

Area and Shadow Board meetings

May 2010

The Area Board meetings that took place throughout May 2010 were very productive and a much feedback was received on the agenda items.

Below is a brief overview of activities and discussions that took place.

Area Boards

- Feedback on Alcohol conference – As part of the area board meetings that took place in January/February 2010, members were asked to give their views about how alcohol misuse may have a negative impact on health, crime and young people within Northamptonshire. The work that was carried out has been used to coordinate a day long conference to explore this issue further. All secondary schools and other youth groups across the county have been invited to take part and support this event.

- Mental Health Stigma – NHS project to measure and tackle the problem of mental health stigma. It is thought that many children and young people do not access mental health services when they might not need to, as they fear that they may be labelled and possibly bullied by their peers. It is believed that many mental health problems do begin during childhood and that if help and support is received early most problems can be overcome. Using the 'Qwizdom' handsets, members took part in an interactive quiz to give their views on this topic. This info was then passed onto the NHS as part of their study.

- Opportunity to get involved with DVD production – The Children's Rights team have been asked to work with young people to produce a DVD resource tackling the mental health stigma issue. Members were given the opportunity to volunteer to take part in this exciting project.

- Charter of Involvement – This document outlines how services should use the views of young people to shape and develop their service. Members were asked to work in groups to look at the existing display poster and comment on what works or does not work, and suggest how it could be improved. These comments were collated and will form the basis of a workshop to redesign the charter to make it more appealing and user friendly.

- Media portrayal of young people – Members worked in groups to give their views about how they felt the media presented them in newspapers, TV and in general. Some of views were:
 1. bad news sells eg vandalism, crime, high teen pregnancy rates, binge drinking
 2. Extremes- really good or bad
 3. Far fetched or over exaggerated stories
 4. Young people given labels, eg hoodies or yobs
 5. Young people are expected to grow up too fast

- Residential trip – Members were made aware that a 4 day trip to the Longtown outdoor activity centre is going to take place in August. There are a very limited

number of places and demand is expected to be high, young people were advised that places will be allocated on a first come first served basis and that all official letters would be sent out at the same time.

- Recruitment and Selection training – Members were invited to participate in a training day to learn how to interview new members of staff

Shadow Board

Speakers, Mike Payne & Judith Cattermole, Northamptonshire NHS

- Northamptonshire strategy for emotional health and wellbeing of children and young people – Mike and Judith gave an overview of the topic how young people are being affected. They are in the process of producing material to raise awareness of the issue and presented the shadow board with some initial ideas for feedback. Some of the main points were:
 1. Text needs to be more colourful, but not red as this is threatening
 2. Contact details for help lines need to be prominent
 3. Less info as too cluttered. Highlight main points
 4. Statistics are good and highlights problem
 5. Different colour background (for dyslexics)
 6. Good as a professional document but not aimed at young people
 7. Needs clear section on what to do and where to go for help
 8. Keep info basic
 9. In current form info is more like advertising rather than information
 10. The picture used is stereotypical (young person on her own, maybe it should be a group of young people to suggest that a person experiencing mental health problems is not alone)
 11. Smaller format eg leaflet
 12. Some info on the link between mental health and physical health
 13. Needs to be overall more visual and eye catching

Logos

- During February's shadow board meeting, members were asked to come up with possible ideas for logo's in order for the area and shadow board process to have an identity. A selection of these ideas were professionally produced to give the young people a clearer idea of their impact. These logos were presented to the current shadow board for further consideration, the main points were:

Design: Ear "We listen to you"

- Good concept
- Good phrase but a little bland and not too attractive
- Looks like a hearing aid advert
- Really cheesy
- Good use of colours
- Not very appealing
- Does not mention shadow board
- More colour
- Too clichéd
- Doesn't really promote area and shadow board

- Who is 'we' & 'you'?
- Phrase fits the image but could be more interesting
- Quite plain

Design: two feet

- Heading should say 'CYPPB Area and Shadow Board'
- Looks cool
- Interesting, bright and fresh
- Looks new and flashy
- Catches the eye
- Good message
- Appealing and relevant to teenagers
- Clearly shows the relationship between young people and professionals
- Good colour scheme

Design: megaphone

- Modern
- Bold
- Area and Shadow board needs to be bigger
- Needs more colour contrast
- Its quite different, which is good
- Good use of colour
- Bit plain. Needs to show more of what we do
- Put area before shadow on megaphone
- Seen something similar before

A decision will be made based on the feedback and all young people will be notified of the final outcome.

Speaker, Paul Forden, Chief Executive of Northampton General Hospital

- Overview of NGH -Successes, Foundation Trust and Focus groups - Paul began by giving an overview of the role of the hospital, discussing the customer base, who they employ, changes in the delivery of services, level of work carried out and how they are funded etc. As part of the hospitals application to become a foundation trust, Paul highlighted the opportunity for young people to become involved in focus groups. For those aged under 14 they can apply to become a member of the trust structure, for those aged over 16 they can apply to become governors.

Speaker, John Bracey, Northamptonshire Police

- Website design aimed at young people – The police have an official website that all members of the public are able to access. However, Northamptonshire police force have begun the process of producing a site that is aimed specifically at young people. Several design ideas were distributed amongst the board for consideration. Some of the feedback received included:
 1. More attention too colour scheme
 2. The need to navigate around the site
 3. Avoid being too structured
 4. Less formal fonts, but readable

5. Use of picture and logos
6. Include the Northamptonshire Police logo for a strong identity
7. Links to facebook and twitter
8. Use of animations to add a more visual element

Speaker, Kara-Kim Wotton, Children and Young Peoples Workforce

- Presentation on "Creating One Children's Workforce" – Kara gave an overview of the role of the children's workforce. Kara then asked for the members to work in groups to consider what the following headings meant to them:
 - Shared identity, purpose and vision
 - Common values and language
 - Behaviours focused on positive outcomes for children and young people
 - Integrated working practices
 - High quality, appropriately trained workforce
 - Capacity to deliver and keep children safe
 - Outcomes focus

All info was collected by Kara for further consideration. Some members also expressed an interest in continuing this work at a later stage.

Speakers, Samira, Devante and Julie Jordan, Shadow Board members and CYPP

- Primary cluster feedback – Samira and Devante discussed their involvement in the launch of the primary aged cluster which is being coordinated by Julie. Julie further explained that the purpose of this was to conduct a similar process to the area boards but aimed at younger children.

Election of Reps for CYPPB

Two member of the board were elected to attend the CYPPB as representatives for the group.