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Public Health
Wales

Name of Meeting
Board

Date of Meeting
25 July 2019

Agenda item:
7.2.250719

Public Health Wales Young Ambassadors

Executive lead: Rhiannon Beaumont-Wood, Executive Director, Quality, Nursing and Allied Health Professionals

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Approval/Scrutiny route: N/A

Purpose

This paper provides the Board with a proposal for the Public Health Wales Young Ambassadors programme, internship opportunities and Youth Ambassador representation on the Board.

Recommendation:

APPROVE

CONSIDER

RECOMMEND

ADOPT

ASSURANCE

The Board is asked to **consider** and **approve**:

- The proposed approach to the Public Health Wales Young Ambassadors programme and internships,
- Public Health Wales Young Ambassadors nominated representatives attend and participate in Board meetings and appropriate development days during school/further education holiday periods.

Link to Public Health Wales [Strategic Plan](#)

Public Health Wales has an agreed strategic plan, which has identified seven strategic priorities.

This report contributes to all strategic priorities.

Summary impact analysis

Equality and Health Impact Assessment	An EHIA will be completed in partnership with current young people involved over Autumn 2019
Risk and Assurance	This is not highlighted as a risk in the Corporate Risk Register of Board Assurance Framework
Health and Care Standards	This report supports and/or takes into account the Health and Care Standards for NHS Wales Quality Themes Governance, Leadership and Accountability Person Centred Care Theme 1 - Staying Healthy
Financial implications	To enable the Young Ambassador's model to be sustainable, sufficient annual resource will need to be identified.
People implications	The adoption of the Public Health Wales Young Ambassador's programme will potentially have an impact on front facing services/ programmes/ functions, as the views of young people can contribute to service re-design/ development of new services/ programmes/ functions.

1.0 Purpose / situation

This paper provides the Public Health Wales Board with an outline of the proposed approach to Public Health Wales Young Ambassadors programme (PHWYA) and seeks approval on the recommendation.

Public Health Wales Young Ambassadors will provide young people across Wales with the opportunity to develop skills and knowledge to support and influence the delivery of the Public Health Wales Strategy and in the context of their local communities.

There are a number of benefits to involving children and young people in the work of Public Health Wales, in particular:

- Bringing fresh perspectives and new ways of looking and thinking about health and wellbeing.
- Children and young people can question things that others may simply take for granted and can offer new solutions to old problems.
- Help children and young people develop new skills, knowledge, increased confidence and self-esteem as well as a sense of citizenship.
- Many of the LA Youth Forums (from whom the PHWYA will be selected) have representation at UK parliament and Welsh Youth Assembly level. This will enable the PHWYA to convey key public health messages in addition to influencing any public health centred debate.

In addition to the above, legislation and policy is in place to ensure that children and young people have the right to have their views heard. This includes:

- The Wellbeing of *Future Generations* (Wales) Act 2015 is underpinned by the seven well-being goals. All of which require organisations to work with others and demonstrate how the public (including children and young people) are involved with decision-making.
- The Rights of Children and Young Persons (Wales) Measure 2011 places children's rights and the requirement for children and young people to be at the heart of policy, service development and delivery. Core aim number five states 'I will be listened to and treated with respect'
- A Healthier Wales: our Plan for Health and Social Care.
- The United Nations Convention on the Rights of the Child (UNCRC)

2.0 Background

The Young Ambassadors' model outlined in this paper has been developed as a result of extensive examination of available approaches and an in-depth look at a number of good practice examples such as, the SHAPE Programme, Sports Wales Young Ambassadors, Cardiff and Vale University Health Board Youth Board, Young Wales, UK Youth Parliament and the newly formed Welsh Youth Parliament. Additional supporting guidance such as the one published by NHS England and British Youth Council has also been utilised to help shape the proposed model.

At the heart of the proposed model is the knowledge and expertise of young people and partners across voluntary and statutory sectors. Young people from 11 Local Authorities (LA) and over 160 young people at the 2018 Public Health Youth Summits have all contributed to the approach. With the current PHWYA taking the lead and developing their own logo with support from Public Health Wales (Appendix B).

3.0 Assessment

The following bullet points identify six key themes which have been considered in our approach to the proposal.

- Recruitment/ Membership
- Safety and Risk
- The Programme (Training and Development)
- How we work with children and young people
- Evaluation (individual and organisational)
- Resource and Finance

The partnership working with Children in Wales has been fundamental in establishing relationships with the LA and establishing Public Health Wales events for Young People across Wales. To date the working arrangements have been based on informal positive relationships between organisations and key professionals. However in order to take the PHWYA to the next level a formal partnership agreement will need to be established. This would enable further collaboration and align many of the operational requirements needed to support the implementation of PHWYA programme.

A formal partnership will also enable both parties to work together to source external funding and secure development opportunities.

3.1 Recruitment/ Membership

The proposed model advocates continued working with partners including Children in Wales via a formal partnership agreement. Building on existing links Children in Wales provide the conduit between Public Health Wales

and Local Authorities (LA) across Wales. In order to ensure equity across Wales, the PHWYA programme will be implemented over a two-year period. This accounts for the fact that each LA is at a different stage of development in relation to youth engagement.

To recognise the contribution and commitment of the current young people involved they will all be transitioned into the PHWYA programme and will shape the work-plan and ways of working, with each other and Public Health Wales. During 2019-2020 each LA youth forum will be engaged with support from Children in Wales and asked to nominate 2-3 young people aged between 11-21 years to join PHWYA and represent their local Youth Forum. A tenure of two years is suggested for PHWYA and is in line with LA Youth Forum elections and nominations.

A key consideration, and an aspect that was highlighted by the young people, is the importance of ensuring that the PHWYA is reflective of and representative of our diverse society, therefore a diversity monitoring system will be implemented from summer 2019 to establish a baseline

3.2 Safety and Risk

The welfare and safety of children and young people who are working with Public Health Wales is paramount. To ensure that arrangements are in place that consider consent, safeguarding and health & safety, we work closely with experts in the field. Namely 'Children in Wales' and Local Authority Youth participation officers, who provide the practical application of elements relating to the above. E.g. Consent and welfare arrangements, supervision and pastoral support. Local authorities provide specific risk assessments for the young people they have attending any events. Public Health Wales will also undertake an overarching risk assessment for any participation events within the PHWYA programme. Relevant Public Health Wales Policies and procedures will apply.

Ensuring Public Health Wales complies with regulation and best practice standards in safeguarding, people from the organisation who will be supporting or involved with the PHWYA programme will require an up to date and the correct level of Disclosure and Barring Service (DBS) check.

It is important that a Memorandum of Understanding is agreed to improve current cross organisational governance arrangements, between Public Health Wales and Children in Wales this is currently being progressed.

3.3 The Programme (Training and development)

It is important that children and young people who are nominated to and participate in the programme, are clear about what they can personally gain from their involvement. We will work with Agored Cymru and Children

in Wales to see how the programme can become accredited, which the young people can use to further support their future development.

The outline for the PHWYA programme is attached at Appendix A.

Internships

It is proposed that internships will be built into the PHWYA programme with potentially two to three places being offered annually over the summer period. This will be evaluated in terms of the experience and impact on the development and employment opportunities for the interns.

The internship placements will only be open to PHWYA members who are 18 years old and will be aligned to a band two pay scale.

3.4 Working with Children and Young People

The current approach of holding residential development days, and two Public Health Youth Summits will continue. These sessions will be held in partnership with Children in Wales during the school/college holidays. In-between residential development sessions, regular visits by Public Health Wales will take place with LA and partner Youth Forums involved in the PHWYA programme.

Public Health Wales has worked with young people to develop a logo which participants on the PHWYA can identify with – See Appendix B.

Our ways of working will be continually reviewed against *The Wellbeing of Future Generations (Wales) Act 2015 Five Ways of Working*.

Following approval of the PHWYA model, it is anticipated that a work plan will be developed during 2019-20 that will align to the Public Health Wales Strategy.

A social media presence is also another aspect of influence particularly utilised by young people, how social media can be maximised will be explored further.

The Board

Young people strongly indicated that links between the Executive team, Board and PHWYA was a fundamental requirement of any programme. This would enable PHWYA participants to engage and have the opportunity to influence on matters that are of high importance to current and future generations.

For that reason it is proposed that young people from the PHWYA programme are represented and in attendance at the Board. Two representatives will be nominated on an annual basis by the Young Ambassadors. The Board is asked to consider its support and potential approval of regular attendance and participation of the two nominated Youth Ambassadors at Board meetings and relevant development days. Recognising that opportunity for the nominated representatives to participate in Board meetings, will be subject to their availability in accordance with educational requirements and Board meetings which coincide with school/further education holiday periods. Practical application of this proposal will be followed up by key leads and the Board Business Unit.

The nominated representatives would be provided with appropriate support to prepare and assist them in their work with the Board.

As well as linking with the Board and supporting Public Health Wales to deliver its strategy, the young people have expressed a desire to have the opportunity to influence other organisational matters, such as recruitment. Young people have, in the past, been involved in the selection process for Non-Executive Directors. It is proposed that we provide regular opportunities for PHWYA members to take part in future Executive and Non-Exec recruitment.

3.5 Evaluation (individual and organisational)

Work with the Public Health Wales Impact and Evaluation team is underway to identify an appropriate methodology to measure the impact of the PHWYA programme.

3.6 Resources and Finance

To date all work undertaken with young people including the Public Health Youth Summits has been financed via underspend from the Quality, Nursing and Allied Health Professionals (QNAHPS) Directorate and mechanisms for planned spend arrangements

In order to implement the programme proposed in this paper, recurring funding will need to be identified. At present there are 2 residential development days held at Cardiff and 2 Public Health Youth Summits (North and South). These events are delivered for a combined cost of £23,000. This includes travel, accommodation, meals for all PHWYA and venue hire (excluding staff costs and costs incurred by partners' i.e Children in Wales).

With the numbers of Young Ambassadors proposed to increase the estimated budget required to establish the all Wales Public Health Young Ambassadors is £40,000. This will deliver the following,

	Current spend	Projected spend
Two development residential sessions, expanding to three.	£9,000 at 48 Young people	£18,000 approximated costs for 66 young people at 3 events
Two Public Health Youth Summits	£15,000	£15,000
PHWYA Internships	£1,800 x 1	£5,400 x 3
Uniforms and merchandise		£2,600
	Total	£40,000

It is anticipated that the funding for this proposal be supported through the investment process. To avoid any negative impact on planned activity for 19/20, this financial year, underspend from the QNAHPS Directorate will be allocated where possible.

4.0 Recommendation

The Board is asked to **consider** and **approve**:-

- the proposed approach to the Public Health Wales Young Ambassadors programme and internships,
- Public Health Wales Young Ambassadors nominated representatives attend and participate in Board meetings and appropriate development days during school/further education holiday periods.

Appendix A

Indicative two year development programme for Public Health Wales Young Ambassadors

Year 1

Unit	Title	Aim	Learning Outcomes
1	The Role of Public Health in Wales.	To ensure that the Young Ambassadors develop sound knowledge of Public Health Practice in relation to the wider determinants of health.	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of the broad range of services and programmes offered by Public Health Wales. • Identify the impact of Public Health on populations, to influence the wider determinants of health. • Discuss the role of Public Health within the wider population • Describe Public Health Wales 7 strategic priorities.
2	Developing effective communication.	To develop Young Ambassadors interpersonal skills and facilitate the development of a range of strategies for effective communication.	<ul style="list-style-type: none"> • Discuss the factors that influence communication and interpersonal interaction. • Describe the difference between listening and hearing and the importance of body language and questioning skills in effective communication. • Appraise strategies for overcoming barriers to effective communication. • Develop skills for effective communication.
3	Assertiveness, self-confidence and self-discipline.	To develop Young Ambassadors self-confidence in dealing with day-to-day life and their role as an ambassador.	<ul style="list-style-type: none"> • Explain the concepts of assertiveness, self-confidence and self-esteem • Describe the different styles of communication. • Discuss the impact of negative thoughts that can lead to low self-esteem and describe how to negative thoughts may be overcome.

4	Developing the work plan	To facilitate the development of a work plan that contributes and influences at a National and Local level	<ul style="list-style-type: none"> • Appraise the appropriateness and relevance of emerging public health policy. • Develop knowledge and skills in factors that impact upon the social, environmental and political factors on the emotional health and wellbeing of children, young people and their families. • Apply judgement in decision making commensurate with students level of experience.
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Year 2

Unit	Title	Aim	Learning Outcomes
5	Leadership and team working	To develop Young Ambassadors leadership and team working capabilities.	<ul style="list-style-type: none"> List the theories of leadership and the concept of effective teamwork. Describe the practical application of leadership theory in the development of leadership skills. Discuss the interaction of team, task and individual needs. Develop an awareness of personal leadership attributes and the ability to manage their improvement. Understand team dynamics and areas of potential conflict.
6	Personal and Professional Development	Develop Young Ambassadors to plan for, monitor, and reflect on their own professional development.	<ul style="list-style-type: none"> Describe and identify how we learn. Discuss effective study skills and the learning process. Reflect on own progression via portfolio development.
7	Legal and ethical issues in public health	To broaden Young Ambassadors knowledge and understanding of the legal and ethical cultural impact on wider public health interventions.	<p>Discuss and demonstrate knowledge and understanding of current law and practice within a public health setting.</p> <ul style="list-style-type: none"> Explore issues of unconscious and conscious bias. Develop knowledge and skills necessary to discuss ethical issues in relation to safeguarding and confidentiality that may impact on public health.
8	Delivering impact and celebrating success	Evaluating and presenting a precis of work.	<ul style="list-style-type: none"> Refine the public health topics for delivery of the work plan. Develop strategies for evaluating the evidence in public health policy. Identify financial constraints in implementing a work plan proposing alternative solutions. Gain skills and knowledge in effective presentation skills. Be able to communicate confidently and effectively.

Appendix B

