Kent Surrey Sussex Academic Health Science Network

e-wellbeing
POWERED BY
YMCA DownsLink Group

NHS Health Education England

Sussex-wide Children & Young People's Digital Mental Health Communications Training

Unity Insights

NIHR | Applied Research Collaboration Kent, Surrey and Sussex

YMCA
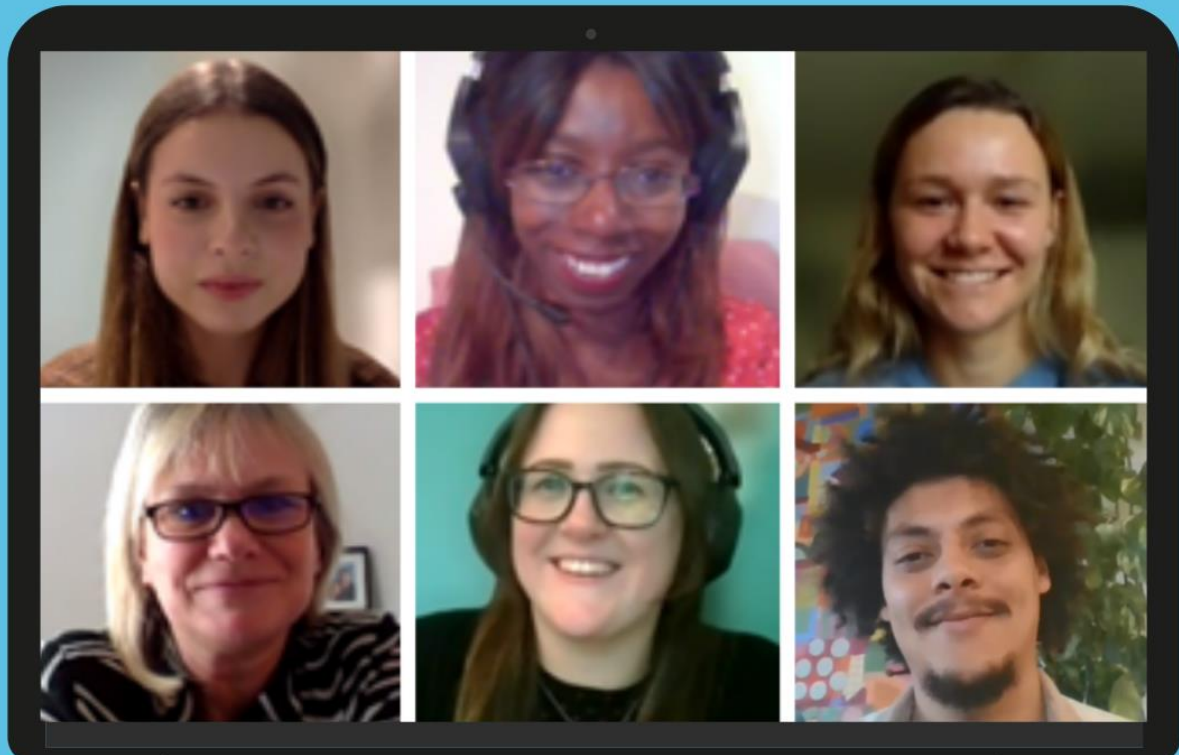
Contents

1. Context of the training

Following the Sussex-wide [Children and Young Persons (CYP) Digital Mental Health Review](#), YMCA DownsLink Group (YMCA DLG) partnered with Kent Surrey Sussex Academic Health Science Network (KSS AHSN) to deliver the **Pan-Sussex Digital Mental Health Communications Training Programme**. Unity Insights provided evaluation support with the co-design of feedback surveys and analysis of results. The training was funded through Health Education England (HEE).

Aimed at those working with children and young people across Sussex, the training was designed with a collaborative approach and was co-delivered by e-wellbeing's Youth Ambassadors from YMCA Dialogue, alongside experienced therapeutic and digital professionals. The CYP specific training content included:

- The importance of embedding a trauma-informed approach and inclusive practice to provide equitable support for CYP, by Dr Celia Lesquerre

- How to use clear and concise online communication with young people

- The importance of including youth voices to improve engagement

- How to embed diversity, inclusion, and accessibility

Three local training sessions were offered over Zoom in November 2022, each tailored to one of three localities: Brighton and Hove, East Sussex, and West Sussex. The sessions included a range of elements to support delivery, including the involvement of young people, pre-recorded videos and podcasts, and breakout rooms.

2. Survey results

2.1. Training uptake

Over 200 people registered for the CYP Digital Communications training, across Brighton & Hove (n=54), East Sussex (n=66), and West Sussex (n=84). Whilst not all of the registrants were able to attend the full training, all received a resource pack which included materials on the content of the training for future reference.

Of those who registered for the training sessions, just under half (n=96) attended across the three locations. Everybody who attended the training was invited to carry out a short survey on the training session they attended, of which there were a total of 64 responses across all locations. Nearly half of respondents (45%) attended the West Sussex training.
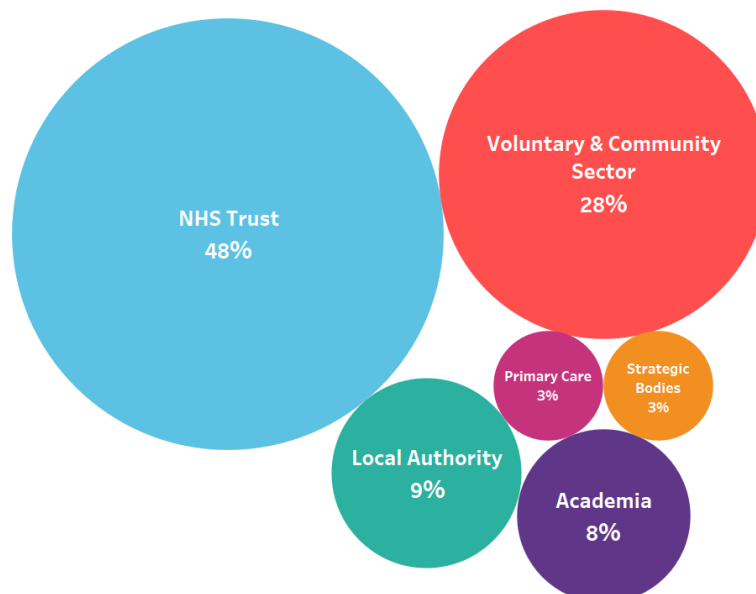
Training location

West Sussex 29 (45%)

Brighton & Hove 17 (27%)

Total: 64

East Sussex 18 (28%)
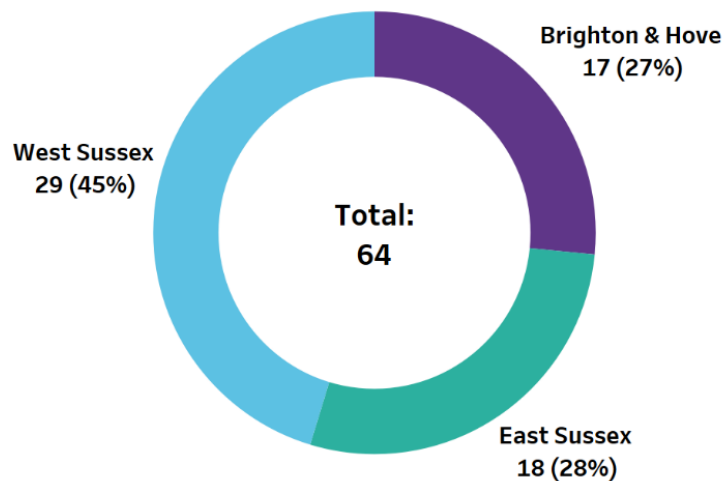
There was a wide range of attendees from a range of organisations and with a variety of roles. The open invitation enabled attendees to benefit from different perspectives, whilst providing a platform for the learnings to be shared widely across the different organisations and sectors working with children and young people. The age of respondents ranged from under 18 to over 61 years old, with the most common age ranges 26-30 years (25%, n=16) and 36-40 years (19%, n=12).

Many different roles were represented across those who attended, including those in clinical positions, senior and managerial roles, academia, and communications. Nearly half of respondents worked in NHS organisations, followed by 28% working in the voluntary and community sector.

Organisation types

NHS Trust 48%

Voluntary & Community Sector 28%

Primary Care 3%

Strategic Bodies 3%

Local Authority 9%

Academia 8%

2.2. How was the training received?

Participants were invited to fill out a Typeform survey in order to assess the training and provide opportunity for them to provide anonymous feedback. Two thirds of the attendees completed the survey (n=64), answering a mixture of multiple choice and free text questions. The questions explored participants demographics, their experience of the training, and how the training has improved their understanding of digital communications.

94%
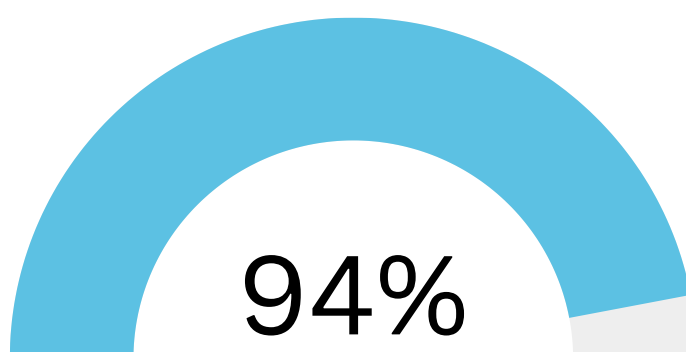
Of respondents rated the training as 'good' or 'excellent', with nobody rating the training as poor.
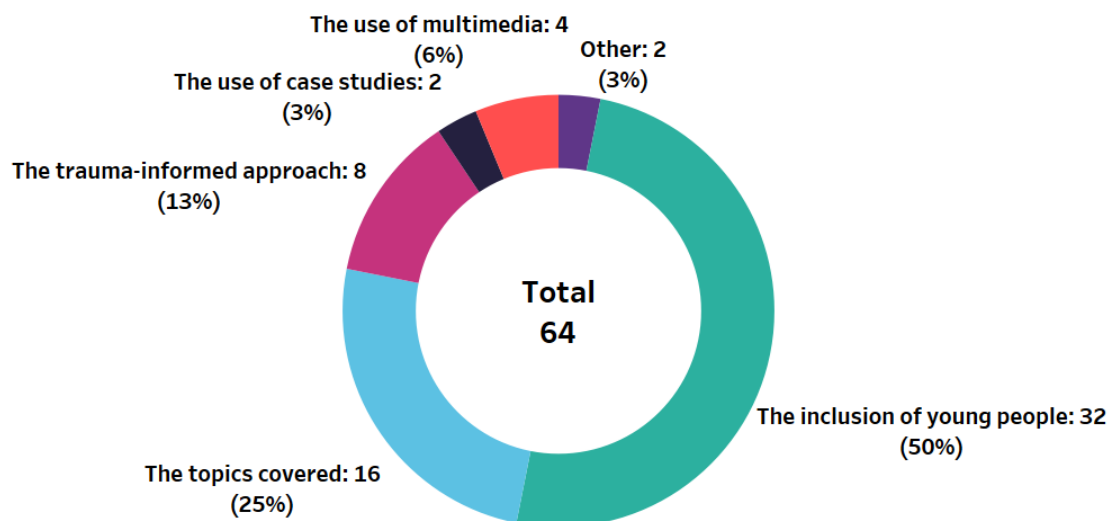
Participants rated the training highly, with over half rating it 'excellent'. The inclusion of young people within the training proved to be popular, with half of the respondents (n=32) saying this was the element that they valued the most. The topics covered, and the trauma-informed approach delivered by Dr Lesquerre, were also highly rated in feedback.

Further to this, 94% (n=60) agreed that the content was relevant to their roles; 91% (n=58) felt that they now have a better understanding of how to develop effective digital communication materials and strategies; and 86% (n=55) of the respondents agreed that their confidence in developing such materials has improved after the training.

Brilliant training. It was powerful having e-wellbeing ambassadors involved in the training, sharing their own personal experiences and what they like when accessing services e.g. music, videos etc. It was engaging and interactive and covered a range of relevant topics.

What did you value most about the training?

The use of multimedia: 4 (6%)

The use of case studies: 2 (3%)

Other: 2 (3%)

The trauma-informed approach: 8 (13%)

Total 64

The inclusion of young people: 32 (50%)

The topics covered: 16 (25%)

2.3. Key take-away actions

There were several key themes that appeared when considering the key take-away actions that respondents intended to carry out post training:

48% of answers referred to the **inclusion of young people** in communications, and the **diversity** of those involved.

42% of answers considered the acknowledgement and use of **different methods and styles of communication**, particularly when liaising with children and young people. This includes recognition of the prevalence of social media, such as TikTok, and how these platforms may be utilised to reach the target audience.

22% of answers mentioned **co-production and teamwork**. This encompassed both collaborations directly with children and young people to co-produce materials and resources, and with other team members and organisations.

Thinking about the importance of choice, consistency and clarity in our communications. I particularly found the information about young adults having to fill out too many forms and not trusting youth organisations important...

...It's also reassuring to think that consistent branding is a good signal of trust to young adults, as I sometimes wonder if this is a worthwhile thing that I'm spending time on for our organisation...

Key takeaway is learning of the main digital channels CYP use and what is most valued (such as brand consistency and transparency). I'll be making sure to consider things like design, language, platform, diversity and inclusivity in any new communications our service puts together. And I'm going to review all existing CYP comms we have and update them to reflect the points raised today.

...I will build some of the findings into our comms strategy, and share some of the ideas with our youth work team who are doing challenging digital communication work, building trust with new young adults who have complex mental health problems and needs.

Including young people within the design is key. This way there is a better chance of successful engagement.

General themes in "Following this training, what are your key take-away actions and how will you put these into place?"
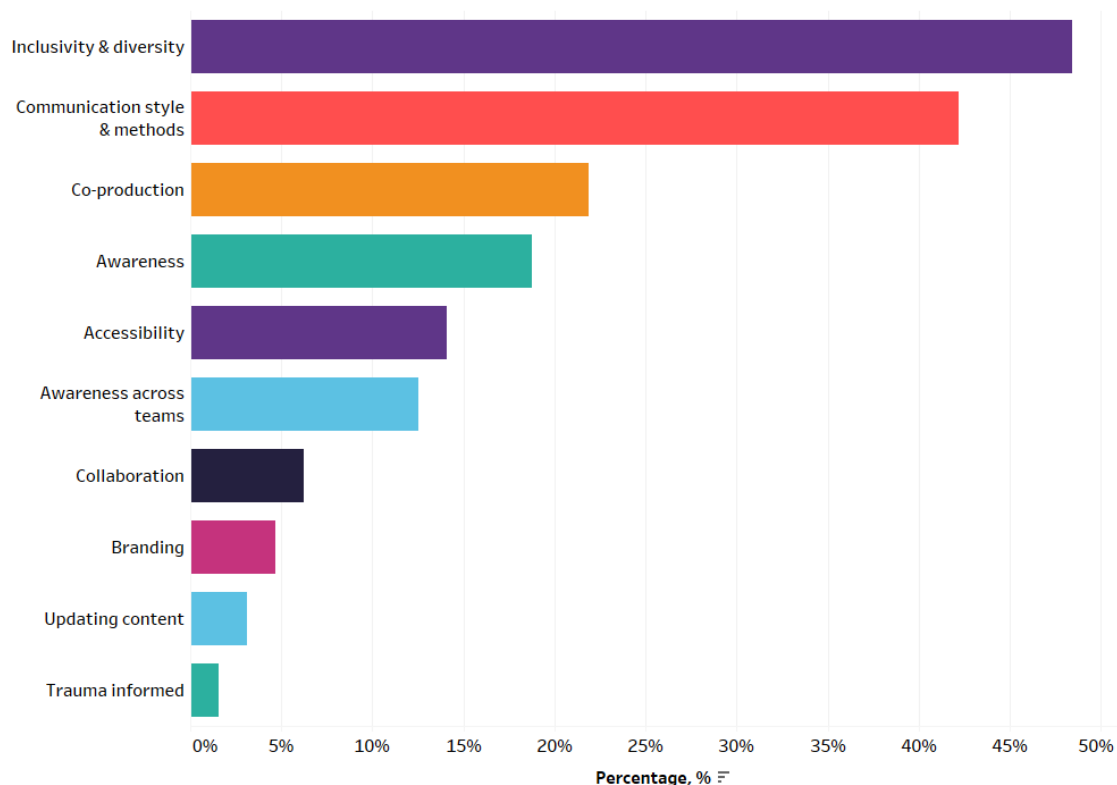
2.4. Recommendations for others

When considering the recommendations respondents would make for others looking to improve their digital communication with children and young people, the most common answers referred to the following themes:

38% of responses mentioned **collaboration** and working both with colleagues and children and young people. There was a particular emphasis on the **involvement of young people**, listening to them and working with them directly to implement ideas.
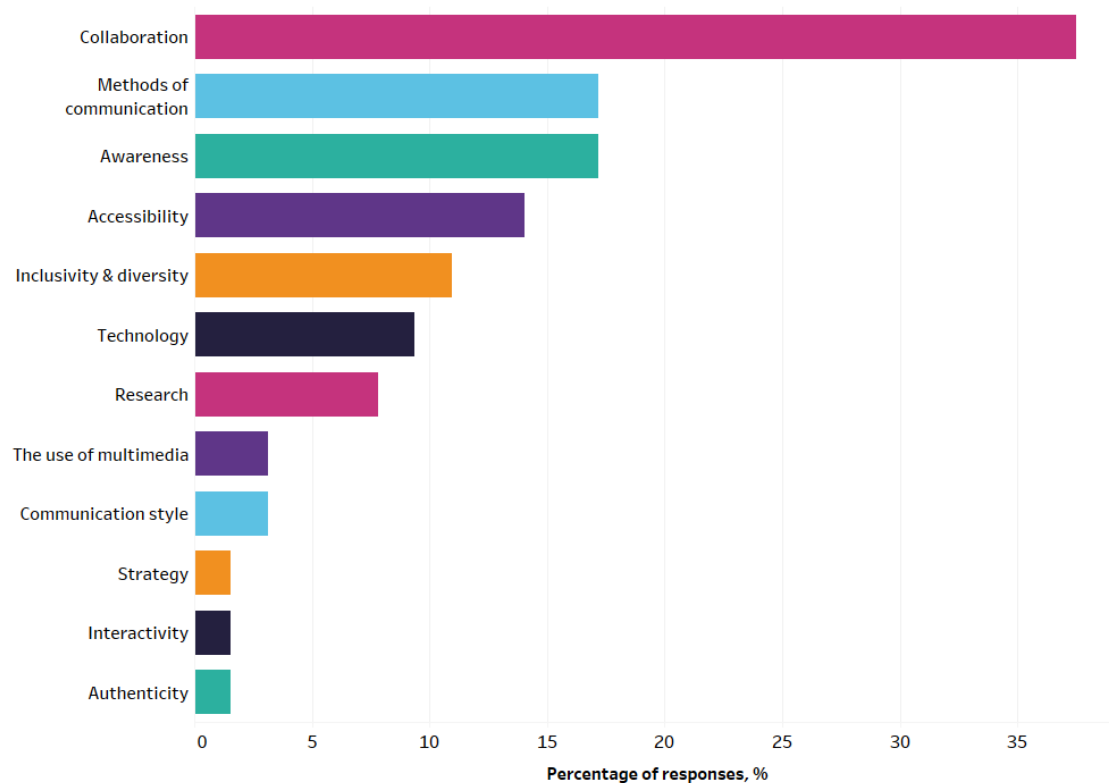
17% of the respondents referred to the increased usage of digital and online methods, including Zoom and social media platforms such as WhatsApp. There was also emphasis on **communicating** in a way that may be more **appealing and accessible** to young people generally, with the implementation of multimedia for example.

17% of the responses mentioned **awareness**, such as within medical settings and in terms of **training and upskilling**. One stated: "*it is a shame that only 27 percent of GPs refer [,] maybe do a training session with them to raise awareness*", with others discussing the importance of having an awareness of the needs of young people, in order to help them.

General themes for "Do you have any recommendations for others looking to improve digital communication with children and young people?"

Percentage of responses, %

To have a larger outreach of young people to receive feedback from and include in youth participation.

Ensure young people are front and centre in developing digital solutions and delivering digital solutions.

Consider accessibility, D&I, consistency, clarity, involve YP to help remove barriers to accessing support.

2.5. Wider feedback

Respondents were invited to provide general feedback on the training session that they attended. The response rate for this question was significantly lower than the total of 64, with just over half (n=34) of the survey respondents answering with direct comments regarding the training. Positive feedback mostly regarded the following themes:

53% of the responses were complimentary of the **quality of the training** provided, with several comments on how **engaging** the training was.

21% of respondents would **recommend that other people attend** the training, or believe that a similar training should be held in follow up or on different topics.
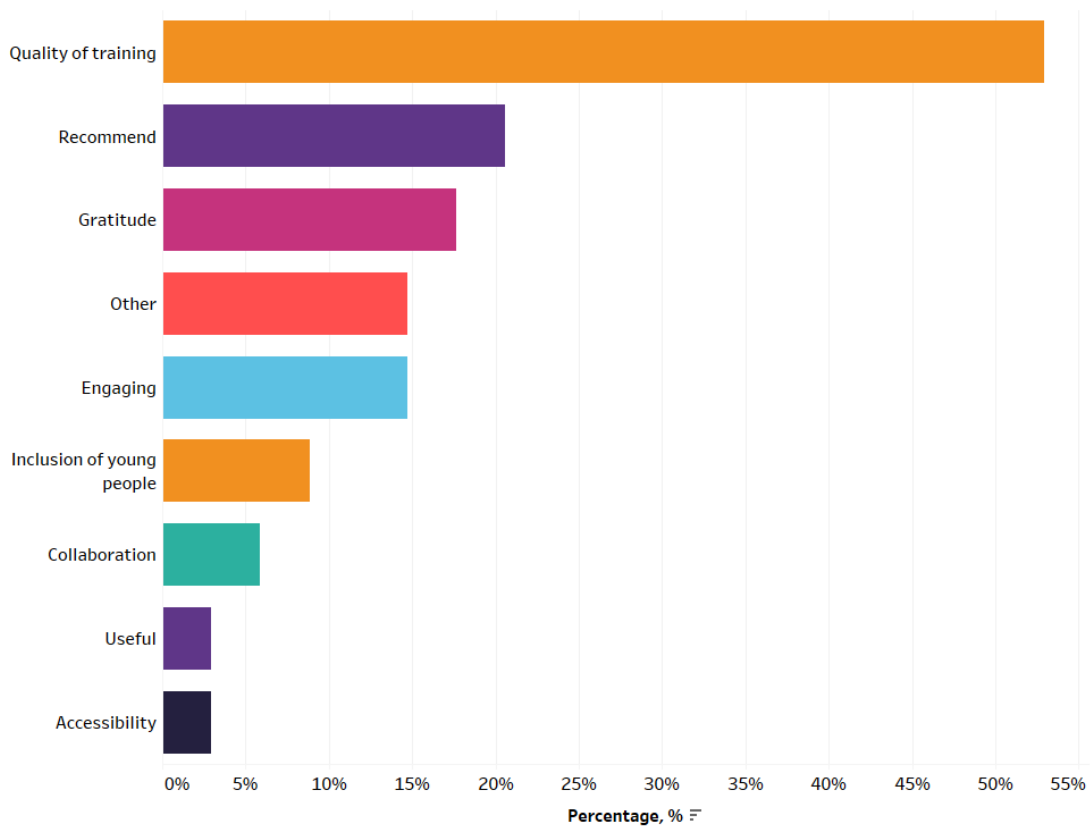
18% of the respondents expressed their **gratitude for the training** and those who hosted it.

> Very impressed with how you delivered the training, the content, break out tasks and the young people that worked hard to make the training so engaging! Thank you.

General themes for "Do you have any other feedback?"

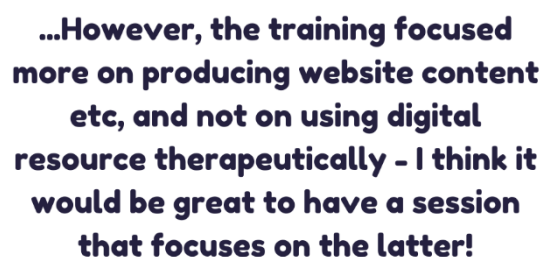| Theme	Percentage
Quality of training	~53%
Recommend	~20%
Gratitude	~18%
Other	~15%
Engaging	~15%
Inclusion of young people	~9%
Collaboration	~6%
Useful	~2%
Accessibility	~2%

Percentage, %

2.6. Suggestions

Within the general feedback, the respondents also provided some guidance as to ways in which the session could be improved:
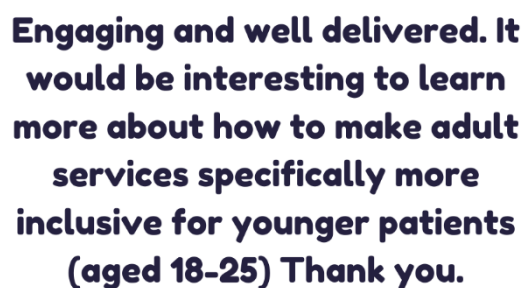
- One considered the format of group discussions: "*breakout rooms would benefit to have facilitator who can lead the chat*"

- One respondent suggested further examples within the training: "*I think it would have been helpful to see some specific examples of adaptations that we can make to make our digital communications more inclusive*"

> **The training gave a useful overview of the benefits of using digital technology, and it was nice to have young ambassadors co-delivering it too...**

> **...However, the training focused more on producing website content etc, and not on using digital resource therapeutically - I think it would be great to have a session that focuses on the latter!**

> **Engaging and well delivered. It would be interesting to learn more about how to make adult services specifically more inclusive for younger patients (aged 18-25) Thank you.**

3. Young people's feedback

A collaborative approach ensured that the training was co-delivered by e-Wellbeing's Youth Ambassadors from YMCA. Their involvement in the training was well-received, and a couple of the Youth Ambassadors have provided feedback on their experiences, highlighting the importance of inclusion.


Hannah

It was amazing to have the opportunity to share my own experience of the pandemic. Everyone involved was so supportive of youth participation, which was great to see!

Phoebe

I had a great time co-facilitating the training in November, it really built up my confidence in presenting and I felt very included in the planning. I'm really proud to have been a part of it and to have worked alongside such amazing people.

4. Next steps
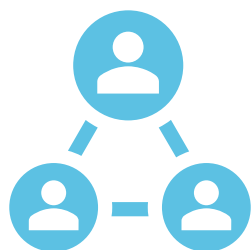
- The training toolkit will be shared through the e-wellbeing platform locally, regionally, and nationally to those working with children and young people.

- The evaluation of the training will be shared with Sussex ICB including the Sussex ICB Digital Board.

- The evaluation of the training will be shared with HEE nationally and regionally as key funders.

5. Resources

- Pan-Sussex Digital Mental Health Communications Training Programme Toolkit

- Diversity, Equity, & Inclusion Resources

- e-wellbeing Platform

- Sussex-wide Children and Young Persons (CYP) Digital Mental Health Review

6. Appendix

6.1. Survey questions

- Demographic questions

    o   Do you work in this location? *(multiple choice)*

    o   What is your organisation? *(free text)*

    o   What is your role? *(free text)*

    o   What is your age? *(multiple choice)*

- Multiple choice questions:

    o   How would you rate the training? *(Likert scale)*

    o   What did you value most about the training? *(multiple choice)*

    o   The content was relevant to my role *(agreement scale)*

    o   I now have a better understanding of how to develop effective digital communication materials and strategies *(agreement scale)*

    o   My confidence in developing digital communication materials and strategies has improved *(agreement scale)*

- Free text questions:

    o   Following this training, what are your key take-away actions and how will you put these into place?

    o   Do you have any recommendations for others looking to improve digital communication with children and young people?

    o   Do you have any other feedback?