

"Spread the word": disseminating research findings to children and young people

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INTRODUCTION

In 2014, the NHS England Youth Forum (NHSEYF) was established in order to allow young people to participate in decision-making about the NHS.

The aim was to represent the views of young people, giving them the opportunity to have a voice and "to contribute to improving and developing services for young people"

(NHS England 2015).

There is now a greater emphasis within healthcare service provision to encompass the voice of young people on what matters to them as a member of the community when planning and delivering healthcare services.

In 2015 *An Evaluation of the NHSEYF* (Whiting, Roberts and Etchells 2015) was carried out. This poster looks at how the findings were then disseminated to Children and Young People (CYP).

BACKGROUND

It is well documented that dissemination of research is a fundamental and important part of the whole process (Moule 2015) and dissemination strategies should be included in the original research plan.

The format of this dissemination often takes the shape of a written report or papers published in professional journals or oral presentations at professional conferences.

However to be effective it is important that dissemination reaches a wide target audience and encompasses the inevitable range of ages and abilities.

The target audience for this dissemination was CYP across England.

CYP are often really keen to have a role in the dissemination of research that they have been involved in (Shaw et al 2011)

An extract from the children's leaflet:

What will happen now?

The final report about the research has now been written and a full copy of it can be found at: <http://uhra.herts.ac.uk/handle/2299/15917> information from the report will be shown to professionals who make decisions that affect children and young people – this is really important as it will help them to improve healthcare services. Parts of the report will also be presented at meetings and be published in journals – this will mean that people in other countries can also learn about the NHS Youth Forum and they may decide to start one as well.



Thank you to the Year 4 children at Commonswood Primary School, Hertfordshire for drawing the pictures that appear on this summary sheet.

Poster that was developed with the help of local primary school children and members of the NHSEYF



NHS England Youth Forum

In order to meet the national agenda of ensuring children and young people are represented, involved and have their voice heard across the NHS, the NHS England Youth Forum was formed in March 2014



A qualitative research study to enhance insight and understanding of the NHS England Youth Forum took place in 2015 - An Evaluation of the NHS England Youth Forum

Key Findings:

- Personal Commitment – 'the work we do is a reward in itself'
- Role of the young Person – 'what we do'
- The impact of the NHS England Youth forum – 'we want to make a difference'
- Representing the voice of children and young people – 'trying to strike a balance'
- Membership – 'if we start debating the age then we're missing the real point'

Find out more by:

- Using the QR code
- Following us on Twitter / Facebook
- Exploring the NHS England Youth Forum website
- Finding out if there is a youth forum near where you live

[#NHSYF](https://twitter.com/NHSYouthForum)

www.facebook.com/NHSEnglandYF

www.england.nhs.uk/ourwork/patients/public-voice/yth-for/



Young People's Leaflet



Children's Leaflet

EVALUATION

Once the posters had been developed and following consultation with the Experience of Care Lead - Maternity, Infants, Children and Young People, Nursing Directorate, NHS England the dissemination strategy was agreed.

This involved distributing the poster to each of the 150 Acute NHS England Trusts that provide healthcare for children and young people.

A covering letter was sent to the Ward Manager with the poster, asking for the poster to be displayed in an appropriate area of their choice.

Follow up calls were made by UH staff 9months after the poster was distributed. Randomised calls were made to a sample of NHS Trusts to check if the poster was received, displayed initially, and whether the poster was still being displayed.

QR Codes were included on the poster for links to information leaflets for children and young people to download.

FINDINGS

Posters were received by the Acute NHS Trusts and reported to have been seen by the ward managers they were sent to.

Although QR Codes were present on the leaflets, we were unable to see how many times they had been accessed by members of the public.

CONCLUSION

By actively involving the members of the NHSEYF in the design of the dissemination of the original research it is envisaged that the young research participants cease to be merely the recipients of new knowledge about themselves [NHSEYF] but to some extent become part of the research team (Clarke et al 2013).

Involving younger children in the process, gave us an opportunity to ensure a wide range of CYP may engage with the poster and so raise awareness of the NHSEYF.

Children are capable of being involved and they value the opportunity to have their voice heard. When working with the CYP we ensure that we value their contribution and avoid tokenistic approaches.

AIM + METHOD

The aim of the dissemination was to raise awareness of the NHSEYF to as many CYP as possible.

To engage with CYP it was decided to produce a poster and distribute it to all acute NHS Trusts within England who have children's services, thereby targeting CYP who access health services.

Posters can be an effective way of communicating with a community (O'Reilly et al 2013).

Involving children and young people in research ensures that research tools are relevant and issues are approached using language they understand (Shaw et al 2011), the same can be applied to dissemination methods.

A local primary school was approached and a workshop set up to work with the children (aged 8-9 years old) to design a poster and an accompanying leaflet.

The children were asked to comment on the language and design of the leaflet and also to design the poster.

However as the research project involved young people from the NHSEYF it was agreed that they should act as an advisory group to the dissemination. The NHSYF members were keen that their picture was included on the poster and offered suggestions in relation to the overall design.

Two information leaflets were produced aimed at primary and secondary school aged CYP, the information was accessed via 2 QR codes on the poster.

References

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