

## **Shadow Board Meeting**

**21<sup>st</sup> February 2011**

Shadow Board members: Jennifer Byrne, Ivo Silva, Rachel Hughes, Carl Page, Besma Whayeb, Jake Hollins, Amara Browning, Peter Edwards, Hayley Hall, Sabina Radzeviciute, Fadzai Masikati, Reneilwe Matlou, Usha Dutton, Samira Ali, Kelly Stubbs, Devante Blackwell, Emmanuel Agaypong, Mercy Agaypong, Martha Agaypong, Alice Wilby, Sian Cotton, Chris Murphy, Adel Elfakir, Carl Ward, Rob Graveley, Poppy Harrison, Emily Hinton

Staff: Tom Drage, Rosie Milburn, Glenys Cox, Julie Jordan – Participation Team

Guest Speakers – Inge Pye / Natalie / Rob – NHS - Joint Strategic Needs Assessment

Cassia Hickman / Steve - NHS - Smoking Cessation

### **Joint Strategic Needs Assessment – Inge Pye, Natalie, Rob**

The JSNA is the way that the PCT finds out what the community need and then to ensure that those needs are fed into any strategy and planning for services. The JSNA pull together key messages for all organisations on how they can all work together to support the community and achieve their needs. All organisations and key players are meant to refer to the JSNA for their planning and strategies.

At the meeting today because they need to understand what children and young people think. They have come up with some priorities and want to see if they match what the SB think. Already looked at this in AB meetings, and so in groups the SB need to prioritise Top 3 and Bottom 3 from this list for Inge to put into report.

Took part in a quiz to test knowledge using the quizdoms:

Northamptonshire's Population has increased by over 50 000 since 2000.

25% of the population is under 20 years of age. Approx 171 000 young people, 42 000 are under 5.

10% of the population live in deprived areas. If only look at children then it is 12%.

There are 60 000 carers in Northamptonshire, that's over 9% of the population. Amongst them are 17 500 young carers.

6% of households in Northamptonshire are headed by a lone parent.

Top 3's: mental health, transport cost and availability of transport, unemployment, training and careers advice, jobs and money issues, alcohol and underage drinking, substance misuse, media and peer pressure

Bottom 3: media and peer pressure, facilities and services, crime and the community, stereotyping, alcohol and underage drinking, substance misuse, educational support, welcoming places to go, rural isolation, housing and housing support for young tenants.

The JSNA group did this exercise and their priorities were:

Hospital admissions and mortality

Long term impacts on health; smoking, physical activity and obesity, alcohol consumption, screening and vaccinations

Mental Health – 10% of children may have mental health issues at any time. Suicide counts for 20% of deaths of teenagers. 1 in 10 young people self harm. There is a strategy for CAMHS – giving a framework for agencies to work within.

Educational attainment – links in research to educational achievement and socio economic wellbeing.

These are issues the JNSA have drawn out for general wellbeing.

Next steps are: Inge will take lists away and write up the report with these results in and send to Tom. This report will be shown to lots of strategic important people, thank you for your time today we really appreciate it.

### **Smoking Cessation – Cassia / Steve – NHS.**

Here today to talk about tobacco control – that means working with government on policy and looking at stopping illicit tobacco control.

What we do? We are part of the Northamptonshire Smoke Free Alliance – other members of the group include trading standards, NCC, police etc. We had an event in October and the aim of the event was to come up with some action points from young people to work towards. The purpose of coming to the meeting today is to get opinions from the SB on those action points.

The Priorities were: to make smoking less attractive, to enable young people to develop skills not to start smoking, to support people to stop – cessation, to reduce availability of tobacco to young people.

The tobacco companies target young people in their advertising; for every person who stops smoking they have to recruit two more young people and so much of what they do is aimed at young people.

Quizdom – how many chemicals in cigarette: 4000

Girls are more likely than boys to have ever smoked: true

190 000 children 11-15 smoke: true

People die from smoking each year: 80 000

What influences young people to smoke: peer pressure and family.

(Not advertising - because not much advertising for tobacco any more)

What influences young people not to smoke?: money most important, appearance and health second

(think the appearance thing is more for girls than boys, they wouldn't really care)

Showed key themes from stakeholder event :

Support for schools

Age Ban – 18 to smoke – if increase, young people will still find ways to smoke

Young People Ambassadors

Marketing to under 16's.

Do you feel bombarded by health messages: equal yes and no. Where do you find most health messages – school / adverts /

While at school what happens if someone found smoking – neither of the above. One school doesn't mind – and lets them carry on. Tell you to stop and that's it. Ignored or told not to do it.

In some schools the nurses are being trained to do stop smoking – so if someone found smoking they should be referred to nurse for support – yes.

Where is the best place for young people to receive stop smoking support?

- Not youth clubs as there isn't always one nearby.
- If someone came into school once or twice a week would be good.
- If at school already there, so wouldn't have to make effort or get anywhere to go. But if at school, people would know and would see you going to nurse's office etc.
- Opportunities are there for yp to get help but they don't take it cause it's an addiction and they've tried to give up but can't.

If stop smoking service clinic was there – who would be the best people to deliver the service?

- Nurse / Gp
- Trained stop smoking advisors
- People of a similar age
- People slightly older

What's the best way of getting messages and campaigns to yp: c – social media facebook and twitter. If on facebook I'll skip things and doesn't catch my eye. Does anyone click on the adverts or notice them? 1 person did. If you're at home in your environment looking at facebook – don't want to see health messages. You Tube – lots of adverts – quite a lot of people use them.

What age do you think yp should get advice about smoking? 8-11. why 8-11 – any younger than this is too young. Will understand more . Should start at 8 but keep giving the message – different way for different ages to keep them interested.

Do you think peer led education is a good idea? Yes - (no – whoever teaches you would not be smoker anyway - needs to be someone who has seen it or done it and can talk about it in a way because they have lived it – been through it. Means more from experience). The person needs to have been a smoker.

Designed a website for yp around smoking – where you can get support. And find out information. Also if got any feedback about the site very welcome.

Charity quit – train young people to give stop smoking advice. Led by young people – arrange events, media work and campaigns. Taking names of anyone interested.

Smoke free alliance – meet quarterly and it's all older people at the moment – would welcome young people being involved and coming along to those meetings.

Age progression camera for what you would look like if smoked and carbon monoxide monitor.

### **Charter of Involvement**

JJ showed the 3 options for the charter of involvement poster, which has been drawn up based on the opinions of young people from the area and shadow boards.

- A) All groups thought this was the best one. But the groups would prefer a plain background, with the area/shadow board logo in the bigger box. Keep the colours in the same pallet as the ncypp logo for the boxes. And put rounded corners on the boxes, not sharp corners.

### **Communications Group Presentation – Jake and Emmanuel**

Communication group – just started the group looking at good news topics for the media. Let public know that yp are good. Contacted newspapers – Chronicle and Echo– writing articles – what do we want to write about, what can we promote.

Ideas of how we as a group could come up with ideas – story about this meeting, what we do as a group. The intergenerational debate that some of the group did could be put in.

Doing volunteering things, raise a bit of cash – to put on an event. Community awards – thought about other groups. Push the ones not doing anything to get involved. We could all raise money – do a reward and get something out of it.

New ideas to do? New stories – things that we could do to help the community. Can get lots of stories about achievements and publicise them – won't want to print everything all the time – sports awards etc. NVYA and volunteering – insights into other groups.

Yp who volunteer independently and not through an agency – try and get those yp who aren't supported by agencies.

Needs to catch the eye – but remember it's going into the newspaper – so we don't have much say over how it's going to look. Got to be catchy.

If think of things after the meeting can pass on through Tom.

Talk to young people about work experience – talk about how that is for young people and what a rewarding experience it is.

Interview yp who were involved in schemes around the county. Interview employers who take them on and get their point of view from an adult perspective.

Trying to get news reporter coming to training day on Thursday and so hopefully that will be in the paper.

### **Youth Parliament and Young Leader Update – Hayley Hall**

Hayley hall, member of youth parliament for Northampton. MYP works across whole country. Since the last shadow board, went to regional meeting meant to be in November – but had it in January – had it in Grantham. Discussed youth parliament. Lost the Chief Executive – he's stepped down. We're not making income, lost some people but still going. As MYP in Northamptonshire done lots of work with young leaders. County council idea to get young people allocating budget £25000 to give to different people to run projects – did consultation. Main themes:

- Prejudice
- Stress
- Young mums
- Political education

Written aims and objectives, what we want from the projects – like NVYA and youth groups to run the projects.

Hayley will send some information out to people who are interested in knowing more about youth parliament or young leaders.

### **Rosie's Update – Young People with Disabilities Group**

Rosie has been with the team since October. Her role is to work with young people who have a disability and who for whatever reason do not feel comfortable or confident or able enough to

attend this meeting. In the future hoping that some members of Rosie's groups will come along and update this group about what they are doing. First meeting is on Friday.

If anyone in this group has an interest in being involved in helping out at any groups if they have a particular interest in working with children and young people with a disability then contact Rosie. Will be the young people in charge of how often they want to meet etc..

### **Effectiveness of Youth Led councils/forums/planning groups**

Better communication between schools and councils – our school council helps when it comes to wanting stuff. Better out of school clubs. More interactive youth clubs. Change school uniform.

School council – if council is good – then can get things can get done. Ours managed to get a new bus route, and made difference with the price of the bus companies.

Forums and Area and Shadow boards – quite good voice in Northamptonshire as a county – but nationally – they don't have so much of a voice. Myp said don't want tuition fees and they went ahead anyway. How much consultation happened before they made that decision. Make politics on a local level, going into secondary schools or coming to shadow boards.

lots of different groups that our group are involved with. Good – actively get things done, prevent bullying, helping young people, help us to achieve things.

Improvements – school council more publicised – including area and shadow board (how could we do that – name maybe – then people would know what it was). School council too varied across schools, no structure. More available youth clubs and forums. More contact between groups and clubs, more training opportunities. Better transport.

### **Suggested items for the Area/Shadow Boards**

Within SB meetings get training – short 1 hour sessions on something everybody needs eg public speaking.

More opportunities budget handling and commissioning

Agenda's – open forum on internet for members and external for them to post what they think we should discuss. Before area boards – send email to open up agenda – to schools and youth groups.

At area boards vote on topics to be discussed at shadow board – list to choose from.

Sending out agenda before hand.

Interactive sessions – quizdom machines for example.

More information to schools

Area board and school council work more closely together

Choice of whether people want to come to meeting – depending on agenda items if they are interested.

Get participation team to come to the senate meeting.

YP to suggest guest speakers to attend the meeting.

Have fun in the meeting too.

### **Elections for CYPB**

Hayley and Chris stood for election. They gave brief speeches about why they should represent the group and what they hoped to get out of the experience. The SB agreed that they should attend the Board meeting.

**Evaluations, Questions and close.**