

Young People's Healthy Hub: Briefing Note 3 – November 2020

1. Purpose

To update project partners and stakeholders on the current progress of the Young People's Healthy Hub (YPHH) including Covid19 response plans being implemented.

2. Background

The aim of the Young People's Healthy Hub is to set up and establish a central point of access and associated outreach intervention for young people aged 11 – 16 years old who need preventative support with their mental, emotional, and physical or lifestyle related health needs.

3. Healthy Hubs

Prevention and encouraging people to be more proactive about their health and wellbeing is central to the vision of the Healthy Stevenage Strategy 2018-2022, A Healthier Future: STP for Herts & West Essex (2016-2021) and the NHS Five Year Forward View. The Hertfordshire Healthy Hubs funded by the Public Health District Partnership aims to deliver a Healthy Hub in every District and Borough of Hertfordshire, including a Young People's Healthy Hub in Stevenage.

The original objectives of the Young People's Healthy Hub are:

- To engage and **improve the physical activity** levels of 100 young people.
- To **reduce the weight** of 100 young people.
- To engage and improve the **mental health** scores of 100 young people.
- To improve the ability and confidence of 100 young people relating to **cooking and healthy eating**.
- To **signpost or refer** 150 young people to appropriate services/advice, information or guidance.
- To engage 20 young people in gaining **leadership skills/qualification** in sports/play/health and wellbeing, including volunteering opportunities.
- To engage and improve the understanding of 40 young people in **Mental Health Training**
- To engage 100 children and families through **'Life Skills'** programmes.

As part of our community response to Covid-19 the following objectives have been added:

- To engage at least five young people to **co-design** a YP HH app for project sustainability
- To engage at least five young people from the **BAME community** to become hub ambassadors
- To attract a total no. of 50 **visits to the website** each month.

4. Progress to date

The healthy hub section on the new look Stevenage Borough Council **website** will have a soft launch with project partners during week of 23rd November 2020 with an official press release the following week. We are working to arrange a launch video with the Youth Mayor and have new social media plan which includes the use of instagram (@yp_hh_stevenage) to help us engage more effectively with our target audience.

We welcomed our new Young People's Healthy Hub **Coordinator** Emily Clark to the team on 3rd November after James Jeffrey was seconded to Hertsmere. We are really excited about her joining the team as she has an MSc in Health Psychology, has some experience in supporting vulnerable adults and a commitment to the health and wellbeing of young people. She is our new face of the hub with a welcoming disposition and know she will have a positive impact on all young people who access the YPHH especially with the second national lockdown in place.

We have continued engagement with **schools** and working on using videos to promote YPHH services to students and social media followers. It is still unclear as to whether we will be able to base the hub at Marriotts Sports Centre due to ongoing restrictions. Ambassador role descriptions have been created to recruit young people to champion the hub in their school, local community and family settings.

Our first online **Healthy Eating** programme starts on 8th December targeting 15 families from lower socio economic groups. This programme supports families to cook healthy meals using foods usually found in their homes will be delivered by local organisation Wise About Foods CIC. Additional Healthy Eating programmes to be delivered in 2021, Community Kitchen by Stevenage Football Club and Noma Creates, Master Chef finalist (2016).

Our **Emotional Wellbeing and Coping Strategies** course starts on 3rd December and will be delivered by Herts Mind Network. **Counselling** services will be delivered by Mind in mid Herts offering a mixture of face to face and online sessions, 3 evenings a week beginning in January 2021. **Active Lifestyles** is also scheduled to begin in January 2021 and will be delivered by FitKidz. However this programme is heavily dependent on gaining access to dependant Marriotts Sports centre.

Due to the **Covid-19** pandemic Public Health Hertfordshire have extended the timeline of the District Partnership Healthy Hub programme by six months up until the end of September 2020. This is to ensure that all districts have the best chance to deliver a successful Healthy Hub in light of any changes to previous plans. As we had moved to develop an online/virtual offer of support this has provided us additional time to mobilise these changes.

5. Next Steps

- Accelerated digital marketing focus.
- Continued updates of website section.
- Monthly referral partner meetings to take place from January onwards.
- Connect with other healthy hubs across the UK
- Continued to work on engagement activities with stakeholders and young people in Stevenage.
- Development of strategic plans for long term sustainability

For further information about Stevenage Young People's Healthy Hub contact:

Stevenage Borough Council: Candice Bryan, Health & Sport Strategy Manager
Email: candice.bryan@stevenage.gov.uk

Hertfordshire County Council: Joe Capon, Public Health Project Manager
Email: jolyon.capon@hertfordshire.gov.uk

Hertfordshire County Council: Fiona Cookland, Public Health Project Officer
Email: fiona.cookland@hertfordshire.gov.uk