



SURREY YOUTH FOCUS

**healthwatch**  
Surrey

'The Big Chat' : a new direction to promote young people's wellbeing  
Report of findings and recommendations  
21<sup>st</sup> March 2018

Who should read this report?

- Anyone concerned about Young People's mental health in Surrey and the increasing strain on services.
- Anyone interested in working together across the Surrey system to change the societal causes of mental ill-health and who believes in the power of young people to play a leadership role in sorting out the problems.

## ***About Surrey Youth Focus***



Surrey Youth Focus aims to significantly improve the lives of young people in Surrey by being a catalyst for long-lasting change.

We can help you see the world through the eyes of a wide range of young people, professionals and volunteers – giving you a deep understanding of how young people experience the world and how well our systems and institutions are serving/supporting/helping our young people.

We have a strong focus on cross sector collaboration and a breadth of trusted relationships across the county including the third/ charity sector, public sector, education & businesses. Our team & board have diverse experiences from a range of sectors.

We are experienced at bringing together people with different agendas around an issue and using fresh thinking to explore how we can work together for mutual benefit.

## ***About Healthwatch***



Healthwatch is the independent champion for people who use health and social care services. We enable people to share views and concerns about local health and social care services, provide evidence-based feedback to commissioners, champion public and user involvement in decision making and design of services, and provide, or signpost to, information about local services and how to access them. Local people can contact our helpdesk by telephone or email, talk to us at one of our community engagement events, or visit [www.healthwatchsurrey.co.uk](http://www.healthwatchsurrey.co.uk) to find out more.

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## 1 Executive Summary

Much of the work going on to address the wave of mental ill-health helps young people after a problem starts; despite significant increases in funding, demand continues to outstrip supply.

There are many societal issues which affect young people's mental health - bullying, body image, poor use of social media, unhelpful educational pressure, etc – and consequently a lot of young people are struggling. We need to be bold and to believe that together we (professionals, young people, parents, etc) can achieve a cultural shift that enables the mass of our young people to thrive, not just survive. A thriving young person is much more able to cope when a personal challenge hits – divorce, death, illness, bullying - than one who lives in a permanent state of struggling.

A key part of this work is to really understand the lives of our young people. Why do they feel under pressure and how can it be alleviated? When the chips are down, what are their coping strategies and why do young people make unhealthy or healthy choices? Who influences their choices and why are some poorer coping strategies seen as normal/appropriate e.g. self harm. How can we encourage young people to choose healthy coping strategies?

Traditional research methods - surveys and focus groups – are not up to this delicate and deeply personal task. There is ample evidence that what people say they will do and what they actually do are two different things. Across the system, we need to learn new techniques of in-depth ethnographic research – to really understand drivers of young people's behaviour and decision making – and to share our learning around the system to effect change.

Young people are a key part of the solution – not just on an individual basis – but also on a collective basis and in wider society. We need to engage the creativity and energy of thousands of young people across Surrey to help keep themselves and their peers mentally (and physically) well, having belief in their ability to come up with practical solutions on wellbeing related issues. Harnessing the enthusiasm and insight of young people to take practical actions through initiatives such as anti-bullying campaigns and wellbeing ambassador roles could have a deep impact for those involved in social action on a personal level and lead to positive change at a group level.

To get this started, we need to support, amplify and showcase existing youth led and youth co-led wellbeing initiatives and campaigns. This will provide the opportunity to build an evidence base to understand the efficacy of projects and approaches of leading and co-leading with young people and for best practice to be shared across agencies and young people in Surrey. The evidence base needs to include the opinions of young people using self-reported measures of satisfaction e.g. those used by CAMHS (Child and Adolescent Mental Health Service) for counselling type interventions.

Professionals across the system need to listen to the toxic cultural issues that young people flag up to us during the course of this work and to take collective action to address these.

## 2 Introduction

At a time when many young people are struggling with their mental health, and the pressure of financial cuts is being felt more and more in public and third sector organisations across the county, it is key that professionals come together to understand what can be done to support young people to play a much greater role in developing and sustaining their generation's mental health and emotional wellbeing.

In January 2018, over 60 professionals with experience of working with children and young people attended 'The Big Chat'; a workshop to discuss how young people could be better supported and empowered to cultivate their mental health and emotional wellbeing. The focus was very much on promoting and maintaining wellbeing for young people who are thriving/coping/struggling rather than the treatment of unwell young people.

How can we reverse the trend from struggling and unwell towards enabling the large majority of young people to thrive?



Representatives attended from organisations including Surrey and Borders NHS Partnership, Surrey County Council, Districts and Boroughs, Surrey Police, University of Surrey, Clinical Commissioning Groups, local schools and colleges and third sector organisations. The discussions from The Big Chat have been collated to inform this summary report with key themes including:

- The issues that cause mental ill-health are many and varied; services have no bearing on much of what goes on in young people's lives. We need deep insights into young people's lives to understand all of the contributory factors which help/hinder their mental wellbeing. The current methods of questionnaires and focus groups, often about services, are not getting to the heart of the matter. We need new routes to finding out about young people, possibly through ethnographic research.
- We need to enable young people to lead and co-lead to support each other and to achieve the cultural change required to address mental health issues.
- We need to systematically address contributory social factors that undermine wellbeing. E.g. bullying, body image, poor use of social media, unhelpful educational pressure, etc.

### 3 Findings

This section lays out the main areas of discussion at the event.

#### 3.1 Systemic and cultural contributors towards mental health

Attendees were invited to briefly discuss the systemic and cultural contributors to mental ill-health. The purpose of this was to get an overview of the types of issues that need to be explored if we want to have a population of young people who are thriving. However, *this section comes with a warning*. These were the views of professionals and only a starting point for conversations with young people. When we explore with young people, we anticipate getting different and more in depth insights.

One of the key factors contributing to young people moving away from good mental health was identified to be pressures within the education system, with young people needing to 'fit the mould' of success in 'academic' subjects and a lack of appreciation for vocational subjects. The pressure of exams coming from schools, peers, parents or others was cited as a problem for many - for some this starts as young as six with SATs. At the other end of the spectrum, some children suffer from the unreasonably low expectation of their parents.

Attendees at the workshop called for a broader understanding of 'success' within the education system, including greater focus on health and wellbeing and favouring diversity over a 'one size fits all fits none' system. Some schools are good at celebrating individual success rather than pressuring young people to conform; some have also developed whole school systems for health and well-being. The good practice in schools needs to be shared.

It is well known that home schooling is growing. Attendees said that it would be interesting to know why parents/guardians are making this decision, since they believe that the decision is sometimes related to the child's unhappiness at school.

Family/home context was also highlighted as central to young people's mental health and wellbeing. Attendees named parental expectations, lack of communication within the family, and parental lack of time - with both parents working or having other caring responsibilities - as key issues. This generation has very different economic prospects from their parents and hence a different outlook on finances. Home ownership amongst the young has significantly dropped due to a sharp rise in house prices relative to incomes<sup>1</sup> and young people are struggling with issues such as how to fund higher education and keeping up with peers to own the latest brands and technology. Attendees observed that some young people are living in very unsatisfactory housing which has a knock on effect for things like homework and friendships.

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<sup>1</sup> The decline of homeownership among young adults by The Institute for Fiscal Studies

Social media played a large part in discussions, with issues of peer-peer relationships, bullying – you can't leave the bully at the school gate - social comparison and low self-esteem tied to easy and often unmonitored access to the internet. For example, there is big pressure to have lots of "likes" on social media sites. Related to social media is body image including the pressure of exposure to fake "perfection" on the internet thanks to use of photoshop.

There were systemic issues identified with existing support for young people. Professionals at the workshop identified a need for the support available to parents to be better signposted and accessible to those who need it most. Attendees underlined a need for communication between organisations and initiatives to ensure best use of resources and highlighted a gap in support for children between the ages of 5 to 11.

Attendees said that another significant problem with respect to young people and mental health is that they are often disenfranchised from the solutions, with initiatives done "to" them rather than "with" them; they need to be empowered to be part of the solution. Young people need to feel involved, not like they are being talked to as part of the problem. This is backed up by the findings of the NESTA report "Good and Bad Help."<sup>2</sup>

Professionals emphasised that young people need a voice and need to be heard to help the wellbeing of individuals and young people as a whole.

### **3.2 What do we need to know about the lives of young people?**

There was agreement that we need to know a lot more about the lives of young people (a very different topic from what they think of services). Attendees discussed a need for greater understanding of what pressures young people feel under, why they feel that pressure and it can be alleviated. When the chips are down, what are their coping strategies and why do young people make unhealthy or healthy choices? Who influences their choices and why are some poorer coping strategies seen as normal/appropriate e.g. self harm. How can we encourage young people to choose healthy coping strategies?

Above all it was identified that greater understanding is needed about what young people want from the adults, culture and systems around them (again a very different topic from what do they think of services).

Of course, young people are not one homogenous group – every young person is unique and we need to have a broad appreciation of different types of young people.

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<sup>2</sup> Good and Bad Help: How purpose and confidence transform lives by Richard Wilson, Christina Cornwell, Esther Flanagan, Nick Nielsen and Halima Khan, February 2018. Nesta.



### 3.3 How can we find out what young people want and need?

Attendees were strong to emphasise that traditional surveys and question and answer approaches will not suffice for these complex issues – they do not tease out the nuances of the workings of peoples’ brains. What people say they will do and how they actually behave are often different. During the session, Oko Consultancy presented a case study around the people’s decision making around purchasing meat and the ethical treatment of animals. Buying meat seems, on the surface, to be relatively simple. Shoppers throw packs of it into their trolleys apparently without thought. But contained within consumer decisions to buy meat are complexities which typical research – often using focus groups and simple quantitative surveys – just doesn’t do justice to. How much more complex is young people’s decision making around issues that contribute/detract from their wellbeing than the purchasing of meat?! The meat case study is explored further in the Appendix 1 to help understand the new perspective we need to take on this issue – considering the impact of direct questions versus open conversation on understanding and insight.

Conversations about mental health and wellbeing need to be opened up to young people in ways that allow them to contribute openly and confidently and pave the way for discussion of topics that *they* identify as important.

It was agreed that conversations should be ongoing and those involved in them should commit to listening without judgement. Barriers to having such conversations were identified and included young people’s previous experiences of interactions with adults and professionals, fear of the consequences of speaking up or having to face stigma, and not necessarily having the words to express concerns.

Attendees suggested a number of ways in which such barriers could be overcome including:

- Drawing on existing relationships and trust and talking to young people in the settings they already use and feel comfortable in.
- Creating a safe space for young people to start conversations when ready, about topics of their choice.
- Making use of activities and creativity to indirectly explore young people’s concerns and ideas (e.g. art, drama, music).
- Utilising social media as part of the solution.

### 3.4 How can young people be part of the solution?

Attendees felt that young people are often disenfranchised from decision making, and even less empowered to be part of the solution, with initiatives done “to” them rather than “with” them.

*“Listen to children (they have all the answers). They often know what makes them feel better.”*

*[We need to find] “...out what young people want help with/what their issues are.”*



The good news is that there are lots of youth agencies in Surrey working to enable young people to be part of the decision making and believing in young people, giving them a sense of agency that they can lead their own solutions. Examples of Youth Led Wellbeing initiatives in Surrey include:

- Surrey Young Carers forum – extensive work articulating the challenges of young carers and taking action to improve the life of young carers in Surrey.
- A group of young people from Sandy Hills who didn't like the amount of litter, so developed a poster campaign, supported by the local press and churches to stop people dropping litter.
- Surrey Heath Youth Council who have consulted thousands of young people in the borough and run an anti stigma conference.
- A website promoting understanding around mental health.  
<http://www.sticktostigma.com/about.html>
- A teen from Epsom, who wanted to set up a mindfulness session for younger pupils to share their anxiety and worries with sixth form buddies in a safe environment.
- The Magna Carter school whose pupils have developed a mental health app.
- Other examples of projects already underway, highlighted through Youth Soups, can be found here: <http://www.surreyyouthfocus.org.uk/youth-soup>

Attendees agreed that where young people wish to take practical action to support mental health and emotional wellbeing, this should be supported wherever possible whether that be through listening and helping to refine ideas, providing a platform for young people to be heard, or contributing funds or materials. They wanted to see the removal of barriers in schools that prevent children from being empowered. Like YSA itself, the support offered can start with small actions, the most important being to listen to the young people involved.

It was strongly agreed that there is a need to showcase good practice and to uncover from young people existing and new initiatives, which will contribute to empowering young people with a sense of agency and encouraging more young people to take their own practical steps. Professionals and young people alike can learn from the showcasing. Furthermore, professionals may also feel empowered to support initiatives by young people in their own settings.

Attendees expressed the importance of amplifying the voice of young people with lived experience to gain insight into the real problems faced and of supporting and encouraging Youth Led Wellbeing initiatives.

One point raised was that the language used by the system to talk about mental health and emotional wellbeing is not necessarily the same as that being used by young people; it is therefore key to listen to the language and terms used by young people rather than restricting initiatives to the language used by the system. Perhaps the term "happiness" might be better, but this needs to be verified with young people.

The importance of young people getting involved has also been highlighted by the government through the iWill campaign advocating youth social action: taking

practical action to influence positive change<sup>3</sup>. However, the event showed that whilst there are lots of initiatives going on that would come under the iWill definition of “Youth Social Action”, the attendees did not relate to the term Youth Social Action, so other terminology such as Youth Led Wellbeing initiatives may resonate more with professionals.

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<sup>3</sup> <http://www.iwill.org.uk/download-category/youth-social-action/>

## 4 Recommendations

The recommendations in this section are based on the contribution of attendees including the next steps forms that they filled in at the end – attendee comments are provided in detail in Appendix 2.

### 4.1 Listening to young people

We need a pan-Surrey multi-agency approach to gathering deep insights from young people about their lives on an on-going basis; these insights need to be made available for all agencies working with young people.

There is a need to really understand what is going on in young people's lives. Whilst we have an overview of the issues – bullying, exam stress, body image, pressure to conform, etc – we don't really know what goes on in young people's minds and what will help support the mental wellbeing of the population as a whole.

It is important to note that young people should not be considered as one homogenous group; rather, conversations should bear in mind different contexts and experiences. Also, understanding won't come just by asking questions (see Appendix 1 - Behaviour).

Many of the existing terms used in this area are unhelpful and may turn young people off these important subjects. "Wellbeing" for example, is a vague term, which has different meanings to different people. "Depressed" is used colloquially in a way that differs greatly from the clinical meaning.

We need to adopt appropriate language from young people to create a shared understanding of what we are trying to achieve for young people and society, and to ensure that the work being done is accessible and meaningful to young people themselves – perhaps the term happiness might be more appropriate, but this is to be checked out.

Furthermore, we need to enable and encourage young people to be part of the solution.

Actions to be taken:

1. Research and recommend a methodology for pan-Surrey multi-agency approach to gathering deep insights from young people about their lives in conjunction with health organisations, Surrey County Council, Surrey Safeguarding Children Board, schools, districts and boroughs, charities and other organisations. Ensure that the methodology chosen is sustainable, embedding learning about the methodology across organisations.
2. Using the methodology, gain deep insights into the worlds of young people and disseminate widely.
3. Identify, select and implement a method whereby professionals can share insights and trends on an ongoing basis – possibly an online forum.
4. Use the findings to influence decision makers across the system and to challenge/shape interventions and services.

5. As a part of listening to young people, agencies need to include young people reported measurements in their performance monitoring for services/strategies.

## 4.2 Supporting and promoting action by young people

We need to support and promote action by young people to improve the wellbeing of themselves and their peers.

We want to enable young people to support their own mental wellbeing and that of other young people, to encourage them to engage with others, to have their views heard and to believe in their own ability to come up with practical solutions on wellbeing related issues, contributing to an increased sense of agency to change things they see as “not ok”.

We want to embed across Surrey the idea that any child or young person can take action on the issues that they care about and can find support from their school, youth club, health organisation and the wider system to help them realise their actions.

Harnessing the enthusiasm and insight of young people to take practical actions in their current communities through initiatives such as anti-bullying campaigns and wellbeing ambassador roles could have both a deep impact for those involved in social action on a personal level and lead to positive change at a group level. Studies have begun to explore the benefits of participation such activities, known as Youth Social Action, on personal health and wellbeing, showing increases in skills and reduction in anxiety<sup>4</sup>.

Young people need to be celebrated for thinking differently and taking initiative: we need to amplify and showcase existing youth led and youth co-led wellbeing initiatives and campaigns. There is a great opportunity for professionals and young people alike to learn and benefit from young people’s initiatives. There is a need to gather an evidence base to understand the efficacy of projects and approaches. It is important to measure the impact – both on the young people involved in running the projects and their intended beneficiaries – and for best practice to be shared across agencies and young people in Surrey.

*“Awards events/publicity for best practice”*

There was a clear message from attendees that young people’s thoughts and ideas should be accessed are through creative activities – videos, photos, plays, poems. There are a number of topics that could be addressed in this way, such as self-acceptance, body image, loneliness, etc.

Many of these activities are already happening within individual schools and youth

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<sup>4</sup> <http://www.behaviouralinsights.co.uk/publications/evaluating-youth-social-action-final-report/>

organisations. By offering young people a wider audience and offering opportunities to link up with other groups, we can make their work more meaningful and amplify a range of voices – through both physical events and online mechanisms. Surrey Youth Focus’ “Youth Soups” – Dragon’s Den style events where young people pitch their social ideas - are one mechanism for doing this.

Actions to be taken:

- Schools, youth clubs and other organisations to take action to encourage more young people to get involved in youth led and youth co-led wellbeing initiatives across the county.
- Organise themed social action showcasing events with young people drawn from a wide variety of agencies.
- Consult with young people to find out what is needed to encourage more young people to get involved with youth-led wellbeing initiatives, including the barriers and how to market the idea. Also, consult with young people to find out their preferred methods for showcasing their projects to a wide audience on social media and support them as needed to market to professionals and other young people.
- Gather impact evidence from existing initiatives to build an evidence base on what does/does not work, making use of appropriate expertise e.g. University of Surrey, Public Health, etc. The evidence base needs to include the opinions of young people most likely by self-reported measures of satisfaction as is used by CAMHS (Child and Adolescent Mental Health Service) for counselling interventions.
- Organise further “Youth Soups”, possibly themed, to allow young people to pitch their social action ideas to a wider audience.

Note: the consultations with young people described would most likely not be a standalone activity – they would most likely take place at the themed social action events or youth soups.

### 4.3 Cultural changes

We need to make significant cultural changes around key issues that blight young people’s lives such as bullying, body image, inappropriate use of social media and unhealthy educational pressures.

There was a strong message from the event that attendees wanted to continue the conversations and to work together with young people to improve their mental health and ultimately achieve culture change on the issues discussed.

Some of these issues are already well known – such as bullying – others will emerge from the further learning that we get from young people.

*“Have a heavier focus on Mental Health & wellbeing in school and discuss with senior leaders ways of moving forward”*

Action to be taken:

- Working with partners, convene further events with young people and professionals with a focus on specific issues, to explore how we can work together to change societal culture. This might need to involve a wider number of players including businesses, national public agencies and others. For example, social media companies have an important role to play in addressing the downsides of social media. The issues to be addressed at the time of writing are: bullying, body image, social media, unhealthy academic pressure.
- Identify further issues coming out of research with young people.

#### 4.4 Starting earlier

There is a need to further develop our mental wellbeing services to support ages 5-11.

Attendees at the workshop identified a gap in support for children between the ages of 5 to 11, and the family and educational context have been highlighted as influences on mental health and emotional wellbeing. In order to support young people to sustain mental health and wellbeing and develop resilience to many of the challenges they face, we need to engage with young people and families at an earlier stage and ensure resources are available to support this.

Note that services delivered **to** young people are outside the scope of The Big Chat, there are plenty of other people working on that, such as the Early Help Transformation. The Big Chat is about youth-led initiatives and cultural change. Hence the gap in support for young people ages 5-11.

Action to be taken:

- Ensure that the initiatives described above are made available to years 5 & 6.
- Promote appropriate resources across the system e.g. Action for Happiness toolkit for this age group.

## 5 Next steps

Surrey Youth Focus will be working with partners across the system, including many of those who attended the first Big Chat workshop on the 8<sup>th</sup> January 2018 to develop the initiatives outlined in this document. We see this as a whole system initiative across Surrey and value the involvement of a wide number of players.

We would love you to get involved:

1. If you are already running an initiative that addresses the issues outlined here in Surrey, please do let us know, perhaps we can showcase the work or you might take a lead across the county. Or perhaps one of the issues outlined has particular resonance and you would like to lead on a new initiative?
2. If you want to be added to the distribution list to hear about The Big Chat and receive invites to join on-going initiatives, please email [cate.newnes-smith@surreyyouthfocus.org.uk](mailto:cate.newnes-smith@surreyyouthfocus.org.uk). We are particularly interested to hear from you if you have groups of young people who may like to get involved.
3. If you have an idea or a request that would help progress the aims of The Big Chat, do let us know. Perhaps there are resources that you need to work with young people? Or an idea for an event?
4. Maybe you would like to make a pledge that you will carry out a particular piece of work?
5. If you have been inspired to do something different as a result of hearing about The Big Chat, do let us know.
6. If you would like to fund some of this work or put us in touch with funders, do let us know.

Appendix 3 – Secretariat – gives more information about the role that we see Surrey Youth Focus playing in The Big Chat going forward.



## 6 Acknowledgements

Surrey Youth Focus and Healthwatch Surrey would like to thank the key contributors to the workshop:

- Jeremy Rix and Simon Taylor of Research and Insight Consultancy OKO
- Mena Fombo

We would also like to thank our funders (monetary and in kind):

- Guildford and Waverley Clinical Commissioning Group
- University of Surrey
- High Sheriff Youth Awards

Thanks to all who attended the workshop on 8<sup>th</sup> January 2018 for their valuable contributions. The following organisations were represented:

Organisation	Sector
Action for Carers	Third sector
Active Surrey	Council
Brooklands college	Education
Guildford First	Council
Chart Wood School	Education
East to West	Third sector
Eikon	Third sector
Emerge Advocacy	Third sector
Family Voice Surrey	Third sector
Fullbrook School	Education
Guildford and Waverley CCG	Health
Health	Health
Healthwatch	Third sector
Heathrow Community Trust	Funder
High Sheriff 2017/18	n/a
Kane FM	Third sector
Kooth	Health
More House School	Education
Police and Crime Commissioner and Office of the Police and Crime Commissioner	Police
Prosper Communities	Third sector
Reigate & Banstead BC	Council
Rosebery School	Education
Royal Holloway University	Education
Runnymede Health Visiting	Health
Surrey Care Trust	Third sector
Surrey CC	Council

Organisation	Sector
Surrey Police	Police
Surrey Safeguarding Children Board	Council
Surrey Scouts	Third sector
Surrey & Borders Partnership	Health
Surrey & Borders Partnership	Health
Surrey Youth Focus	Third Sector
Tandridge DC	Council
Tomlinscote School	Education
University of Surrey	University
Wey Valley College	Education
Wey Valley College	Education
Winston Churchill Sports College	Education
Woodfield School	Education
YMCA East Surrey	Third sector

## 7 Appendices

### 7.1 Appendix 1 - Behaviour

How consumers deal with complexity by Jeremy Rix, Managing Director, OKO

Do you care about how the meat you eat is produced? To what extent do you think about Animal Welfare when you're in the meat aisle at your local supermarket? Buying meat seems, on the surface, to be relatively simple. Shoppers throw packs of it into their trolleys apparently without thought.

But contained within consumer decisions to buy meat are complexities which we needed to understand fully in our work with Winterbotham Darby to fulfil their aim of making higher Animal Welfare a key part of their brand and strategy. The question was how to communicate this to retailers and consumers.

OKO's initial, extensive desk research found little good quality research in the public domain about consumer views and understanding of Animal Welfare. Research – often using focus groups and simple quantitative surveys – just didn't take into account the complexity underlying buying decisions for meat.

We found that consumers deal with the complexity of buying meat by disassociating themselves from responsibility. They don't want to think about how meat is produced, and the farming and production of meat is complicated. This presents significant risks for manufacturers and retail brands in not tackling Animal Welfare issues:

- Consumers see manufacturing and retail brands as responsible for Animal Welfare
- Consumers assume Animal Welfare standards in the supply chain are higher than they are
- Consumers' underlying Animal Welfare concerns could be activated to become conscious drivers of retailer and product choice

The key driver of meat purchase at shelf edge is quality (with price a close second). However quality as a high-level, simplified attribute is comprised of a range of more specific components, for example:

- Ingredients used in the product
- Level of Animal Welfare
- What the animals are fed
- Method/ process of making the product
- Where the product is made
- Where the animals are farmed
- Breed of animal used

These are too many issues to consider and trade-off during the seconds in which they make the decision to buy, so consumers simplify this complexity to a level which enables a relatively straightforward purchase. Although they don't appear to consider Animal Welfare explicitly at shelf-edge, it is one of the key factors that feeds implicitly into their assessments of quality.

For Winterbotham Darby the implications were clear. Rather than talking about Animal Welfare explicitly and creating complexity by forcing consumers to trade off numerous factors in their decision to buy, they needed to think about how to talk about quality in a way that resonates.

Ultimately this comes down to a single word: 'care'. As one of our participants put it: 'You want to know that the people who make these products care. They care about their farms. They care about the animals. They care about doing things properly. Because if they don't care about all those things, how could you trust them to care about the quality of the product itself?'

## **7.2 Appendix 2- Next Steps forms**

This section lists in detail the responses of participants to questions about the way forward written on forms at the end of the day.

### **7.2.1 How would you like to see this work being taken forward?**

1. Discussions translating into measurable action; development of educational well being as part of educational curriculum from preschool upwards; need also to consider adaptations for those with SEND particularly difficulties with communication
2. It would be good to have regular meetings with members/representatives of each organisation to work together and devise initiatives that contribute to the well being of young people
3. A few (even one) specific achievable action to take forward by multi-agency organisation
4. More involvement of Young People
5. Connections and relations developed from the notes that follow, to then highlight what else could help and develop
6. Future Events/Action Planning of how actions can be taken forward with time/score/project
7. Action Plans/Strategies on how to introduce & develop positive thinking surrounding mental health & well being
8. Interested to see multi-agency work and involvement of children in whatever happens next
9. Shared Knowledge of what is available. A website created for youth voice. Services available for schools to know what practical steps they can input.
10. Outcomes discussed & revisited by group; contributions to "online platform"; Setting up of "Heroes"; Setting up of Hashtag
11. I would like to see more support for young people with learning disabilities
12. Agree next steps programme & progress it. Monitor going forward and feedback to group
13. The suggestions put into action
14. This is a really important conversation but I'm not sure what difference it will make... How can we generate change to tackle such a complex issue? It would be good to probe this further beyond this as initial discussion
15. Learning is shared with other key stakeholders

16. I would really like to attend future events like this. I found the networking and sharing of knowledge and ideas really useful
17. I would like to see some of the bigger ideas taken forward e.g. more work done to develop Parenting Groups, giving young people a voice in Surrey e.g. via Safeguarding Board. Providing more spaces for Young People e.g. Youth Clubs
18. Sharing of event material; Sharing of existing work i.e. mapping; Awards events/publicity for best practice
19. Would like practical ideas from other schools; more information of different websites/services available for schools; Surrey based website with info
20. Conversations, resource, enactment on key issues collaborations & consistency of thinking. Recognition of parallel working and wasting resourcing - one body needs to take leadership
21. Highlighting where schools/other agencies are doing good things to promote Young People's well being, like awards, articles featuring them in community forums etc. Awareness + training for parents + YPs on managing smartphones & ways to use social media as a force for good
22. I would like to see some of the suggestions being pushed through councils + higher to make some 'ideas' legislation
23. Eventually Health & Wellbeing as valued as Maths and English on the curriculum. Break down in stigma using social media & positive youth role model
24. More events to share ideas
25. I would like to continue partnership working and to learn and develop best practice techniques to help with our engagement work
26. Finding out what young people want help with/what their issues are. Bring all the professionals & decisions makers in Surrey together to make it happen. Regularly update everyone so we know
27. Expression of interest for a working group. Invite SYF to Guildford First event.
28. Surrey Awards for schools or other organisations doing good things for young people's mental health
29. Make sure you consult young people & let them help you shape this collaboratively
30. Shared information with colleagues in different sectors; further conversations/meetings; pupil initiatives in school/give them a voice
31. Ideas collated, Feedback to Group, opened out to Young People & Families, Do the same with young people
32. Through the celebration of existing achievements and identify parallels in other movements such as Gordons, LGBTQ & work with Eikon + YP.

### **7.2.2 How would you and/or your organisation like to be involved**

1. Happy to be involved in discussion/working group
2. Would be happy to be a part of a group as above

3. We can use our own forum (Surrey Safeguarding Children Board) can raise aware of the issue & action (specific & achievable as mentioned above) & facilitate organisations to work together
4. Trialling ideas; Training
5. Share our learning and learn from others, continue collaborations
6. Support wider involvement/participation in project plans
7. Helping with pilot schemes on introducing mental health
8. Be part of service offer to schools - tying in physical activity to mental well being.
9. Contribute to "Heroes"; Using Hashtag, Offer of facilities for future events
10. We would like to influence how changes could be made. We have lots of ideas.
11. Co-ordinate & summarise results of Workshop
12. To be updated and invited to further meetings
13. Stakeholder as part of conversation
14. To be invited to future events
15. We would like to attend future events and be kept updated by e-mail
16. Keen to be involved in more discussions & ideas for what schools can implement locally. I feel very passionately about young people's well being
17. Kept in the loop
18. Happy to attend and share ideas
19. Continued development with such initiatives to enable uptake
20. Going to future events & being on mailing list. Promoting anything practical with YPs that we work with
21. I think we could be involved in future discussions about sharing good practice but also to help highlight areas of concern
22. I would like to come back to any further discussions
23. News about volunteer opportunities we can send students for
24. We are very keen to engage with and listen to young people's views and to get them involved with the work we do
25. I think we can do a lot more, we rely on local orgs to do the work. We try to connect & signpost. I'd like us to focus on prevention - promoting healthy mental health from day 1
26. As people who can make things happen
27. Happy to support/sponsor an award if you get off the ground
28. Hub. Provide expertise against our research aims & Exp. Volunteers - students & Staff to help. Funding? Tie in with a research bid to support?
29. Design implement/trial ideas in school; Host events; Offer a perspective on SEND+wellbeing
30. Information i.e. kept in the loop; Collaboration - involvement in projects
31. Would like to continue to develop workshop ideas/platforms for young people to maintain the mental health

### **7.2.3 What will you and/or your organisation do differently as a result of today's workshop**

1. Consideration of wellbeing agenda

2. Continue to develop Mental Health provision - seeing more support from other professional agencies
3. Have a heavier focus on Mental Health & Well being in school and discuss with senior leaders ways of moving forward
4. Capture views of schools & voice of cross section of youth we work with.
5. Revisit Social Action already undertaken & celebrated; Contributions to SYF outcomes
6. Really consider how we listen to our young people
7. Run further events
8. Continue with work and processes in place to further support young people
9. Emotional health & wellbeing is a corner stone of early help work and plans for transformation. We need to continue to build on work planned to inform & drive transformation of whole system approach, not just something led by SCC, Education etc
10. I have taken notes and will share any learning with my team. Thinking outside-in thinking
11. I will organise a team workshop and do a similar brand exercise to see if we can come up with new ideas for projects the council can run to support young people with positive mental health and building resilience
12. I have lots of ideas, it's just a question of what I can realistically do within a very pressurised environment. I love the idea of a Listening Project
13. Continue to link and work with the voluntary sector
14. Recognition of key bodies/support; recognition of key issues and relevant appropriate responses
15. Mental Health first aid for staff; Ensuring we involve Young People in future mental health discussions
16. Ever more discussions to be had
17. Further understanding about Social action in wider community
18. Think of ways to be interesting in our approach
19. As above, see how we can actually help young people. What are the causes. What campaigns can we adopt or create?
20. Increase speed of delivery
21. Continue to find projects on the ground - didn't really get any detail on actual change today so probably no change at present
22. Engage more externally
23. Lots of ideas I need to shape and let you know
24. Ensure I have a young person involved in my service improvement plan
25. Will engage with YP 1 to 1 and groups and seek conversations & listens to needs

#### **7.2.4 Any other thoughts?**

1. Arrange events like this with children & young people to ask which solutions will work for them
2. Great turnout
3. A good day - Thank You
4. Thank you for putting on the event. Really great speakers



5. Thank you for providing an opportunity to talk about such an important subject. I found it really interesting
6. Great event
7. Need more practical ideas I can put into place
8. Very helpful discussions & great networking
9. Really enjoyed it. Thanks
10. Thanks - great day. Please keep us updated
11. The conversation needs to continue. Congratulations on a great event
12. All round a brilliant event - thank you
13. Listen to children (they have all the answers). They often know what makes them feel better

### **7.3 Appendix 3 - Secretariat**

We very much hope to run this initiative with a very different non-hierarchical co-leadership collaboration model. Enough management speak, what does this mean in practice? Surrey Youth Focus is offering (subject to funding) to run the “secretariat” at the heart of this initiative; running the secretariat\* is likely to include:

- Keeping track of relevant initiatives
- Communicating with partners to keep people informed about what is going on
- Making introductions and publicising other partner’s initiatives
- Organising coordinating events

Surrey Youth Focus is not aiming to lead on all of the strands.

\*One caveat – we are a small charity and need to get funding to be able to pay staff time to lead on this work.