

An information-based and interactive health self-care website for 11 to 24-year-olds, created by Norfolk & Waveney Children & Young People's Health Services, working in partnership with young people.

THE CHALLENGE

In 2018, the NHS Just One Norfolk website was launched. While this site covered parents and carers with children aged 0-19, there was concern that young people themselves were being left out.

Co-production was tasked with helping to assess this concern.

Initial feedback suggested that young people also felt there was a gap here and that they wanted a space of their own.



METHODS OF CO-PRODUCTION

It was important to ensure that the meaningful engagement with young people continued, so that their voice could be heard.

In November 2021, the co-production lead, the digital team and other colleagues began consulting with groups of young people from across Norfolk to identify and develop ideas for a suitable digital offer.

The young people involved came from schools and colleges, youth community groups, youth advisory boards, Norfolk SEND Youth Forum and the Dragons - a group of young people with disabilities.

Discussions included what type of apps, social media and digital media they access and what they considered to be the hot topics surrounding young people's health and well-being.

SETTING UP THE WORKING GROUP

- Communications promoting the project's first face-to-face workshops were sent out using social media and partner agencies' communications channels.
- Along with the continued consultation of young people in schools and other groups, regular workshops took place during school holidays and at weekends.
- Transport was provided, along with refreshments and lunch and the days included some time for games.
- The young people also received payment for their time and ideas. The group has around 17 members on the contact list.

CO-PRODUCTION MAIN FINDINGS

- Young people did not want an app
- The website had to be easily accessible
- They wanted a place to share their experiences
- They wanted somewhere safe and trusted to get health and wellbeing advice and support

THE SOLUTIONS

The aim of the FYI project was to ensure young people had somewhere safe and trusted to get health and wellbeing advice and support. It also needed to be easily accessible and something they would use.

The young people we worked with were closely involved in the design and content of the website. The site has been validated by NHS clinicians and other professionals, making it a reliable source of information on topics such as health, education, relationships and emotional and mental health.



The website was officially launched on 23 January, 2024 at an event in central Norwich where the young people and professionals involved came together to showcase FYI and celebrate their hard work.

THE RESULTS

The result is an exciting and innovative digital platform for 11 to 24-year-olds, allowing them to access health self-care information to support themselves and their peers.

Over two years, the young people involved have worked with professionals, grown in confidence and learned new transferable skills, such as content writing, filming and creating animations.



The young people felt passionately that the site should offer peer to peer support through shared experiences. The video interviews they made are now live on the site and the written experiences they submitted are there too.



The FYI logo was inspired by designs created by young people and chosen in a vote.

WHAT NEXT?

The Working Together group will continue to meet, helping the trust to ensure quality health services and the best outcomes for young people.

New content for FYI continues to be identified, so the site is always evolving. It is hoped FYI will become the 'go to' place for young people in Norfolk and Waveney, empowering them to take control of their health and wellbeing.

FEEDBACK

“ Young people feel involved and like they're making a difference to mental health services for young people. ”

“ I hoped for what I got - to make a difference and help people. ”

“ We get asked our ideas and we can be honest. ”

“ I've looked around the website and I'm so happy with how it's turned out. Such a big well done to all the team. ”

“ Oh how amazing, I LOVE IT... well done to the digital team, Norfolk's young people are so lucky to have such an amazing resource. ”

“ I feel like my best interests were considered. ”