

EAST AYRSHIRE CHP

Wednesday 28 July 2010

Subject	East Ayrshire Young Peoples Public Partnership Forum and DVD
Purpose	To provide opportunities for young people in East Ayrshire to engage with NHS Ayrshire & Arran
Recommendation	The committee is asked to note the development of a Young Persons Public Partnership Forum in NHS Ayrshire & Arran, a first in Scotland, and also the launch of a DVD developed and performed by young people in East Ayrshire promoting and describing the Public Partnership Forums in Ayrshire and Arran.

1. Background

- 1.1 The East Ayrshire Public Partnership Forum (PPF) coordinator identified a need to involve young people in the Public Partnership Forum agenda. A method was required to allow young people to engage in an arena that they felt comfortable. After speaking with young people in East Ayrshire, it was evident that they did not want to attend formalised meetings where they would mix with adults. They felt that there was a risk that they would not be “taken seriously”. They also felt a possibility that subjects interesting to adults would not be explained in a way that they would understand therefore this would present a risk of them losing interest and would not be able to be meaningfully involved in the meeting.
- 1.2 The PPF coordinator realised that he would have to consider a method of engagement that young people could become fully involved. This method would also have to directly link with East Ayrshire Public Partnership Forum.
- 1.3 In February 2007 the PPF coordinator contacted Dialogue Youth to assist him in identifying a group of young people who would be interested in local health care services. This contact successfully identified seven young people from Kilmarnock interested in health services. The PPF coordinator met with them informally at his office in Kilmarnock to explain the PPF and to ascertain their interest in being the first members of East Ayrshire Young People’s Public Partnership Forum, which would be the first of its kind in Scotland.

- 1.4 The PPF coordinator continued to meet with the group to discuss various health care topics and later involved the drop-in-centre (yipworld.com) operating in Cumnock. A PPF information table was set up in the drop-in-centre once per month from where the young people, aged fourteen years to eighteen years old, could obtain a selection of health information.
- 1.5 During these sessions the young people shared their experiences of the health service with the PPF co-ordinator and raised topics including, patient transport, cancer services and stroke. Where relevant the PPF coordinator would report these topics to the Community Health Partnership through East Ayrshire Public Partnership Forum core group and feedback responses to the originator, when relevant.
- 1.6 In addition, the PPF coordinator has worked in partnership with yipworld.com to find funding and support an event run for young people during 2008. Some of this funding was provided by the Community Health Partnership facilitator for the DVD recording.
- 1.7 Due to the trusting relationship built up with yipworld.com, the Drop Zone coordinator (yipworld.com) contacted the PPF coordinator in October 2009 to discuss ideas for a project that would occupy young people over the winter months. This group of young people were around ten years old, (much younger than the young people the PPF coordinator had been engaging with in yipworld.com)
- 1.8 The PPF coordinator suggested that the young people could be involved in making a DVD to promote Public Partnership Forums in Ayrshire. Twelve young people from the drop-in-centre showed interest in being involved and were recruited.
- 1.9 The PPF coordinator wrote a script depicting a community who could not find local health care information, how confused they were on what services they had locally and how being involved with the PPF they would receive reliable health care information, be offered involvement opportunities and have opportunities to influence the planning, designing and delivery of local health care services
- 1.10 Members of East Ayrshire Public Partnership Forum core group took part in the DVD answering questions that the young people asked in order to inform what a PPF is and how being involved with it may be beneficial
- 1.11 The Scottish Health Council local officer also provided support throughout the term of the project by attending meetings and offering advice on content of the DVD script.

2. Current situation

- 2.1 yipworld.com supplied a young volunteer who was qualified in drama to work with the young people throughout the project and to run the rehearsals with the young people twice per week over six months. This resulted in a DVD being recorded on the twenty seventh and twenty eighth April 2010.
- 2.2 As part of the project a competition was organised to involve the other young people in yipworld.com to design a logo or artwork for the DVD cover, with a gift voucher and certificate being supplied by NHS Ayrshire & Arran for the best entry. The prize was won by local boy Gregor Aitkin.

- 2.3 The final DVD was launched at Cumnock Academy on the evening of 1st June 2010 by Dr Wai-Yin Hatton (Chief Executive Director NHS Ayrshire & Arran), who also chaired the evening. There were sixty-nine people in attendance including East Ayrshire Provost Councillor Stephanie Young.
- 2.4 The young people's public partnership forum is now well established in East Ayrshire and is keen to take on additional drama projects within the yipworld drop-in-centre.
- 2.5 The PPF DVD project proved to be successful, not only in supplying us with a very good promotional DVD which can be used by all three Public Partnership Forum's across Ayrshire, but also the project had some outcomes that we did not anticipate, they include;
- Young people learned what the PPF is about
 - Young people learned how to write a rap for the PPF
 - Young people informed their families and friends at school about the PPF
 - Young people gained confidence
 - The young people have enjoyed being part of this project so much that they have requested and obtained agreement to continue drama classes at yipworld.com after the completion of this project
 - Young volunteer gained valuable hands on experience and is now looking at obtaining funding to set up her own drama classes in Cumnock.
 - We were able to involve young people with our adult core group in a safe comfortable environment.
- 2.6 This project has raised awareness of the Public Partnership Forum and the young people involved found that they had a positive experience engaging with NHS Ayrshire & Arran throughout this project.
- 2.7 As we promoted the making of this DVD at the East Ayrshire Public Partnership Forum annual event, Yipworld.com was approached by other NHS departments who were interested in working with yipworld.com. The coordinator will continue engaging with young people, both at yipworld.com and through the wider community as capacity allows.
- 3. Proposal**
- 3.1 The Young Persons Public Partnership Forum's DVD on the Public Partnership Forum will be distributed locally in order to promote the value of the PPF within Ayrshire and Arran.
- 3.2 The DVD will also be shared with Public Partnership Forums throughout Scotland as an example of good practice.
- 3.3 A case study on this work will be submitted to the Scottish Health Council's national 'evolving practice' website as a first of its kind initiative

4. Consultation on development of this report/project

4.1 Consultation on the development of the DVD project was undertaken with Yipworld.com, the children who took part in the project, the Scottish Health Council local officer and the East Ayrshire CHP Facilitator.

5. Resource implications

5.1 The cost of producing the DVD and cost of hire of premises for the launch event was met from East CHP facilitator's budget. The cost for the sound engineer at the launch was met by the Patient and Community Relations Team and copies of the DVD were produced by the NHS Ayrshire & Arran Medical Photography department.

5.2 No recurring costs envisaged.

6. Risk assessment and mitigation

No risks identified

7. Impact assessment and consequential changes proposed to mitigate adverse impacts identified

No adverse impacts identified

8. Conclusion

The committee is asked to note the development of a Young Persons Public Partnership Forum in NHS Ayrshire & Arran, a first in Scotland, and also the launch of a DVD developed and performed by young people in East Ayrshire promoting and describing the Public Partnership Forums in Ayrshire and Arran.

**Kenny Milne
Public Partnership Forum Coordinator**

14 July 2010



East Ayrshire Public Partnership Forum (PPF)

Young People's Involvement.

(Kenny Milne East Ayrshire PPF Coordinator)

History.

East Ayrshire Public Partnership Forum Coordinator planned to engage with young people in our communities across East Ayrshire as part of involving marginalised groups within East Ayrshire Public Partnership Forum structure. We live in an era where health services are making large changes from the more traditional methods of delivering care i.e. shifting the balance of care and involving members of public to influence the planning, designing and delivery of care, we have much more pro-active attitudes, with an aim to prevent illness.

To assist these changes we require engaging meaningfully with all of our community, embedding the idea, that members of public should become co-owners of their health services. We require showing that full consideration is given when members of public offer their opinions about health care services. This can lead to an important part of maintaining an economic, efficient health service that not only delivers but also better meets our communities' needs and wants. Scottish Government wants us all to take responsibility for our own health.

It is with this in mind that the PPF coordinator started to develop East Ayrshire Young People's Public Partnership Forum whilst developing East Ayrshire Public Partnership Forum. Young people have some very good ideas, they also have concerns about various parts of the health service and we need to be able to listen to and acknowledge their opinions in a safe arena that allows them to speak confidently.

The coordinator felt that it is important to involve young people at as early a stage as possible to show the young people that their views are as important to NHS and the CHP as is listening to our adult communities. In addition, we should use this period of change as an opportunity to bring young people along with us as changes in health services happen.

Having a meeting in a central location with young people to represent young people from all of East Ayrshire would not be practical as to do this would involve arranging transport and adults to accompany young people to ensure their safety. The PPF coordinator decided after speaking to some young people that it may be best to involve young people using different methods that are most suitable to the young people in their localities. The coordinator met with a group of young people in Kilmarnock in March 2007. This was the start of our East Ayrshire Young People's Public Partnership Forum, which is directly linked to East Ayrshire Public Partnership Forum.

Further Development.

The coordinator made contact and developed good relationships with yipworld.com in Cumnock where he attends one evening per month during the school term to meet with and engage young people. A Public Partnership Forum information table is set up displaying relevant general health information and young people can choose to take whatever information they require from the table. A variety of young people usually sits and chats to the PPF coordinator about health services and on occasions, they raise topics that require answers. The PPF coordinator takes these topics to the Public Partnership Forum core group who discuss the topics raised and look for the best method in dealing with them. When an answer is received this is fed back to the young people through the coordinator. East Ayrshire PPF working in partnership with yipworld.com has supported yipworld.com in an event they ran for young people in 2008 and the coordinator continues to visit yipworld.com as previously mentioned.

Examples of topics raised by young people are, "why does patient transport have to arrive to take my granny to hospital so early in the morning and not bring her back until late afternoon, her appointment is usually in the morning and does not take too long". They also had concerns about people who drink and hang around streets, they feel that because they are young they get treated as if they all drink, take drugs and are never out of trouble which for this particular group is not true.

There is still a fair bit of work to be done to grow our Young People's Public Partnership Forum. However, it is important to remember our capacity, and not build unrealistic expectations. The work started in Kilmarnock requires to building upon as many of the original group have moved on to university or have started work. The PPF coordinator is currently making links with Kilmarnock College to explore the possibility of engaging with young people at the college in a similar method used at yipworld.com

DVD.

As the coordinator had built trust with yipworld.com (staff and young people) Joyce Cameron (Drop Zone Coordinator yipworld.com) contacted the Public Partnership Forum coordinator in October 2009. Joyce

asked the coordinator if he had any ideas that would involve young people with the Public Partnership Forum through a project that would occupy young people through the winter months. The coordinator arranged to meet with Joyce to discuss.

The PPF coordinator suggested that we involve the young people in making a promotional DVD to use to promote the Public Partnership Forums. Whilst Joyce had some fears about taking on a project of this size, considering neither of us had been involved in making a DVD before, she agreed to work with the PPF coordinator to do this.

Joyce agreed to find how many of the young people she was working with would be interested in taking part. Whilst the PPF coordinator agreed to come back with a full explanation on how we would make a DVD, what it would entail and some suggestions on what the content should be. We arranged another meeting to take place two weeks later.

At our next meeting, Joyce had identified twelve interested young people. The PPF coordinator shared several thoughts he had on how we could make a DVD and what the content of it might be. The PPF coordinator asked if at that point he could meet the young people who would like to take part. When the young people joined our meeting Joyce introduced the PPF coordinator who explained to the young people what a Public Partnership Forum was, what his role was and what it was that he would like them to do. An older young person joined the meeting. Joyce introduced her as Roxanne McCutcheon and informed the PPF coordinator that Roxanne was a volunteer who had qualifications in drama. Roxanne was hoping to be involved with this project to offer her expertise. This project would help Roxanne to give her "hands on experience" which she would use on her C.V. when looking for employment in this field. Both Joyce and the PPF coordinator welcomed Roxanne onto the project as both felt that without someone with this background it would have taken much longer than anticipated to make our DVD.

A discussion then took place with the young people asking them what ideas they had to make the DVD. Various ideas were considered, including going to healthcare locations and interviewing health care service leads, acting as reporters and going into the community asking people what they knew about the Public Partnership Forum and setting a scene in yipworld.com premises, the PPF coordinator would write a script for this.

After discussion, it was felt that it may be difficult to transport young people during the period that they were attending yipworld.com (two hours on two particular evenings per week) and arrange to meet a number of health service leads at different locations. We also felt that it would require a detailed plan to keep the young people safe when going out into the community to interview members of public. However, all agreed that if the PPF coordinator wrote a script then the best option was to set a scene in yipworld.com's premises. The young people were given an opportunity to ask any questions that they had.

Progress.

The PPF coordinator was to contact Roxanne as soon as possible with a script; meanwhile, Roxanne agreed to start some drama lessons with the young people. The PPF coordinator wrote a script that involved the young people acting as an adult community in a fictional town called Littletown. The scene was set in a café where the young people started into a rolling conversation. This conversation was to show the confusion that most communities had about local health care services. At the end of the café scene one of the "community members" suggests contacting a friend who he thinks can answer all of the community's questions on local health care services and agrees to organise and attend a public meeting in Littletown.

The meeting takes place and involves the young people finding out about how the Public Partnership Forum could supply all of the information on local health care services that they require. They also learn that they can be offered involvement opportunities and inform the Community Health Partnership of gaps in service or where they feel health care services could be improved. At this meeting, the young people ask questions about the Public Partnership Forum and members of East Ayrshire Public Partnership Forum core group answered them.

The young people were pleased with this approach and began to learn the script and rehearse at every opportunity they were given. They were excited and motivated by the prospects of being involved in a project that would see them recorded professionally, having opportunities to have themselves viewed by top management and directors of NHS Ayrshire & Arran and taking an active role in a something that they had never done before.

The young people involved are all aged between nine and eleven years old. They had different levels of confidence and concentration. One or two of them found it difficult to concentrate on one thing over a prolonged period, others had very little self-confidence or self esteem. It was amazing to watch the transformation of these young people. They quickly gelled together as a group and very soon could easily give a full explanation of what a Public Partnership Forum was. Thanks must go to our young volunteer Roxanne who was responsible for pulling these young people together, motivating them and teaching them various fun exercises that developed their concentration to be able to act the parts that they were given.

Joyce worked in the background ensuring that the Roxanne and the young people had an area that they could rehearse in and ensured that they had all of the tools they required to be involved fully.

The PPF coordinator contacted East Ayrshire Scottish Health Council Representative (Noreen Caldwell) to inform Scottish Health Council of this work and to offer an opportunity for them to give their support to the project. Noreen was keen to offer support and attended all future meetings concerning the DVD project. Noreen also assisted with various pieces of work, assisting the coordinator to move forward with the project. The coordinator continued to meet regularly with Joyce, Noreen and Roxanne.

The PPF coordinator was entertained on a number of occasions, as the young people were keen to show him how well they were doing. This project became so popular that it was a standing conversation at school amongst the young people's friends; they kept their parents informed of what they were doing and at all times showed that they were enjoying taking part.

Progress of the project was regularly reported to the Public Partnership Forum core group. Rehearsals continued through to April 2010. Roxanne introduced a dance routine and opportunities for the young people to sing. Overall, these activities added to the enjoyment the young people took from the project. The young people made a decision to write and perform a PPF rap, which was extremely successful.

Final Stages.

All of the young people who attend yipworld.com were invited to design a logo, which we could use as artwork for our DVD. The young person who designed the best one would win a twenty-five pound gift voucher from Game. We received twenty entries. The PPF core group members judged all of the entries and they decided that Gregor Aitkin designed the best one, (see end of report).

Our initial target date for recording and completing the DVD was the end of March 2010. The Community Health partnership Facilitator had agreed with the Public Partnership Forum coordinator to fund the recording of the DVD. The coordinator then received two quotes from two recording companies, one quote was £ 4,000.00 the other was a local company (beingtheremedia.com) who came with very high recommendation and negotiated a price of £850.00. Beingtheremedia.com was invited carry out the recording.

Unfortunately, Beingtheremedia.com had television contracts that would make recording our DVD in March problematic. The young people's school Easter break was at the beginning of April, we therefore arranged to record the DVD on the 27th and 28th April 2010. East Ayrshire PPF held their annual event on the 21st of April.

The coordinator was a disappointed that we did not have our DVD ready for the event. However, he was able to arrange with Beingtheremedia.com, the Young People and yipworld.com to record one of the rehearsal sessions. Beingtheremedia.com agreed to put this on DVD at no extra cost. This DVD was shown at our PPF annual event when he created a workshop on PPF engaging with young people. The young people had opportunities to hold the camera unit and the microphone during recording sessions.

Arrangements for members of the PPF core group to attend yipworld.com for the recording sessions were made. Core group members could chose to attend on one of the two dates. On the 27th of April we started to record our DVD by giving a script to our core group members. This was to ensure that the questions the young people would ask were answered in turn. The recording session ran smoothly and we did not have too many re-takes.

Beingtheremedia.com planned to complete editing and creating the DVD at the end of May. The Public Partnership Forum coordinator then started to organise a DVD launch event and met with Joyce to discuss the venue and the most suitable time to hold the event. It emerged that we should do this quickly as the young people's school summer break was fast approaching. We therefore agreed the evening of first of June was the most suitable date and time to hold the launch event. We then set about finding a venue to hold the event.

DVD Launch.

The Community Health Partnership facilitator agreed to meet the cost of the venue. The coordinator had difficulties finding a suitable venue as during school term community centres are usually booked by regular organisations on most weekday evenings. He then looked at school premises; again, this was difficult, as most schools had their large halls set up for exams over May and June. However, Cumnock Academy was able to hire one of their halls for the event.

As finding a venue was difficult this had created a delay in sending invites to possible attendees. We were delighted to note that Dr Wai-Yin Hatton (Chief Executive Director NHS Ayrshire & Arran) agreed to chair the event. The coordinator wrote invites to attend the launch evening to the young people, their parents or guardians, their siblings' leads of service within NHS Ayrshire & Arran including the officers of Ayrshire & Arran Patient & Community Relations Team and to members of the Community Health Partnership committee. yipworld.com wrote invites to attend to East Ayrshire Provost Councillor Stephanie Young and to yipworld.com Directors. In total sixty-seven people attended the evening.

We were delighted to note that the East Ayrshire Provost attended along with parents/guardians, siblings, Councillors, leads of NHS service and members of yipworld.com.

The evening was a great success. The young people, who were all involved in making the DVD, set the tone by performing their PPF rap. Dr Wai-Yin Hatton then gave her opening remarks stressing how wonderful it is that East Ayrshire PPF has the first Young People's PPF in Scotland and how great it is to see the young people perform with such a level of professionalism.

The young people then performed a song and dance routine; again, this was to an extremely high level of professionalism. Tracey Campbell spoke about the success of the partnership working between yipworld.com and East Ayrshire PPF. Tracey also commented on how successful this particular project has been. Tracy also had noticed how much enjoyment all involved in making our DVD had gained.

Joyce Cameron then spoke about how this idea came together and about some of the fears that she had in taking on such a project. Joyce commented on some of the advantages that had come from the project that we did not anticipate. These included how this group of young people, who all had different interests and different characteristics, very quickly understood what was asked of them. Their confidence levels soared.

These young people had not sung, danced or acted in company at any time before this project. Joyce remembered how surprised she was on one of our early rehearsals, The Public Partnership Forum coordinator was to meet with Joyce and Roxanne to explain various arrangements that he had made to progress the project. As soon as he arrived, the young people gathered round him excitedly asking if he was there to talk about the PPF, then immediately asked if he would watch them perform their new dance and song.

The DVD was promoting the PPF before it was recorded, as the young people were telling their family and friends about it. yipworld.com have agreed to continue a drama group, after being requested to do so by the young people, who had concerns that when this project was complete, there would be nothing like this that they could continue to be involved with.

The Public Partnership Forum coordinator then thanked everyone who had been involved in any way to make our PPF promotional DVD. In particular, the coordinator thanked Roxanne for her commitment, the young people for their hard work Joyce and Noreen for their individual support. Then the moment we had been waiting for, the DVD was played. Everyone enjoyed the quality of the performance. The "end product" is certainly a very good promotional tool.

This is the first DVD in Scotland made involving young people to promote PPFs. Dr Wai-Yin Hatton congratulated everyone involved for a wonderful, valuable piece of work. Dr Wai-Yin Hatton then invited East Ayrshire Provost Councillor Stephanie Young to present the young people involved with a "goodie Bag" including a copy of the DVD and a special gift for Roxanne as a token of thanks.

All of the young people had been presented with certificates of achievement at an earlier awards night run by yipworld.com. Dr Wai-Yin Hatton brought the evening to a close having commented on what great night it had been and how much she appreciated attending and meeting all involved.

Conclusion,

East Ayrshire PPF coordinator and East Ayrshire PPF core group members are keen to continue engagement with young people.

PPF Coordinator will continue to attend yipworld.com to engage with young people and build on our Young Peoples Public Partnership Forum. The PPF Coordinator has also begun work to revitalise engagement with young people in Kilmarnock and is studying best methods of doing this. This work is carried out along with building and maintaining East Ayrshire PPF ensuring that all marginalised groups are given equal opportunities of involvement. Further reports and updates will be available as our young people's engagement moves ahead.



(Above) Some of our young people during rehearsals

