

## Health Promotion Service – Project Overview

<b>TITLE</b>	EEFO Programme
<b>NATIONAL TARGETS</b> (e.g. Choosing Health, NSFs, National Strategies)	<ul style="list-style-type: none"> <li>• <b>Choosing Health White Paper (2004)</b>            Tackling Health Inequalities            Improving Sexual Health            Improving Mental Health and Well-being            Reducing harm and encouraging sensible drinking            Helping Children and Young People to lead healthy lives</li> <li>• <b>National Service Framework for Children, Young People and Maternity Services Core Standards (2007)</b>            Standard 3: Child Young Person and Family-centred Services            Standard 4: Growing Up into Adulthood            Standard 9: The Mental Health and Psychological Well-being of Children and Young People</li> <li>• <b>Child Health Strategy (2009)</b></li> <li>• <b>NHS Operating Framework</b>            Chapter 2: High Quality Care for Patients and the Public</li> <li>• <b>World Class Commissioning</b>            Competency 1: Reputation of the NHS            Competency 3: Public and Patient Engagement            Competency 8: Promote Improvement and Innovation</li> </ul>
<b>EVIDENCE OF EFFECTIVENESS</b> (e.g. NICE guidelines)	<ul style="list-style-type: none"> <li>• Every Child Matters</li> <li>• You're Welcome – Making Health Services Young Person Friendly</li> <li>• Youth Matters: Next Steps</li> <li>• National Framework for Children, Young People and Maternity Services</li> <li>• Children and Young People Plan</li> <li>• Reducing Teenage Pregnancy Strategy</li> <li>• Tackling drugs to build a better Britain</li> <li>• Choosing Health</li> <li>• Sexual Health and HIV Strategy</li> <li>• Nice Guidelines (Preventing Sexually Transmitted Infections and reducing under 18s conceptions)</li> <li>• Public Service Agreements</li> <li>• Child Health Strategy</li> <li>• Healthy Lives Brighter Futures</li> <li>• Children and Young People's Health Promotion Programme for 5 – 19s</li> </ul>

<p><b>AIM(S)</b></p>	<p>The EEFO Programme aims to:</p> <ul style="list-style-type: none"> <li>• Deliver a quality assured standard of service provision to all young people aged 13 – 19 years old in Cornwall and the Isles of Scilly;</li> <li>• Help reduce inequalities amongst young people in Cornwall and the Isles of Scilly;</li> </ul>
<p><b>OBJECTIVES</b></p>	<ul style="list-style-type: none"> <li>• To increase numbers of young people accessing ‘young person friendly’ local services.</li> <li>• To actively engage young people in Cornwall in decision making and the design of services in a real way, empowering them to develop a sense of trust and ownership.</li> <li>• To increase awareness of, and ‘sign up’ to, the EEFO standard by service providers and young people.</li> <li>• To implement the ‘<i>You’re Welcome</i>’ National quality criteria locally.</li> </ul>
<p><b>PROJECT TARGETS</b></p>	<ul style="list-style-type: none"> <li>• Group of young people engaged with EEFO development work incl. Promotion, Approval and Verification process;</li> <li>• Continue to roll out and promote Level 1, Level 2 and Level 3 (incorporating <i>You’re Welcome</i>) EEFO Quality Standards across the County;</li> <li>• A minimum of 12 new Services EEFO Approved at Level 1, Level 2 to be 16 and Level 3 to be 8;</li> <li>• Wherever possible, renew Approval status for all services due to expire;</li> <li>• 2 EEFO Newsletters produced and circulated to subscribers.</li> </ul>
<p><b>ACTIVITIES</b></p>	<p><b>To work in partnership with ‘You’re Welcome - Making Health Services Young people Friendly’ Regional Coordinator to implement standards locally</b></p> <ul style="list-style-type: none"> <li>• To work with the ‘You’re Welcome’ Regional Coordinator to implement You’re Welcome across Cornwall and the Isles of Scilly;</li> <li>• Set up a Local steering group;</li> <li>• Develop a local implementation plan in partnership with the local You’re Welcome leads;</li> <li>• To provide You’re Welcome briefings to Health Services in Cornwall and the Isles of Scilly;</li> <li>• To provide support to services to meet the You’re Welcome standards (e.g. attend meetings, provide training sessions, workshops and presentations);</li> <li>• To verify and moderate local services have achieved the</li> </ul>

necessary standard;

- To attend a regional You're Welcome network for leads;
- To provide coordination for the implementation and mainstreaming of You're Welcome in the PCT;

#### **EEFO Approval Process**

- To continue EEFO Approving Services at Level 1, 2 and 3;
- Wherever possible, to ensure all EEFO Approved Services have their EEFO Approval status renewed on an annual basis;
- To continue to promote Level 1, Level 2 and 3 of the EEFO Quality Standards;
- To finalise the development of the EEFO database to support the additional quality standards levels;
- To receive and review submitted You're Welcome self assessments and provide feedback to services;
- To work closely with the regional You're Welcome Coordinator in support of the regional moderation process, planning and reporting progress regarding the achievement of You're Welcome and local implantation;

#### **EEFO Website**

- To ensure all EEFO Approved Services information is up to date and accurate.
- To publish new articles on the EEFO website and increase the number and variety of articles written by professionals;
- To update the EEFO Website to include information about Level 2 and 3 of the EEFO Quality Standards;

#### **Training**

- To identify a training approach to ensure the training plan for Service Providers is delivered;
- To develop a training programme to train a group of young people to carry out 'mystery shopper' evaluations;
- To attend Train the Trainer You're Welcome verification training;

#### **Dissemination and Mainstreaming**

- To network with key partner organisations and stakeholders to raise awareness of EEFO;
- To strengthen links and work closely with partner organisations;

#### **Promotion**

- To raise awareness of EEFO amongst young people through visits to locations young people frequent;
- To produce and distribute a bi-yearly EEFO newsletter;
- To work with young people to produce and EEFO poster

	<p>for distribution to locations young people frequent;</p> <ul style="list-style-type: none"> <li>• To set up links to the EEFO website from other websites young people frequent;</li> <li>• To advertise in Student handbooks, magazines and newsletters;</li> <li>• To produce press releases for publishing in local press;</li> <li>• To present at events and conferences on the EEFO Programme;</li> <li>• To support the You're Welcome regional communication strategy;</li> </ul> <p><b>Evaluation</b></p> <ul style="list-style-type: none"> <li>• To provide quarterly reports to Health Promotion on EEFO activities</li> <li>• To provide quarterly reports to the Cornwall Children's Trust on numbers of services EEFO Approved and engaged at Level 1, 2 and 3</li> <li>• To report to the regional You're Welcome Coordinator on training, services engaged, desk based verification and verification visits;</li> <li>• To establish and manage the verification process for You're Welcome</li> </ul> <p><b>Consultation</b></p> <ul style="list-style-type: none"> <li>• To establish an EEFO young people Consultation group;</li> <li>• To ensure young people are involved in the You're Welcome self assessment and verification processes;</li> </ul>
<p><b>EVIDENCE</b> (how you will collect the <b>evidence</b> that demonstrates your objectives have been achieved)</p>	<ul style="list-style-type: none"> <li>• Number of Services EEFO Approved at Level 1, 2 or 3;</li> <li>• Number of EEFO Approval Renewals;</li> <li>• Implementation of 'You're Welcome' National Standards and numbers of self assessments verified;</li> <li>• Number of Visitors to the website;</li> <li>• Number of events attended to promote EEFO;</li> <li>• Production and distribution of a bi-annual EEFO Newsletter;</li> <li>• Production of quarterly reports;</li> </ul>
<p><b>DELIVERY PARTNERS</b> and Stakeholders</p>	<p><b>Delivery Partners:</b></p> <ul style="list-style-type: none"> <li>• CIO SPCT</li> <li>• Cornwall's Children's Trust</li> <li>• Youth Cornwall</li> <li>• Sexual Health LAA team</li> <li>• SHLIG &amp; SH and Media Promotion Sub group</li> <li>• Regional 'You're Welcome' Panel</li> <li>• CAHMS</li> </ul>

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|  | <ul style="list-style-type: none"><li>• GPs</li><li>• Health Services</li><li>• Service Providers</li><li>• Cornwall College</li><li>• Secondary Schools</li><li>• FXU</li><li>• Cornwall Council</li></ul> |
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**Primary Stakeholders and Key Stakeholders:**

- Young people aged 13 – 19 living in Cornwall and the Isles of Scilly.

**Secondary Stakeholders:**

- All organisations across Cornwall and the Isles of Scilly need to be aware of the EEFO Programme and what it is seeking to achieve.