

 GIG CYMRU NHS WALES	Iechyd Cyhoeddus Cymru Public Health Wales	Name of Meeting Board Date of Meeting 28 July 2022 Agenda item: 3.3
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Public Health Wales – Young Ambassadors Board Partnership Forum Proposal

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Purpose

The purpose of this paper is to:

- Provide an update on the proposal to establish a Young Ambassadors Board Partnership Forum, which was agreed in principle by Business Executive team (BET) on 5 April 2022.
- Provide feedback on the proposal from the Young Ambassadors following their Residential event that took place 31 May – 1 June 2022.
- Propose a way forward to establish the Young Ambassadors Board Partnership Forum for BET approval, which will then be developed with a further update to BET in September 2022.

Recommendation:

APPROVE <input checked="" type="checkbox"/>	CONSIDER <input checked="" type="checkbox"/>	RECOMMEND <input type="checkbox"/>	ADOPT <input type="checkbox"/>	ASSURANCE <input type="checkbox"/>
The Board are asked to: <ul style="list-style-type: none"> • CONSIDER the feedback from the Young Ambassadors residential which has informed. • APPROVE the establishment of a Young Ambassadors Board Partnership Forum as outlined above, with meetings embedded in a Young Ambassadors residential programme. 				

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

Public Health Wales has an agreed strategic plan, which has identified seven strategic priorities and well-being objectives.

This report contributes to the following:

Strategic Priority/Well-being Objective	All Strategic Priorities/Well-being Objectives
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Summary impact analysis

Equality and Health Impact Assessment	An Equality and Health Impact Assessment is not necessary at this stage, as no decision is required.
Risk and Assurance	N/A
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 7 - Staff and Resources
Financial implications	N/A
People implications	N/A

1. Purpose / situation

The purpose of this paper is to:

- Provide an update on the proposal to establish a Young Ambassadors Board Partnership Forum, which was agreed in principle by Business Executive team (BET) on 5 April 2022.
- Provide feedback on the proposal from the Young Ambassadors following their Residential event that took place 31 May – 1 June 2022.
- Propose a way forward to establish the Young Ambassadors Board Partnership Forum for BET approval, which will then be further developed with a further update to BET in September 2022.

2. Background

The Young Ambassadors (YA) programme was approved by the Public Health Wales Board in July 2018. The programme was developed in collaboration with young people and with consideration of several local and national youth engagement initiatives including Sports Wales, UK and Welsh Government youth engagement, Children's Commissioner for Wales Children's Steering Group and engagement models used across Welsh Health Boards and Local Authorities to inform the programme approach.

To date, 70 young people have taken part in the Young Ambassador programme. Alongside this, we have also engaged with another 300 young people via the Youth Summit which reached out to Secondary Schools across Wales. The Young Ambassadors have contributed across the breadth of Public Health Wales to support work, including:

- Messaging and engagement of young people for Safeguarding
- Communication messages aimed at young people
- Priority areas for research and how to make data meaningful to young people
- Mental Health Impact Assessment development
- Mental Well-being priority group
- COVID-19 vaccination messaging and engagement
- Participated in Non-Executive Director interview panels
- Presented at expert panels at Welsh Public Health conferences.

The YA programme is an important aspect of how Public Health Wales engages with and hears from children and young people. It forms part of 'Our Approach to Engagement', which is our organisational approach to developing maturity around equitable, effective engagement across all the people we work with and for. The development of the participation element of the YA programme will strengthen our ability to hear and learn from the

lived experiences of children and young people, however it recognised we will continue to use a range of methods to engage with children and young people and is not limited to the opportunities arising from our Young Ambassadors.

Benefits realisation

- The main aim of the participation element of the YA programme is to equip and empower young people to influence, and where appropriate take part in, the decision making of Public Health Wales in a meaningful way.
- This will contribute to the realisation of Article 12 of the UN Convention of the Rights of the Child: 'Every child has the right to express their views, feelings and wishes in all matters affecting them, and to have their views considered and taken seriously.'
- Meaningful participation from young people will benefit the organisation by:
 - Informing development of programmes, services and functions aimed at improving health & well-being of young people;
 - Influencing strategic planning and decision-making to take into account the priority areas of future generations, as required by the Well-being of Future Generations (Wales) Act 2015.
- The agreed participation approach will need to ensure adequate training and support for the YAs to help them develop confidence and influencing skills as well as a deeper understanding of public health topics.
- The participation element will support the YAs ability to act as public health advocates in their communities, particularly by sharing children and young person-focused public health information with their networks.
- The approach will contribute to the organisation progressing to an improved position where we co-produce with *the people we work with and for*.

Previous consideration by the Business Executive Team (BET)

At its meeting on 5 April 2022, BET considered a report outlining potential developments on how the Young Ambassadors (YAs) could engage with the Board. It was agreed that the concept of a Young Ambassadors Board Partnership Forum be explored and reported back to BET.

The April paper covered the work undertaken to inform the organisational approach and ensure that we work towards the principles of co-production as set out by the Children's Commissioners 'The Right Way'. This included a summary of a fact-finding exercise which included engaging with the Children's Commissioner's Office, Welsh Youth Parliament, Children in Wales and Health Boards. The findings identify that for Board level participation to be fully realised the young people would need robust structures in place to support them to do this. Also, the information presented to the YAs would need to be accessible.

In addition to these support mechanisms, arrangements for any participation element between the Young Ambassadors and the PHW Board, would need to take into account some key logistical considerations:

- Any opportunity for Young Ambassadors to attend a Board meeting should be arranged outside of school hours.
- There must be opportunity for Young Ambassadors to attend a Board meeting in person. There are multiple reasons why trying to establish YA participation in Board meetings online is unlikely to succeed, including: current fatigue around online engagement; inequity stemming from digital exclusion; perception that face-to-face opportunities should now be offered as restrictions are lifted.
- In line with good practice all Board members and supporting staff should undergo Disclosure & Barring Service (DBS) checks due to the likelihood of at least some online contact with Young Ambassadors Board Partnership Forum members.

The Public Health Wales Chair and Chief Executive Officer, having understood the significant resourcing implications of YA participation in full Board meetings, and understanding the need to protect the dynamic nature of Board agendas at times, asked for an alternative model to be explored, in particular a Young Ambassadors Board Partnership Forum which would bring together YAs and Board members in a shared forum.

Since this meeting on 5 April 2022, this proposal has been discussed with the Young Ambassadors at their recent residential in May, and further developed to take into consideration their feedback. This report provides BET with feedback from those discussions and an update on the subsequent development of the proposal for a Young Ambassadors Board Partnership Forum.

3. Feedback from the Young Ambassadors

At the Young Ambassadors residential 31 May – 1 June 2022, two workshops were held to develop the model for Young Ambassadors Board

participation. Following the first session, the following 'pitch' was drafted to capture the main factors for success identified by the YAs:

Young Ambassadors Board Partnership Forum - suggestions arising from YA Discussion

This will be a forum in which Board members and Young Ambassadors come together with an equal voice to discuss issues of shared interest. These discussions will then influence Public Health Wales decision-making by being fed back to the Business Executive Team and the Public Health Wales Board.

The forum will be open to all Young Ambassadors and Board members with discussion topics planned in advance so that members can choose to attend the sessions of most interest to them.

Public Health Wales will ensure that there are sufficient numbers of appropriately trained staff to support the various requirements of the meetings. Guidance will be produced to provide clarity of their role and the scope of their contribution to the discussions, which should be focused on Partnership Forum members. For example, subject matter experts working in Public Health Wales will provide children and young person friendly support, information and/or presentations to enable the YAs to fully participate in discussion and debate about a particular topic.

All members of the Partnership Forum can suggest additional guest attendees to inform discussion on a particular issue. This may be an expert in a particular field or someone with lived experience that has relevant information and/or knowledge to inform the discussion topic being tabled.

Meetings could be several times a year, in person, with the option of joining virtually, in fully accessible venues, with good transport links in urban centres around Wales. (Note: The logistical considerations below identify a more realistic option as being 3 times a year).

The forum will provide opportunity to learn new skills and understand more about public health topics.

There will be an expectation that there will be joint chairing of the Partnership Forum, which will be between one of the YAs and the Chair of Public Health Wales or other nominated Board member. i.e. Children and Young People Board Champion. All Young Ambassador members will receive training in how to chair.

All Partnership Forum members signed up to a meeting will receive a summary of key facts, background, context and relevant evidence for each item on the agenda in advance.

Public Health Wales will share key young persons-orientated public health messages and collaborate on sharing these with the Partnership Forum members.

Public Health Wales Board members, or a Board-appointed member will provide feedback at each Partnership Forum about what has happened in Public Health Wales as a result of the Young Ambassadors Board Partnership Forum's discussions.

Following the Partnership Forum meeting, a summary of key messages, agreed actions and future plans will be shared with all Young Ambassadors and Board members.

All members should be able to describe the impact of the Forum's activities as a result of these meetings and information sharing.

At regular intervals, all members will contribute to the assessment of the effectiveness of the Forum and Young Ambassadors will have opportunity to make recommendations for improvement to the Public Health Wales Board.

Themes raised by the Young Ambassadors

The main identified themes in the discussion with the YAs were:

- **Information:** A strong theme was that to support meaningful participation, all information circulated prior to and after meetings should be a child-friendly format. This may take the form of a video summary, podcast, or newsletter rather than formal minutes. It is essential to avoid jargon and acronyms. There was some appetite for a small group of Young Ambassadors to be nominated to produce this information themselves, as this is more likely to lead to it being in a child-friendly format.
- **Location:** It was agreed that the meetings need to be as inclusive as possible, while also being mindful of the carbon footprint of travelling to meet in person.
- **Training:** In addition to discussions around training to build confidence and public speaking skills, the YAs acknowledged that they need to expand their organisational awareness describing it as 'they don't know what they don't know'. There was therefore appetite to

understand better the various functions of Public Health Wales, perhaps via a presentation on public health career opportunities or a tour of a PHW laboratory.

4. Logistical considerations

In the context of the above discussion, the following logistical considerations from a Public Health Wales point of view have been considered:

- **Maximising opportunity when Young Ambassadors are gathered together:** To get the most from the Young Ambassadors Board Partnership Forum, there will need to be adequate opportunity to deliver particularly relevant aspects of the Agored-accredited programme prior to the first meeting e.g. public speaking. This needs to be delivered face-to-face. In addition, we are likely to get better attendance at Partnership Forum meetings from Young Ambassadors if we reduce the need to travel multiple times.
- **Information flow between meetings:** It will be essential that agenda and background materials are available sufficiently in advance of meetings and a summary of discussion points, actions and future plans is produced in a young person-friendly format after each meeting. This will take time and resource and as such adequate time must be allowed between meetings. With this in mind, it is anticipated that no more than three meetings a year will be manageable within current resources.

5. Proposal

The below proposal for the Young Ambassadors Board Partnership Forum meets as many of the points outlined in the discussion with the Young Ambassadors as possible while also taking into consideration the logistical constraints faced in Public Health Wales.

The proposal is to embed the Young Ambassadors Board Partnership Forum meetings into the programme of Young Ambassadors residential events. These would be held three times a year, although they may be in varying format throughout the year e.g. one shorter event and two longer ones. The advantages to this approach are as follows:

- ✓ Reduce the need to travel by holding the Forum when Young Ambassadors are already together in one place.
- ✓ Opportunity to deliver part of our Agored-accredited programme to address training needs identified, including Introduction to Public

Health, Confidence-building & Public Speaking, prior to first meeting of the Forum.

- ✓ Opportunity for PHW experts to present to YAs ahead of the Young Ambassadors Board Partnership Forum meeting to improve understanding of particular public health topics that would be discussed at the later meeting.
- ✓ Fully embed the Young Ambassadors Board Partnership Forum into the YA programme, maximising opportunities for YAs to participate, rather than perceiving the Partnership Forum opportunity as an optional extra, resulting in unequal experience and outcomes of the programme.

The agenda will be developed by the Co-Chairs (one YA and one Board member) in partnership, with support from the Lead for User Experience. This will then be shared with all Young Ambassadors and all Board members, who will be invited to attend. Where appropriate, background information about specific public health topics to be discussed will be included in the agenda pack.

Following the meeting, the Lead for User Experience will work as far as possible with YAs to produce summary of the discussions, action points agreed and future plans. These will be shared with all YAs, Board members and internally in PHW via the intranet to ensure relevant points are visible to all our services, programmes and functions. As part of 'Our Approach to Engagement', we are developing communication resources to raise awareness of the Young Ambassador programme and how staff can engage with it generally, and through the Young Ambassadors Board Partnership Forum.

It is our ambition to hold the first Young Ambassadors Board Partnership Forum as soon as possible to maintain momentum. Subject to approval of this approach, we will immediately start working with our local authority partners to determine the earliest possible opportunity to run the next Young Ambassadors residential event, with the Young Ambassadors Board Partnership Forum embedded in its programme. More robust evaluation of the impact of the Young Ambassadors will be scoped and developed. Expertise across the organisation will be utilised to inform, along with enabling systems (eg Civica).

4. Risks

Resource implications

The staff resource required to coordinate and deliver the Young Ambassadors programme is currently absorbed by the Lead for User Experience. The delivery of this participation element will require significant additional capacity, particularly in administration to facilitate the timely sharing of appropriate information and resources to support

the Partnership Forum's discussions; linking between specific programmes and functions and the Forum, to ensure that all relevant discussions are communicated to the relevant teams; and further engagement capacity to work with young people and encourage their participation in the Forum. It is suggested that to fully maximise the potential of the YA programme, and particularly the participation element, for the whole organisation, that some dedicated resource will be needed. We will explore all options available, including:

- Investment
- Kickstart scheme
- Internships
- Work experience placements

A potential postgraduate work experience placement has already been identified. Progress of this option will be assessed to consider further resource requirements.

5. Public Health Wales membership

Subject to approval of this approach, the Public Health Wales Board will be asked to consider selection of Board members to attend and co-chair the Forum.

It is noted that the YAs feedback suggested that membership does not have to be fixed and that all Board members will be invited to every meeting. Discussion topics will be planned in advance so that members can choose to attend the sessions of most relevance to them. However, selection of at least one lead Board member to attend every meeting will contribute to continuity and effective communication between YA members and Board members. This person would take on responsibility for feeding back to the Board from Forum meetings, and informing the Forum at the beginning of every meeting what action PHW had taken in response to the discussions at the previous meeting.

6. Recommendation

The Board are asked to:

- **CONSIDER** the feedback from the Young Ambassadors residential which has informed the proposal for a Young Ambassadors Board Partnership Forum.
- **APPROVE** the establishment of a Young Ambassadors Board Partnership Forum as outlined above, with meetings embedded in a Young Ambassadors residential programme.