

Bolton

Together



Summary Report for 0-19 Engagement - 5-19 years

1st April 2021 – 31st March 2022

Organisation Completing the Engagement	Bolton Wanderers in the Community
Target Group of Young People/Parents Engaged	5 – 19 years - Children in a school setting and Children out of a school setting
Total number of young people engaged over the period of engagement	234
Method/s of engagement used (please provide some detail)	<p>We engaged with children and young people through a number of our different projects and activities that they attend. Split across</p> <ul style="list-style-type: none">- Engagement with primary and secondary schools and our Premier League Primary Stars and Premier League Inspires projects- Outreach work through our Premier League Kicks project, youth clubs, HAF provision across the year. <p>The methods and tools that were undertaken within this period include:</p> <ul style="list-style-type: none">• Using our existing staff on these sessions/projects that had positive relationships with the children and young people.• Includes voice notes from 1-1 conversations with the young people• Asking young people to complete questionnaires• School classes completed questionnaires• Notes from members of staff that hosted both 1-1 and small group discussions with

This engagement was delivered via The Bolton Together Consortium and funded via the 0-19 Service, NHS Bolton Foundation Trust



Summary of key points raised (including young people's experience of health services and what matters to them.

young people and collated their group feedback.

- Social Media engagement piece through Instagram Stories, using polls and surveys. Asking our followers for feedback. They could either vote or leave an answer to questions.

Young people that had experienced The Parallel had positive experiences of this engagement with the service. This is either when they have visited the service or when a nurse (from The Parallel) has come out and visited a youth club run by us. Similarly the experience of young people that have accessed Chat Health is positive.

Staff spoke to young people that had visited The Parallel to find out about their experiences when they had accessed the service. Each had a positive experience and when asked on what made it positive, answers that came back was:

- The friendliness of the staff (this helped to feeling comfortable to go back should they need to).
- Knowledge of staff who were able to answer any questions they had (they got the answers they needed off the staff).
- Easy to get to and access centrally in town centre.

Quotes from young people on their experience of The Parallel visiting their youth club:

"I've never had the confidence to go into the Parallel before, but having them attend the Club was great. My confidence has now grown and I

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would feel confident attend the Parallel in person.”

“I also know now that the Parallel gives reliable advice and I can access some of this online too, instead of looking in the wrong places online.”

“All our questions got answered and we didn’t need to be embarrassed about anything. It was a very comfortable environment and I gained a lot of knowledge.”

One key point that kept being seen and raised by young people from the different groups and individuals was the lack of knowledge and awareness of these services and that they were available to them. There needs to be a larger push on promoting the services, and ensuring that this promotion is via the methods that young people use and at places that young people access.

What Works

Visits from service staff to the places where young people are, whether that is schools, youth clubs, and outreach or sports clubs.

Having light ‘soft’ training for staff who work with the young people on a regular basis to offer basic advice and information to the young people and ensure that these staff know what services to refer the young people to should that need that support.

The staff working at the services (The Parallel) have received positive feedback on their knowledge, friendliness and ability to speak to young people.



What Needs to Be Better

The promotion of what services and support is available to young people. Needs to be a mixed approach covering social media, face to face visits, outreach, trusted faces and people.

Targeted engagement and promotion with children and young people that may not access / engage fully within school or traditional services. Less likely to know what was available to them, and more likely to require some of the support, especially around drug and alcohol support.

Very few young people had heard of Chat Health, but did say it sounds like something they would use, highlighting again the need to better promote this service alongside others.

Review of current engagement through social media, platforms used at the moment (Facebook/Twitter) aren't accessed too much by the young people, the accounts used by young people are for the most part, Instagram, TikTok, YouTube. Whilst some services do have Instagram, it isn't being used to its full capabilities, just posting at the moment, but and bigger emphasis on reels, stories and engaging content for young people.

Recommendations

Awareness/Information:

- Work to be done around the messaging to young people that services are available to them, do not have large waiting lists and are separate to things that are in main stream messages around GP waiting lists,



and not going to seek healthcare unless urgent care is required.

- Integrated services / advice offered to young people within existing social media apps (Instagram and Facebook the two most mentioned).
- Additional support / guidance for young people aged 11-16 around dealing with pressures of school/exams. Whilst this may be generic, there would be a case to specifically target groups/individuals that schools will know are more likely to experience this stress and struggles from school.

Access:

- Helplines appropriately manned to ensure response is quick (requested immediate).
- Support for Community / Youth Club staff from Parallel to provide soft level advice to the young people that don't feel comfortable accessing Parallel
- Services being available and open for 24 hours or knowledge for the young people to access something at any time.

Promotion:

- Wider use of Social Media platforms to promote the services, make it easier to access and to provide advice (very few of the young people we spoke to use Twitter). The two platforms that are most in use are Instagram and TikTok. Instagram was more used by those aged 15-16 with those aged 11-15 the majority were active on TikTok.

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Promotion of the services being on Social Media is advised.

- Promotion of services through these staff visiting school, youth/club/community/sports club setting and better use of social media. This should come from a trusted sources such as youth workers, staff they have positive relationships with etc. They are unlikely to take note of a poster in school or flyers being handed out. Digital offer and/or promotion the best approach.
- Services to visit youth club/outreach settings (where this has been done with a visit from a nurse to one of our youth clubs feedback was very positive from the young people