

MEDIA RELEASE

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Leicestershire Partnership NHS Trust's teen website receives national award

We are delighted that Leicestershire Partnership NHS Trust (LPT)'s innovative Health for Teens website (www.healthforteens.co.uk) has received a prestigious Association for Healthcare Communications and Marketing (AHCM) industry award, having been named last night as the overall winner in the 'Best website' category at a ceremony at the Birmingham Hilton Metropole.

Kamy Basra, LPT's head of communications (pictured below second from left with the rest of the Health for Teens project board), who led the original development of the website alongside our school nursing team, said: "I'm really proud and delighted that we have received national recognition for the site through winning this award. The Health for Teens website, which strengthens our digital offer for children and young people to complement LPT's existing health services, already features webchats powered by our award winning secure chat messaging app, social media savvy content, films and quizzes. Even more exciting features and campaigns are in the pipeline as we continue to work with our teen groups and other interested partner organisations. Visit healthforteens.co.uk now to see what all the fuss is about!"



Health for Teens is the first website of its kind within the NHS and was co-designed with LPT's school nursing service, local teens and schools as well as with dietitians, health improvement services and mental health services. It enables young people to easily access health information and emotional wellbeing advice from school nurses and clinicians

in a format that suits them. Since its launch in March 2015, the site has had 43,880 page views and 13,499 visitors. A Health for Teens Twitter account has been set up to drive traffic towards the website, and links to other social media platforms such as Instagram and Snapchat will also be incorporated in the future. Helen Thompson, director of LPT's families, young people's and children's services (FYPC) said: "Winning the AHCM Best Website award is recognition of all the hard work that has gone into creating Health for Teens. We have had such positive feedback about the website which really taps into the way young people like to communicate. I'm incredibly proud of everyone involved."



Maggie Clarke (pictured on the right at last night's awards ceremony), LPT's senior nurse, professional lead for school nursing and Queen's Nurse, said: "Our school nurses, commissioned by Leicester city council and Leicestershire and Rutland county council, find Health for Teens a fantastic way to engage with young people across our region and address the health concerns that matter to them. A number of other health authorities have already

expressed an interest in joining the site."

The AHCM independent judging panel said: "We loved the use of bright fluorescent colours. Content throughout the site is short sharp and concise, which is perfect for the younger audience and is enabled with social sharing features. The fully responsive site means that visitors can access all the information across any platform - a key factor for teens who are out and about on their mobiles. Most of all we loved the fact that the site was not only designed for teens but that it was actually co-designed with over 100 young people. A truly collaborative site."

LPT's child and adolescent mental health service (CAMHS) is closely engaged with the digital platform for the delivery of health services for children and young people provided by Health for Teens and its partner website Health for Kids (www.healthforkids.co.uk), providing important content on aspects of emotional wellbeing and hosting webchats – most recently on dealing with anxiety on Monday 9 November. This is in line with the 'Futures in Mind' report published earlier this year by the government's Children and Young People's Mental Health and Wellbeing Taskforce, which emphasised the importance of making better use of digital services to improve access to good mental health support when it is needed.

An ambitious redesign programme is currently underway within LPT CAMHS, and the new model of service delivery will 'go live' in April 2016. It will prioritise early intervention and access into CAMHS specialist services, as well as promote close working with children and families to ensure they receive appropriate and timely support. Adam Mckeown, service group manager for the children and families group within FYPC, said: "It is very important to LPT that young people are involved in

shaping and developing our services. Just as we sought input from local 11-16 year olds in relation to the design of our Health for Teens site, our Young People's Board (which comprises young people with experience of our mental health services) has been involved from the start in helping us ensure that our new CAMHS service model enables us to engage effectively with them and give vulnerable individuals access the emotional support they need."

ENDS

NOTES TO EDITORS

Leicestershire Partnership NHS Trust (LPT) provides a range of health and wellbeing services mainly for people living Leicester, Leicestershire and Rutland. The Trust serves a population of one million, has a budget in excess of £267 million and employs approximately 5,400 staff. For more information visit: www.leicspart.nhs.uk.

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For more information about the AHCM awards, visit:

<http://www.ahcm.org.uk>

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