

# Video Project

Young people's  
views on healthcare  
provision in Camden

1 August 2018



# Healthwatch Camden background



Healthwatch Camden is an independent organisation run by and for local people. We aim to make sure that people using health and social care services in Camden have a strong **VOICE** in the delivery of these services. We want people to know the **CHOICES** they can make in health and social care services and also that by using their voices they can make a **POSITIVE** change in health and social care services.

Our remit derives from the key functions and powers of a local health and social care organisation, as set out in the 2012 Health and Social Care Act.



## Executive summary



**We wanted to find out the health and social care issues young people aged fifteen to sixteen in Camden think are important to their demographic and also to find out how they like to be communicated to by health professionals and teachers. To this end we devised a Youth Social Media campaign week. It is a pilot campaign.**

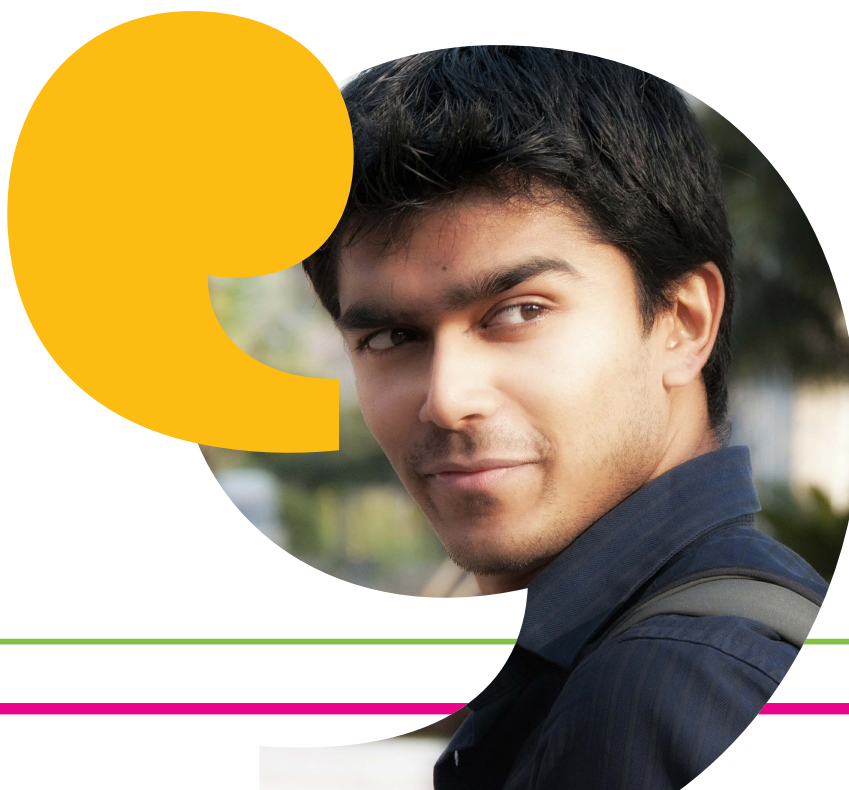
We collaborated with William Ellis School where the project was hosted and students were also drawn from LaSWAP. William Ellis School is a secondary comprehensive school for boys in Highgate. LaSWAP is a sixth form centre comprised of four small, but closely linked sixth forms.

We conducted five focus group sessions with the young people. The numbers at the sessions ranged from eleven and seven young people. Their ages ranged from fifteen to sixteen and most attended William Ellis School. They were broadly representative of students at the schools with both males and females participating and different ethnicities and religions. Any students interested in attending were invited which meant that the groups number increased or decreased at each session.

The students worked as a team to identify the issues most important to them. They also used teamwork to create a video. The views expressed by the students were their own views and they were not prompted by the facilitators.

We facilitated discussions on health issues and also got them to decide how they wanted to express their views in a video and on social media.

Their choice of social media also gave us an idea of which social media platforms they frequent. They cited Instagram, Snapchat and Twitter as their main platforms of choice. They said that they also use Facebook, but not as much as older people.



# Executive summary



The health issues the young people said are most important to them and their peers were:

**SMOKING**

**ANXIETY**

**CONFIDENTIALITY**

**UNPROTECTED SEX**

**SCHOOL NURSES**

**BODY IMAGE**

**WORKLOAD**

**SEXUALITY**

**STRESS**

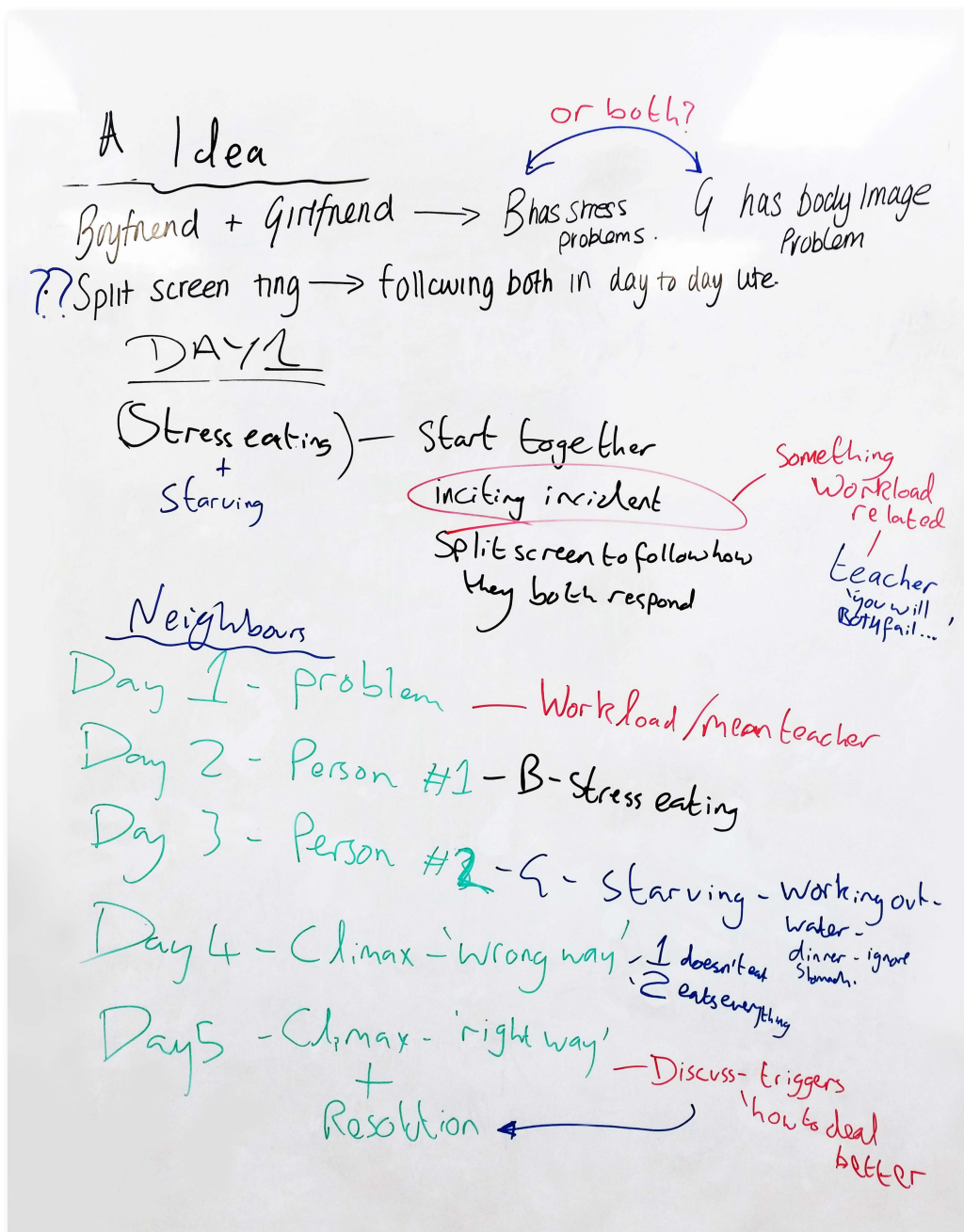
**DRINKS AND DRUGS**

What young people wanted to see changed included:

- **It's important to have someone to talk to.**
- **It's important for schools and other organisations to present issues in a realistic way that young people can relate to, for example, having people coming to do talks who are long term homeless or in life imprisonment for drug offences is too far removed for young people to relate to.**
- **There need to be more opportunities in school to talk to teachers or the school nurse in confidence.**
- **School nurses should make an effort to see more pupils and make their presence known.**
- **Stigma in terms of sexuality and religions should be tackled more openly at school with teachers realising that bigotry is often learned at home and brought to school.**
- **A study found that fifty percent of Year 10 boys had high self-esteem scores compared to thirty-eight percent of girls<sup>1</sup>. The young people we spoke to said that their self-esteem is heavily influenced by social media. They said that there should be education in schools and voluntary organisations to let young people know that many celebrities and social media stars use altered images of themselves. This will help young people going through puberty to feel normal and confident in their appearance.**
- **The young people felt that they were confident to find services outside of school via the internet to help themselves where needed.**

<sup>1</sup> Schools Health Education Unit, Health related behaviour survey 2015, in relation to Camden.

# Executive summary



We created a board of the issues raised by the young people.

The final report is to help organisations and decision-makers (this includes schools, health professionals and not-for-profit local organisations) understand what young people prioritise in terms of health care and consequently enable them to have a deeper understanding of their needs.

This was a pilot project with a specific group of students, so not necessarily representative of all of Camden's fifteen and sixteen year olds. However, their work provides valuable insight, which we hope will prompt broader discussion.

We will share the report widely in Camden, to help improve outcomes for young people and build relationships.

# Introduction



**The health and wellbeing of young people is very important to Healthwatch Camden. Statistics show that self-esteem, physical health and educational attainment all influence psychological wellbeing later in life<sup>2</sup> so it is vital that we talk to young people about the issues that presently affect them.**

We are pleased to be working with William Ellis School and LaSWAP sixth form centre on this pilot project. One of our core functions is to make sure that decision makers listen to young people and provide adequate services. We want to link up with more young people's groups in the local community so that young people can have a say in shaping local services to suit them.

The nature of the project means that we set out to work in depth with a small group rather than trying to gather views from a broad representative group. We want to use the insights from this pilot project as the basis for future work.

We put the onus on the young people to tell us how they want to be communicated to in order to create a two-way dialogue. We told Healthwatch England about our concern that we are not hearing young people's voices and how we want to address it as similar concerns have been raised by local Healthwatch nationally.

In Camden health and social care services for young people are provided by the NHS, Camden Council, educational institutions and the voluntary sector. The young people we spoke to acknowledged that services were being provided, but they were not happy with the methods used by adults to communicate with them. This could be a factor as to why young people's voices are not heard.

## Negative views about getting help



27% drugs

26% sexual health

28% weight management

21% mental health

A survey of school children in Camden found that 27% of children thought people have negative views about getting help from services, for example, in relation to drugs, 26% in relation to sexual health, 28% weight management and 21% mental health.

Young people have a tendency to communicate on social media, especially with each other and there does not seem to be a heavy push by Camden services providers to use this tool as a primary means of communicating with young people on a continual basis.

Listening to the voices of young people in health and social care is important especially because fifty percent of all mental health conditions emerge before the age of fourteen and seventy-five percent before the age of twenty-five.

Healthwatch Camden will show this report and accompanying videos to schools, Camden Council, the Clinical Commissioning Group, decision-makers and other organisations that have a role to play in the delivery of health and social care services in Camden, so that the young people's voices are heard.

<sup>2</sup> Camden JSNA: Focus on Children and young people's (CYP) mental health and wellbeing, June 2017.

## What the Young People said is important to them

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Smoking      Workload      Anxiety  
Confidentiality      Sexuality  
Body image      Unprotected sex  
School nurses      Stress  
Drinking and drugs

### Smoking

The impact on their bodies and the impact on money were raised. Young people want more assistance in stopping smoking and substance abuse. They don't know which methods to use to successfully stop long-term and said that not enough information is given by schools or health professionals.

### Confidentiality

Issues relating to information being shared were raised, for example if you tell a teacher something confidential, it sometimes happens that the teacher will approach you in a hallway with everyone there and ask you questions relating to the issue. So there is a reluctance to tell teachers anything as some are indiscreet.

### School nurses

Access to school nurses is limited. School nurses work part-time and it is not advertised when she/he is at the school. The young people want more access to the nurse especially for confidential health issues. There was also confusion on the exact role of the school nurse.

### Workload

Teachers seem to have a lack of understanding in terms of students having lives outside of school and responsibilities. They stack homework and exams as if the students have no other subjects to study.

Exam time is brutal and stressful. If you had a bad morning then you are likely to fail despite putting the work in for years. Also exams are one after the other as if the students have nothing else to do. Young people have lack of sleep due to workload and feel tired and worried about it.

### Stress

This is closely linked to 'workload'. Students feel that teachers don't understand that they have other responsibilities outside of school, like looking after younger siblings, jobs, family stresses, and young carers. Stress leads to a lack of sleep, restlessness and a lack of concentration in class.

# What the Young People said is important to them



## Anxiety

Students feel anxious due to the multiple stresses they are under - at school, home and work.

## Unprotected sex

Not enough information is given on the dangers of unprotected sex whether at school or by health professionals. Many students are unaware of the dangers of sexually transmitted infections (STIs) and think that if you know someone or are in a relationship for a while with the same person you won't catch anything from them. They are unaware of risk and believe that it would never happen to them and no information is being given to counter this. The results are unexpected pregnancies and STIs. One person said that at their religious school sex is hardly discussed.

## Body image

Young people feel pressurised to live up to the ideals of social media, for example, 'Instagram models'. This applies to both males and females. Young men who in the past did not feel pressure on body image now feel it. It makes both genders feel uncomfortable about themselves especially as hormonal changes are outside of their control.

No information is given about images in the media perhaps being airbrushed or photoshopped so they feel they are being fed unattainable standards of beauty which are hard to resist. A young person said: "If you do not fit society's standards of beauty you fear bullying or will be bullied."

## Sexuality

The young people said that if other young people don't understand your sexuality you will get bullied. More education is needed on the different types of sexuality in school, for example, a learning day.

There is homophobia at schools - prejudice due to upbringing and religious beliefs. Beliefs about sexuality are moulded by parents which can be ignorance. This can lead to suicide, people feeling isolated, especially if family and friends shun you or start rumours. Your mental state is impacted.

## Drinking and drugs

The young people said that they need to be educated on the effects of drink and drugs on their bodies so that they can make educated decisions and know their limits. They said that this education should start at around fourteen years old.

The young people said that drinking alcohol sensibly for fun is not an issue, it is when you get addicted that it becomes a bad decision.

Past GCSE and during exams young people turn to drink and drugs to calm down. Then it becomes uncontrollable and school work is affected. Drinking and drugs also creates problems at home and with relationships with parents.

**"If you do not fit society's standards of beauty you fear bullying or will be bullied."**

## What the Young People said is important to them



Education makes no difference due to the curiosity of trying the drink and drugs - if you want to do it you will. Also peer pressure may be too hard to refuse.

At school it is more realistic that you will have access to drugs than drink and young people are not worried about the effects until something happens to them.

Fear tactics don't work in school especially when teachers, health professionals and charity speakers use unrelatable examples or bring in people to do talks who are in extreme situations, for example people who did prison time for dealing and taking drugs.

Safety is a concern - Spiked drinks are a concern and going home when you are high.

The young people said that making weed illegal causes crime.

Gang crime - knife crime, 'wannabe bad boys' create problems for everyone as they rob other young people for money for drugs and alcohol.

### Conclusions

The young people said that they believe that the most important health issues for young people in Camden are:

**WORKLOAD**

**BODY IMAGE**

**DRUGS**

## Social media and video



The young people decided that the three most important health issues to young people in Camden were: workload, body image and drugs. These would be the issues covered in the young people's videos. The videos would then be shared on YouTube, Facebook, Twitter and Instagram for five days in order to get as many people as possible to see them.

# Results of the social media campaign week



The social media campaign week took place on the 23 – 27 April 2018. The students used acting to highlight the three issues they think most affect young people in terms of health, namely [drugs](#), [body image](#) and [workload](#).

The videos can be seen on our [Instagram](#) page, our [Youtube](#) channel and [Facebook](#).

The school said that they plan to use our videos for Personal, Social and Health Education (PSHE) training with students. Results included more local people following us and talking about us.



## Instagram

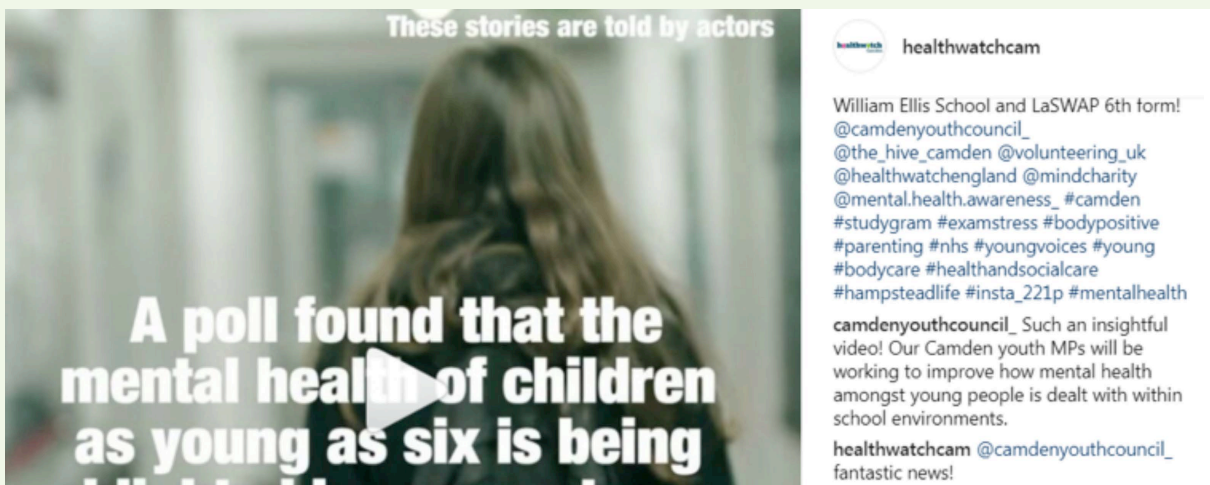
Instagram was a new platform for us to use. We started the page with a two week 'teaser campaign' to get engagement before the launching the campaign.

# 252 'likes'

We achieved a total of 252 'likes' as well as engagement.

Engagement was positive, for example, **Camden Youth Council** commenting:

*'Such an insightful video! Our Camden youth MPs will be working to improve how mental health amongst young people is dealt with within school environments.'*



# Results of the social media campaign week



## Facebook

**1,600 views**

We achieved a total of 1,600 organic (not paid for) views.

**2,240 people**

Our posts reached 2,240 people in total.

**409 minutes watch time**

The three videos were under one minute long and we got 409 minutes watch time in total.



## Twitter

Many local organisations and local individuals kindly retweeted our video campaign including Healthwatch England's chair.

**Care Quality Commission** retweet and commented:

*Love this video from @Healthwatchcam. Great work from the young people of William Ellis School and LaSWAP'*



**Young Healthwatch** group shared and DM'd: *'Great work'*

## What young people say they want from schools and Camden's service providers



We should be taught the *effects* of drink and drugs by people coming in to school that we can relate to not extreme examples.

Teachers should not approach us about confidential issues in the school corridor where everyone can see.

School nurse should work more hours.

Teachers should understand that we're busy with family and job responsibilities as well as school.

Not enough information is given on the dangers of unprotected sex, lots of people think, 'it won't happen to me.'

It's hard to live up to Instagram models. We should be taught that they're airbrushed at school.

Wannabe bad boys create problems for everyone, they rob other young people for money for drugs and alcohol.

Bigotry is learned at home.

## Acknowledgements and thanks



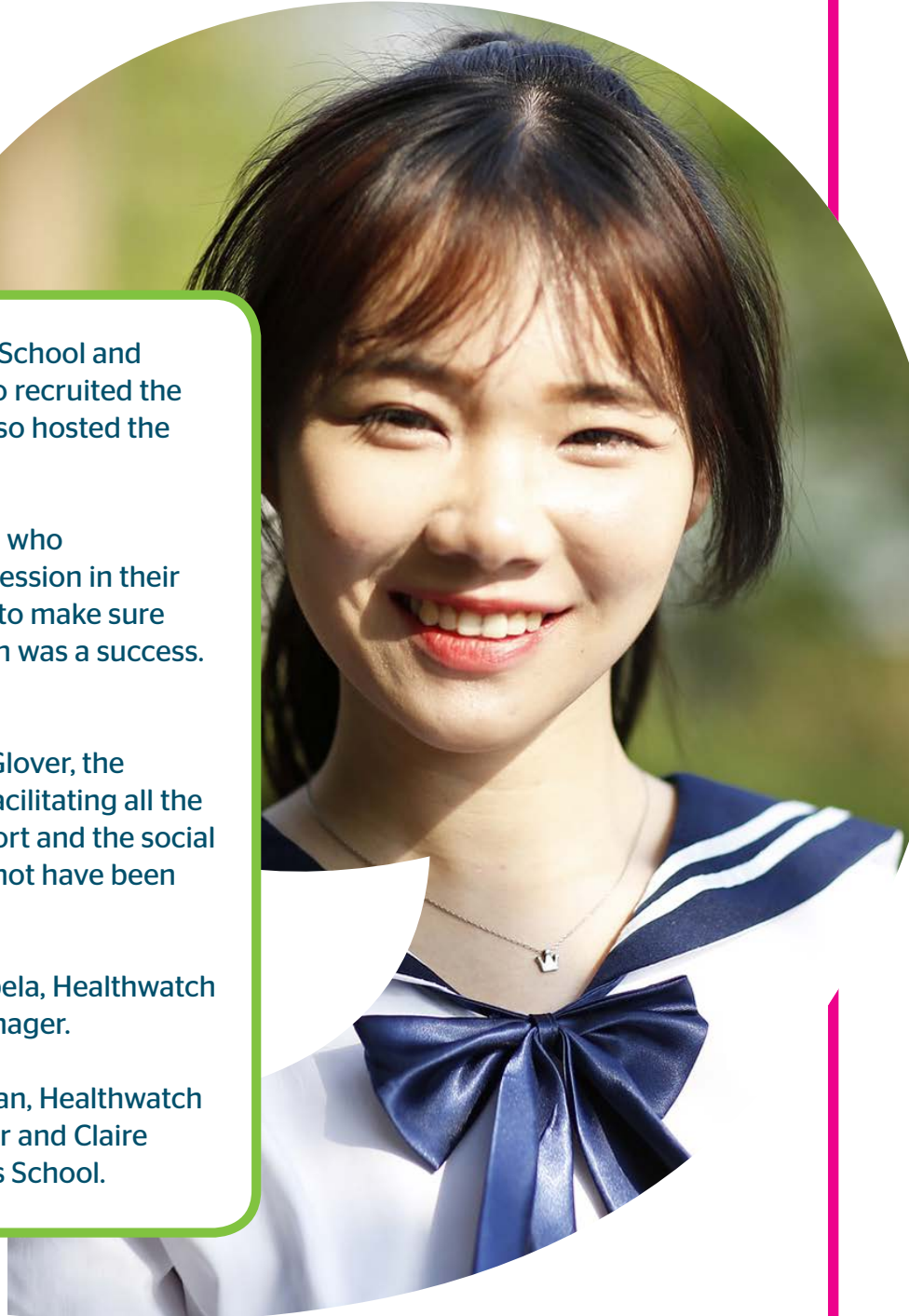
We want to thank William Ellis School and LaSWAP sixth form Centre who recruited the students for the project and also hosted the sessions/focus groups.

We want to thank the students who participated and came to the session in their spare time. They worked hard to make sure that the social media campaign was a success. This report is for them.

A special thanks goes to Mr J Glover, the teacher who took the lead in facilitating all the sessions. Without him this report and the social media campaign week would not have been possible.

Project lead was Lindi Maqhubela, Healthwatch Camden Communications Manager.

Facilitators included Shelly Khan, Healthwatch Camden Engagement Manager and Claire Ozkaya, teacher at William Ellis School.





## Contact us at

**Healthwatch Camden, 150 Ossulston Street, London NW1 1EE**

**Telephone** 020 7383 2402

**Email** [info@healthwatchcamden.co.uk](mailto:info@healthwatchcamden.co.uk)

**Website** [www.healthwatchcamden.co.uk](http://www.healthwatchcamden.co.uk)

**Twitter** @healthwatchcam

**Instagram** healthwatchcam

**Facebook** Healthwatch Camden

**Youtube** Healthwatchcamden

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