workshops where they could inform

Preferred format	Amount of people	Detail on format	How this can be met
		appropriate to the target audience.	service improvement and design.
Email	6	A direct electronic communication with people who have agreed to be in contact.	A few young people said that they would like to go onto a mailing list and receive direct information about health and care services that they could influence.
School / college	2	Young people said that they think it would be easier to come into the school to conduct engagement activities. This might be during assembly or a lunch time event.	Ideally we will be connected to the schools network and work together to inform and design health and care services. We can do this through the health schools programme and youth health ambassadors which are both run by public health.
Musically	2	The request for using music was low.	Request for using music reinforces some points made about any engagement being made fun and interactive.
Newsletter	1	The request for sending a newsletter was low.	With the same ethos as a newsletter regular content could be posted on social media and websites that provides information and asks for feedback.
Via my GP	1	PPGs are the opportunity for all patients including young people to receive and share information via their GP.	The CCG is working on increasing the impact of PPGs and the guidance provided includes a guide on including children and young people in PPGs.
Children's centres	1	This request was made by a parent.	Via the work of the CYP participation strategy those running children centres will be better connected and therefore cascade information to the general public.
Total views gathered	111		

What did we use to gather views of children?

What makes a healthy you?

A drawing station was set up in the Health Zone marquee. Children under twelve years old were invited to draw onto shapes of people expressing the things that they thought made them healthy. In the conversations they were coached to say what things that they did or ate made them feel healthy.

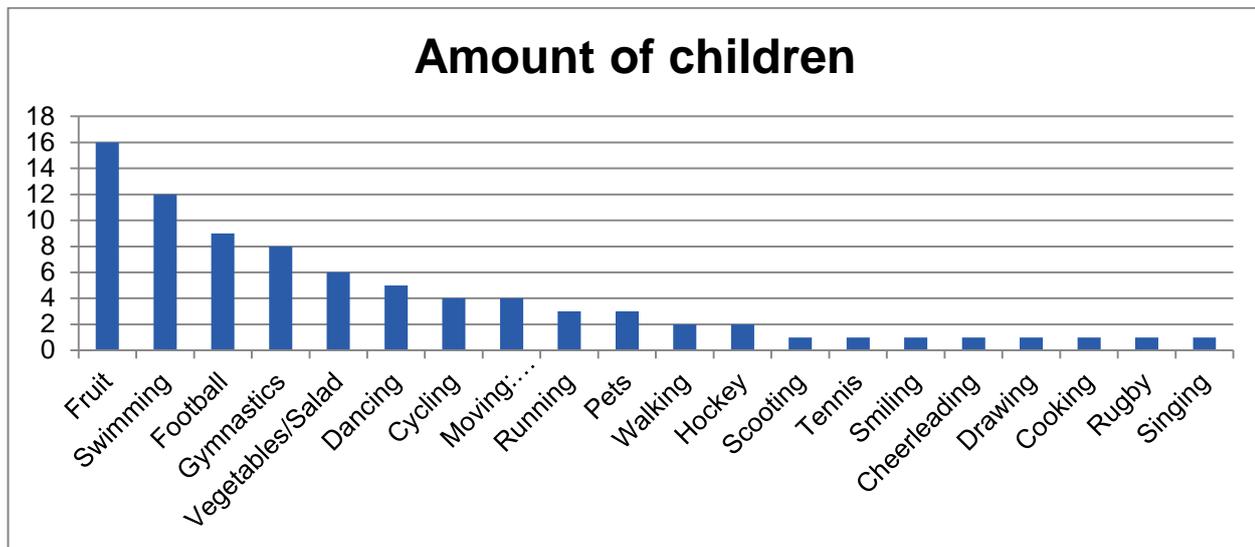
As an incentive children were given a reward sticker that smelt of apples.

There was a good understanding from children as to how physical activity and food can keep you healthy.

The CYP participation strategy may need to provide information on how to inform children and families on issues of wellbeing and the services available to them.

Summary of themes for a healthy child

- Physical activity = 77%
- Food = 33%
- Wellbeing = 9%



Reflections on CYP findings

- The findings will inform the work of all partners involved in CYP participation.
- That the digital and face to face formats preferred by young people will not necessarily be taken on by the CCG. These methods will be taken as suggested formats in the CYP participation strategy.
- Mapping of CYP partners digital channels and face to face forums and structures of engagement will be undertaken in the next phase of participation planning.
- Where the CCG does not have capacity to manage multiple digital channels could it create content to be posted on others channels such as NELFT and LBWF Instagram pages.

- Within the CYP participation strategy we need to provide materials on how to design and promote workshops for young people to inform the design and review of services.
- Within the CYP participation strategy we need to provide guidance on managing online safety and moderating online groups.
- The CYP participation planning does intend to work with the healthy schools programme and include colleges. The toolkit needs to advise on how health and care services can conduct engagement in places of education.

Learning from the event

- To be involved with the Barbican event team earlier in the year.
- To organise lunch vouchers for volunteers.
- Public Health has conducted a health zone survey to gather feedback from exhibitors.
- The views on preferred engagement methods will be taken into consideration in developing the Children's and young people participation strategy for the borough.
- A film created from this event to launch the partnership work is available [Capturing the voice of children and young people](#)

Appendix

1. Images of events
2. [Media release](#)
3. Images of activities
4. [Link to feedback log](#) which holds full comments data