



**Leicestershire Partnership**  
NHS Trust

## **MEDIA RELEASE**

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### **Innovative health websites for children and young people expand their reach**

Leicestershire Partnership NHS Trust (LPT) is delighted that its ground breaking health promotion websites for children and young people are now being adopted by other NHS providers across the UK, bringing the interactive and informative content to the attention of a much wider audience.

LPT's school nursing team launched the Health for Teens ([www.healthforteens.co.uk](http://www.healthforteens.co.uk)) website in March 2015, following the success of the Health for Kids website ([www.healthforkids.co.uk](http://www.healthforkids.co.uk)) a year earlier. Both sites were designed with input from local children and young people, and were the first NHS websites to provide tailored information for these audiences about a diverse range of physical and emotional health issues. All the content on both sites is written and overseen by health experts, and the sites have collectively received more than 92,500 unique visitors to date.

In the last week, the Health for Kids and Health for Teens websites have gone live in Coventry and Hertfordshire, and Nottinghamshire County Council has launched Health for Teens as part of its Young People's Health Strategy. The sites now contain locally relevant news and links, and the health professionals in these areas are contributing additional core content which is then available for everyone.

Helena Cripps, public health and commissioning manager at Nottinghamshire County Council said: "We recently surveyed close to a thousand young people about how they like to receive information about their health, and overwhelmingly they said that they wanted to be able to find it easily online, especially information to support

their emotional and mental wellbeing. Health for Teens is the perfect vehicle for us to respond to that need, as its design is accessible and engaging, and young people know that it provides advice in which they can trust.”

The Health for Kids website presents health information for children of primary school age via themed imaginary worlds with colourful, friendly characters. Dedicated sections of the site provide additional resources and information for parents and teachers.

Health for Teens, which won the Association for Healthcare Communications and Marketing (AHCM) ‘best website’ award in November 2015, features bite-sized information on a comprehensive range of physical and emotional health topics, from healthy eating and body image to managing stress and advice on relationships, puberty and sexuality. Alongside the information, films and quizzes make the site engaging and interactive, and young people are able to share content easily with their peers via social media. Health for Teens also has the functionality to host regular webchats.

Andrea Harrington, strategic lead and operational manager for school nursing at Hertfordshire Community NHS Trust, said: “We saw these websites as great platforms for us to reach out to children and young people in a completely different way. By having dedicated pages which look attractive and are easy to navigate, we hope to not only engage but educate those who use it on the best choices to make around their health and wellbeing.”

Anne-Marie Kennedy, public health lead in Coventry added: “We particularly like the way that both the sites actively engage users. The games on the Health for Kids site in particular are a brilliant tool for making children think about their health and wellbeing in a fun way. Parents can use Health for Kids to talk to their children about health issues.”

As well as licensing local versions of Health for Kids and Health for Teens, many NHS Trusts nationwide have also adopted LPT’s multi-award winning secure text messaging system, ChatHealth, which enables young people to receive trusted and confidential advice and support directly from a school nurse. Numbers of school nursing staff trained to use the ChatHealth software have increased tenfold over the last two years to more than 500 across the country, responding to around a million young users. Within Leicester City, Leicestershire and Rutland, LPT is also making the ChatHealth service available to parents and carers, so that they can contact a health visitor or school nurse and receive timely advice.

Helen Thompson, LPT’s director for Family, Young People and Children’s services, said: “We are delighted that these digital tools are now being more widely adopted. We are confident that just as we have seen in Leicestershire, they will facilitate

access to the expertise and support of local school nursing teams, making a real difference to children, young people and families.”

Find out more about Health for Teens by following the dedicated Twitter account @HealthforTeens1. Visit [www.healthforkids.co.uk](http://www.healthforkids.co.uk) and [www.healthforteens.co.uk](http://www.healthforteens.co.uk).

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#### **NOTES TO EDITORS**

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff. For more information visit: [www.leicspart.nhs.uk](http://www.leicspart.nhs.uk). Our registered charity is called Raising Health (charity number 1057361). The charity fundraises to support excellent care initiatives, equipment and innovations which go above and beyond core NHS provision to enhance the experience of our patients, service users and staff. See [www.raisinghealth.org.uk](http://www.raisinghealth.org.uk)
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- For an information pack about Health for Kids and Health for Teens, contact Shinal Pancholi, Leicestershire Partnership Trust’s Digital Engagement Lead: [shinal.pancholi@leicspart.nhs.uk](mailto:shinal.pancholi@leicspart.nhs.uk)