

# MEDIA RELEASE

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23 October 2015  
FYPC\_53\_15



## Health for Teens website shortlisted for Best Website 2015 award

We are delighted to announce that Leicestershire Partnership NHS Trust (LPT)'s Health for Teens website ([www.healthforteens.co.uk](http://www.healthforteens.co.uk)) is in the running for a prestigious industry award, having been shortlisted for an Association of Healthcare Communications and Marketing (AHCM) award in the 'Best website' category.

The Health for Teens site, the first of its kind within the NHS, is aimed at and co-designed with 11-16 year olds. It enables young people to easily access health and emotional wellbeing information and advice from school nurses and clinicians in a format that suits them. Since its launch in March 2015, the site has had over 33,000 page views and over 8,000 unique 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.

The AHCM awards ceremony will take place at the Birmingham Hilton Metropole on Thursday, 12 November. Lynda Scott, Chair of the AHCM, said: "These are the only awards that recognise and reward excellence in NHS communications, marketing and engagement. We were thrilled to receive the largest number of nominations for awards this year. Our independent judging panel of experts, drawn from national leaders in communications, were really impressed with the quality and variety of work our teams are doing to improve patient care."

Maggie Clarke, LPT's senior nurse, professional lead for school nursing and Queen's Nurse, said: "Health for Teens introduces a new and different way for young people aged 11 -16 to learn about their health. All the content has been written in consultation with young people, to provide engaging yet informative bite-sized content on topics that matter to them. It's great that the project is getting national recognition in this way."

LPT is currently exploring options to share the Health for Teens website format alongside our Health for Kids ([www.healthforkids.co.uk](http://www.healthforkids.co.uk)) website which is aimed at 4-10 year olds with other Trusts across the country.

**ENDS**

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## **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](http://www.leicspart.nhs.uk).

### **For more information about the AHCM awards, visit:**

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

You can also follow the AHCM on Twitter at @THEAHCM to get all the latest on the day. The conversation will feature the hashtag #AHCM2015.

### **For further information contact:**

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