



Cheshire and Wirral Partnership



NHS Foundation Trust



Care ● Well-being ● Partnership





## A different approach

Within the extensive portfolio of services provided by Cheshire and Wirral Partnership NHS Foundation Trust (CWP), sits the new My Well-being 5-19 Service; a specialist team that aims to improve the health outcomes of children and young people in West Cheshire so that they can maximize their life chances.

Care ● Well-being ● Partnership

It is the belief of CWP and the 5-19 Service that every child and young person deserves the opportunity to flourish, stay safe and achieve.

Though important in its own right, addressing health and well-being inequalities during childhood can also significantly increase the chances of an individual enjoying a robust and fulfilled adult life as they grow up. For example, good health and well-being is crucially linked with education, supporting improved attendance and attainment in learning, which in turn leads to better academic performance as well as increased life skills, cascading on to improved

employment opportunities and future success.

By taking a holistic approach, this evidence-based programme is about expanding the existing universal service as a way of helping reduce demand for the targeted support it will continue to offer.

Key to this expansion is the shift from a historical focus on school-based interventions, to a broader more comprehensive presence across the community; one that is appropriate for all children and young people – wherever they are. As part of this considered drive

to extend the reach and impact of the 5-19 Service, whilst also raising the profile of child health within the communities it serves, is the recognition that this new approach needs to make full use of an ever growing network of digital technologies and online capabilities.

MyWell-being.org.uk, a 5-19 Service dedicated website, represents the first and probably the most important step in this journey.



## Participation by design Design by participation

Fundamental to all of CWP's endeavors is a firmly held commitment to the involvement of its stakeholders - its service users, their families and the staff teams supporting them. The overarching aim is to include them in the ongoing development and participatory design of all aspects of the Trust's provision. Not surprisingly, this was the Trust's key priority when it came to exploring the potential for a bespoke 5-19 Service website.

Whilst offering opportunity to gather some ideas and aspirations for the website, the process deliberately began with a staff workshop. This starting point was chosen to enable the independent consultation facilitators to develop a greater understanding of the service and the workings of the team; whilst also allowing insight into the journey the team has been on, what has informed and influenced developments in the service and what their hopes are for the future. As such this stage of the process provided the foundation from which to launch the service user and parent/carer consultations.

The conversational techniques used throughout the workshops focused upon building a comparative values-driven model of service user, parent/carer and staff views; based upon how they each perceived the service as it currently is, how they would like it to be, and with that their hopes for the new website.



## Parent/carer and staff consultations

DCD Meta+ Image Cards were used to aid and facilitate discussion during the parent/carer and staff consultation process. This set of unique symbols encourages participants to explore the topic in hand, in new and creative ways.

The happen-chance combinations of images, alongside predetermined questions, creates a tangible focus upon which those involved can shape and define their thoughts and feelings; projecting what they see as important onto the cards.

The images also require participants to be imaginative in their interpretation, stretching their

meanings to create a definition that resonates. In doing so, the cards reveal new ways of looking at the topic, providing fresh insights and new possibilities.

The process of sharing and talking through the unfolding metaphors helps to clarify understanding, consolidating opinions in a consistent and coherent way that is shared by the majority. In this way, the process helps tap into collective values, moving the outcomes towards collaborative solutions welcomed by everyone.

The groups embraced the use of the cards, providing considered and insightful analysis that helped define a clear set of strong objectives for developing the new website, with some surprising and inventive solutions to help make the site the best possible fit for its target audience.



## Children and young people's consultation

Once again stepping outside of traditional consultation approaches, the children and young people were literally given a blank canvas and invited to paint the bigger picture for the My Well-being 5-19 Service's online presence.

Involving a range of schools and year groups, the young participants got to anchor their thoughts and feelings on how best to create an all-new digital platform; with a focus upon developing a deeper understanding of their own experiences of health, existing support, as well as their aspirations for the My Well-being service and 'their' website. The participants then gave form to their shared ideas, representing them symbolically using their own unique visual metaphors.

With enthusiasm, they took up the challenge and the paintbrush to create a fantastic series of graffiti walls. The resulting artworks have provided unique insights, which are rich in meaning and will directly shape the future website's structure, content, voice and design.

overview are also the suggestions put forward by the parents and carers, reinforcing the consistent themes and solutions both cohorts converged on.

To help organise the report, the materials have been categorised under four broad headings:

What follows is a brief digest of the conversations, ideas and recommendations that emerged throughout the various consultations. Prioritising the children and young people's thoughts and feelings, the remainder of the report concentrates its focus on unpacking the visual metaphors that they created. Woven throughout this

### The ethos –

helps form the characteristic spirit of the website, shaping the guiding beliefs and ideals that underpin its purpose and direction.

### Content creation –

explores the priorities for content creation, what the site should cover and the way in which it should go about achieving this.

### Form and function –

looks at how the materials should be organised and made easily available through a considered design.

### The service –

reflects upon factors beyond the site that have a direct bearing on the service as a whole, integrating the online resource with offline engagement.

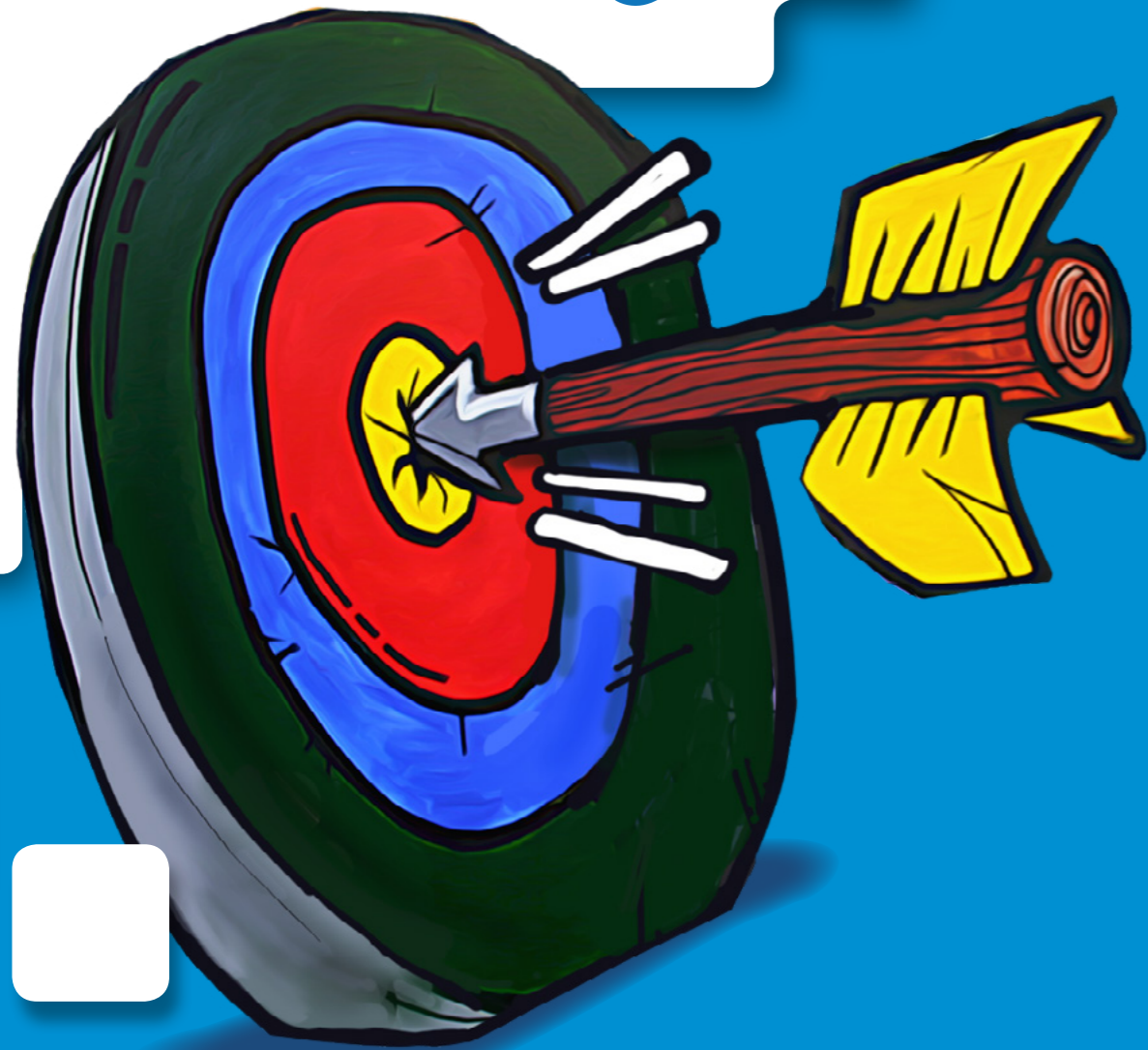
Alongside this summary a more technical plan was also originated, mapping out a potential design brief for shortlisted web developers and a set of strategic milestones for use in-house within the 5-19 Service.



# MY Well-being ★ .org.uk

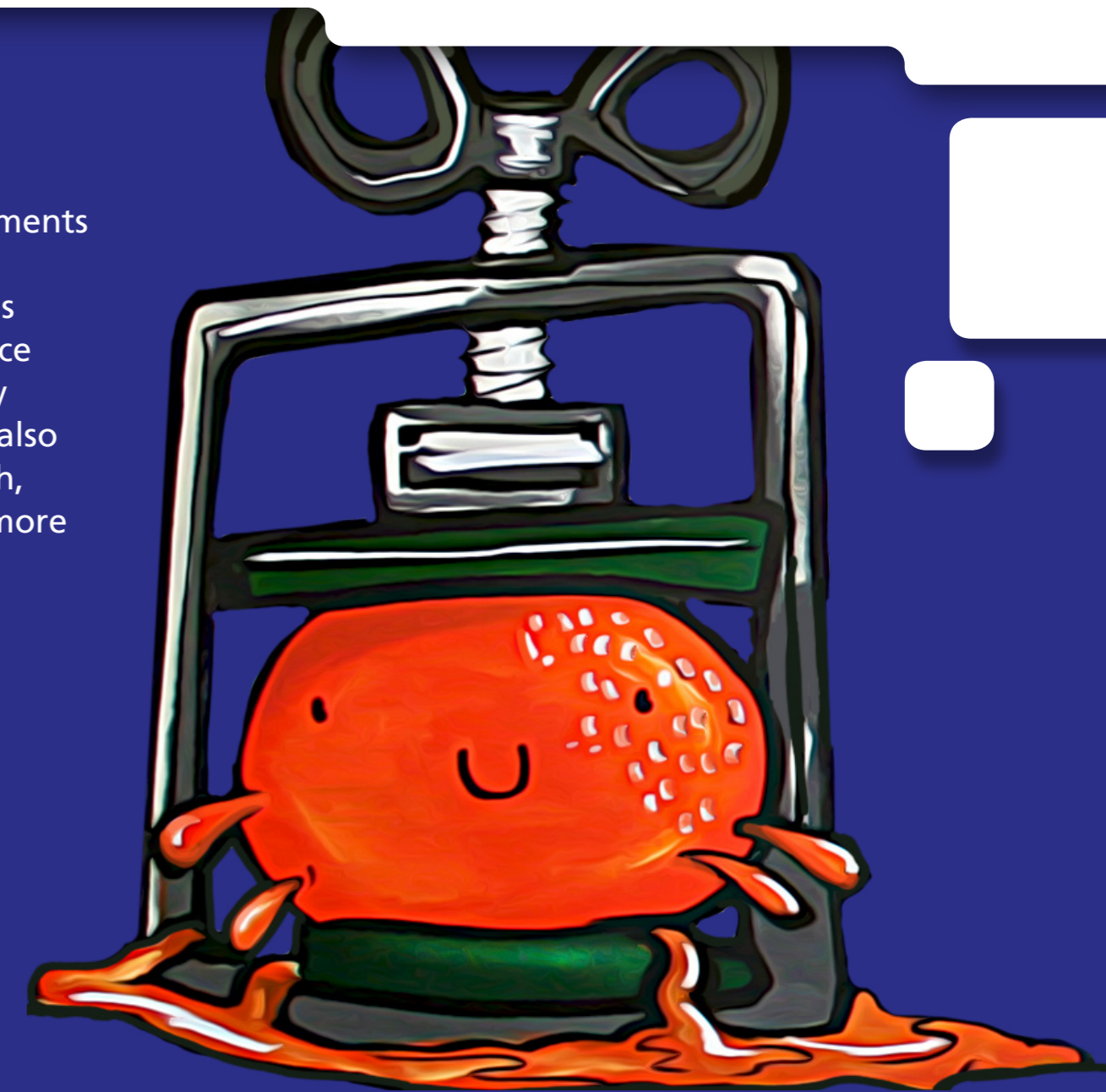
# the ethos





Regardless of what the content might be, all of the consultation groups tightly focused upon how the information should be delivered. The Arrow and Archery Target aims for any material added to the site to always be direct and straight to the point. Shown embedded in the Golden Circle, the writing style needs to be sharp and streamlined, quickly making an impact with the reader.

Though a very different motif, this Squeezed Orange echoes the sentiments of the image in that it points up the need to focus on content that is compressed to just the 'juicy' essence of what is required. Keeping it very much short and sweet, the groups also wanted the content to remain fresh, encouraging visitors to return for more healthy goodness.



They each felt strongly that the material on the site should always reach out and connect with its intended audience by adding real life stories to factual content whenever possible.

This welcoming gesture, stretching out from its own personal narrative, illustrates weaving contextual narratives and anecdotal soundbites throughout the content.

In part to help make sense of the material, these human stories were also seen as a way of enabling site visitors to appreciate that they are not

alone in their experiences and that help and advice is always on hand. Again, these value-added points still need to be terse and in keeping with the message within the main content of the website.

Though surprisingly, the stories did not need to be rooted in other people's real life biographies and could just as equally be fictional accounts created by professionals, to reflect the themes they saw amongst the young people they support; what was important, was that the 'stories' provide something that other young people can grab hold of and connect with.

As a counterpoint to the idea of targeted and tightly packed content, all of the different consultation groups seized hold of the same idea regarding the importance of personal connection.





The young people saw the site as a set of Building Blocks, helping put in place both a solid foundation and the steps needed to move individuals towards a healthy and happier life. In this way, the site and service become the steps required to access materials or support at a higher level, enabling children and young people to grasp the basics before proceeding on if required.

In terms of prioritising the site's construction, the groups felt that primary school aged children would on the whole only require more general blocks of information, in contrast to teenagers whose lives move at a much more accelerated pace and who are increasingly more independent.

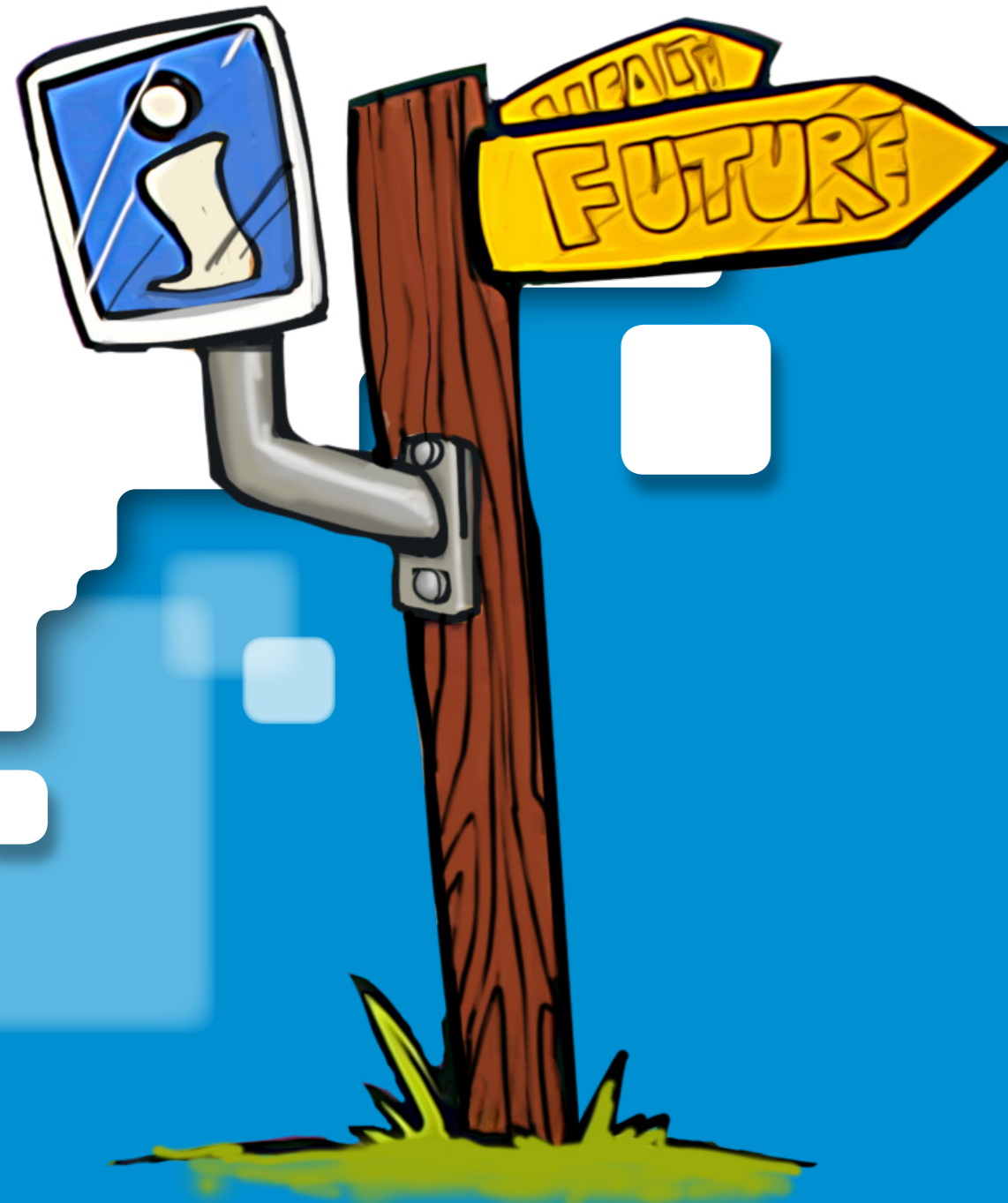
This point was echoed within the parent/carer consultation, where attendee's felt that they would be the most direct access route for delivering health information to their children during their younger years.

This image of a Health Toolbox was all about giving children and young people the right mix of resources needed to manage their own health. As this pragmatic emblem implies, the emphasis was on looking to develop skills alongside information.

To this end, the groups felt that the emphasis should be on sharing practical tools where possible, to help bolster confidence and raise understanding.





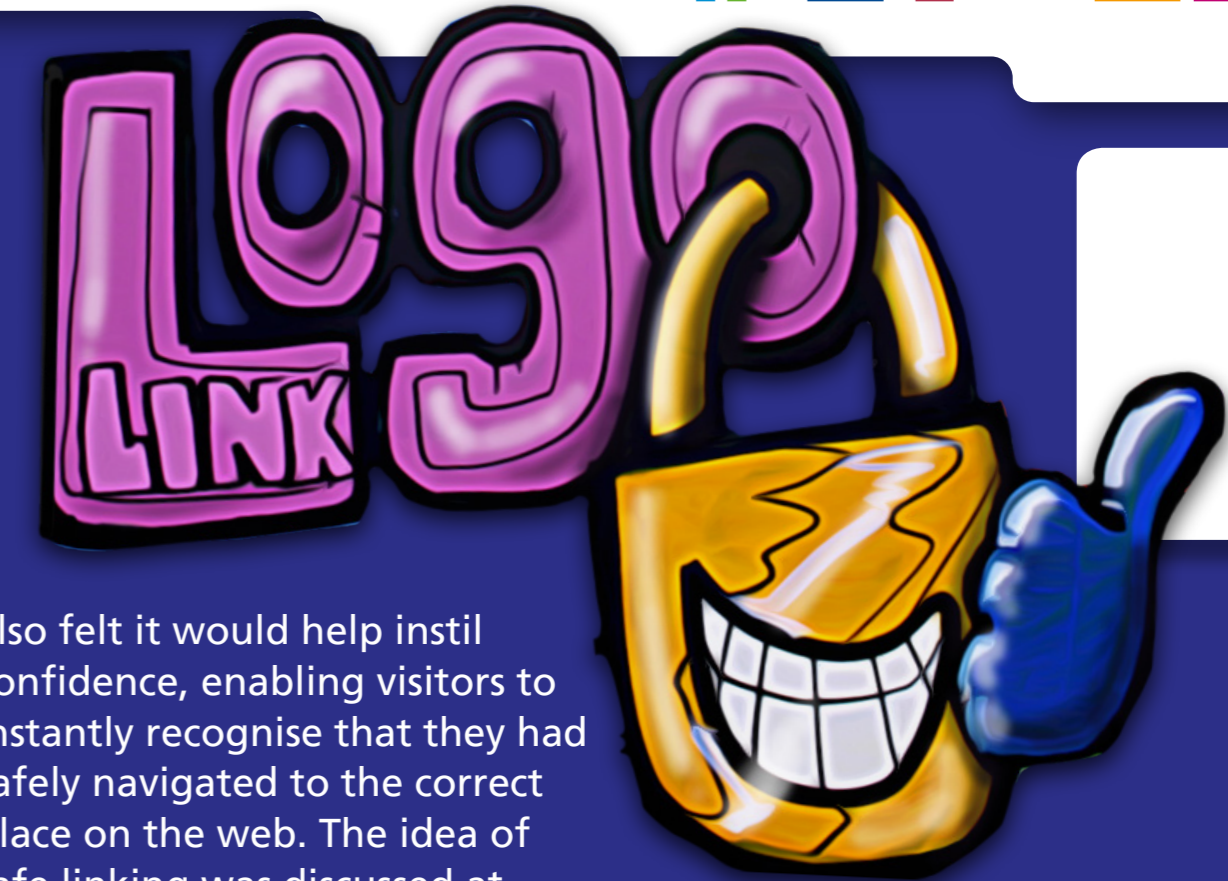


When considering the road ahead for My Well-being, the young people were well aware of the challenge of delivering content across such a potentially expansive range of different areas. With an almost infinite map of health related topics that could be explored, how could a small and locally driven service cover all of the required ground?

The young people's answer was to prioritise 'signposting' as a way of helping young people access wider networks of specialist support and information. By joining up with and redirecting traffic to other approved routes on the information superhighway, the My Well-being website could become a 'go to' shortcut for accessing quality health advice, guidance and support.

The idea of signposting and making the most of external linking was a concept further developed by the final group in the consultation series. They felt that every page on the site should follow a similar design, with a dedicated area reserved for both internal and external links. They also felt that these links should be displayed large, making use of either external agencies logos or a screen grab of their site's targeted page as an oversized clickable button.

The group also suggested that each link comes with an explanatory note that describes in brief the target destination and how it might be of benefit. This idea was primarily about making it easier to identify the link, but the young people



also felt it would help instil confidence, enabling visitors to instantly recognise that they had safely navigated to the correct place on the web. The idea of safe linking was discussed at length and the young people really valued the idea of being signposted to approved content and providers. The metaphor for this was added to the graphic record as a Thumbs-up Padlock, securing its importance in the website's design.

The parents and carers also put forward the idea of the team developing a directory of more comprehensive services, sites and links not available on MyWell-being.org.uk but that could be shared with individuals as and when required.



All of the young people involved felt that the site should be 'family app-licable', as represented by the inclusion of the Family App icon in one set of consultation boards and a Family Photo placed inside the growing Toolbox of Health Resources that the young people hoped MyWell-being would become.

Though the young people acknowledged that their preference to actively involve their parents and carers would likely wane as they got older, they felt that the site should continue to provide information for parents of children right across the 5-19 age range.

The groups felt that it was important to encourage families to work together and support one another around health issues, citing many of the benefits this could bring. In this way, the young people began to shape a set of integrated targets around 'content submission' that balanced the information aimed at children and young people with the information made available for parents and schools, giving equal emphasis to 'supporting the supporters' as a way of improving young people's long-term health.

A 'hot button' issue within the Parent/Carer consultation was for advice on how to explain health related topics to their child. This led to the idea of coaching best practice by providing practical models that parents and carers could in turn mirror. Suggesting itself as an opportunity to avoid duplicate content on the site, this concept instead encourages adults to look at the children and young people's content, with the addition of further reading being threaded throughout the page within expandable containers. An approach that could also work for professionals.



This Pinkie Promise is about the website establishing the highest standards in trust and confidentiality right from the offset.

Replacing a formal handshake, what the young people wanted was easy access to information about how privacy and personal details would be handled on the website and within the service as a whole. These policies need to be easy to read and always adhered to.



The Empty Cookie Jar represents the group's request for clear options on browser cookies and how they would be used, as well as information on removing search history.

This was considered especially important if the site is going to have a means by which people can get in touch with the service.

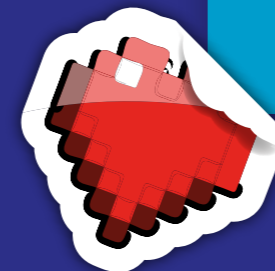


The most critical factor for providing any type of content on the website, or in fact how the service responds to young people directly, was the pace with which information is shared. Part of the 'SnapChat' generation, 'instant' was the order of the day and this Sprinting Phone challenges the My Well-being team to keep pace with answering questions as well as current trends.

The young people also wondered whether a new form of 'content sharing' could be created, which distilled down useful information into screen-sized graphics with shortened links to further content. Young people could then be encouraged to share these visual 'call-to action cards' using popular image-sharing services; quickly spreading My Well-being meme's between friends.

# MY Well-being

## content creation





The '100 What?' Question Mark is all about shining a revealing spotlight on the new My Well-being 5-19 Service and its origins in the evolving role of school nurses.

Whilst the older teens that were consulted with generally had a more accurate sense of where the provision was coming from, connecting with its main aims, objectives and features; younger children and parents were much less confident, finding themselves in the dark, often confusing the service with historically rooted yet mostly inaccurate ideas.

This 'lightbulb moment' calls for an illuminating introduction to what My Well-being is all about. Easily accessible via the website's homepage, this opening message should dispel once and for all the overshadowing association with 'nits' and scraped knees.

This idea of shining a light on the service and raising its visibility, was a guiding beacon that appeared in different guises throughout all of the service user consultations. It was about giving recognition to an overshadowed professional role that was seen as very important, helping young people start out in the right direction with a 'green light for go' on their health.



In fact 'head lice' was such an incandescent issue for the parents of primary school children that it presented itself as a potential glowing beacon that could be used to attract the attention of mums, dads and carers.

By putting together a page and downloadable toolkit that plays on not only eradicating nits, but also on doing away with the misconception of the school nurse as the 'nit nurse'. This unique My Well-being resource will switch people on to how the new service operates, whilst at the same time providing a lasting knowledge base that schools and parents can be easily directed to in the years to come



Mental health and emotional well-being were two themes that came to the fore again and again throughout all of the consultations.

From exam pressure through to friendship and relationship issues, the need to support and improve self care was seen as a universal must for the website.

With an emphasis on self help and alternative coping strategies, the groups felt there also needed to be more done to encourage young people to come forward and seek help if needed. Very much about reducing stigma, this Oversized Bear is baring all and admitting that everyone has a soft side that needs to be valued and protected.

What the young people hoped to see was a web resource that helps to prevent emotional difficulties developing into anything too serious. The group went on to suggest one-to-one advice and guidance channeled through the site, with the possibility of either online or offline counseling for those that need more support.





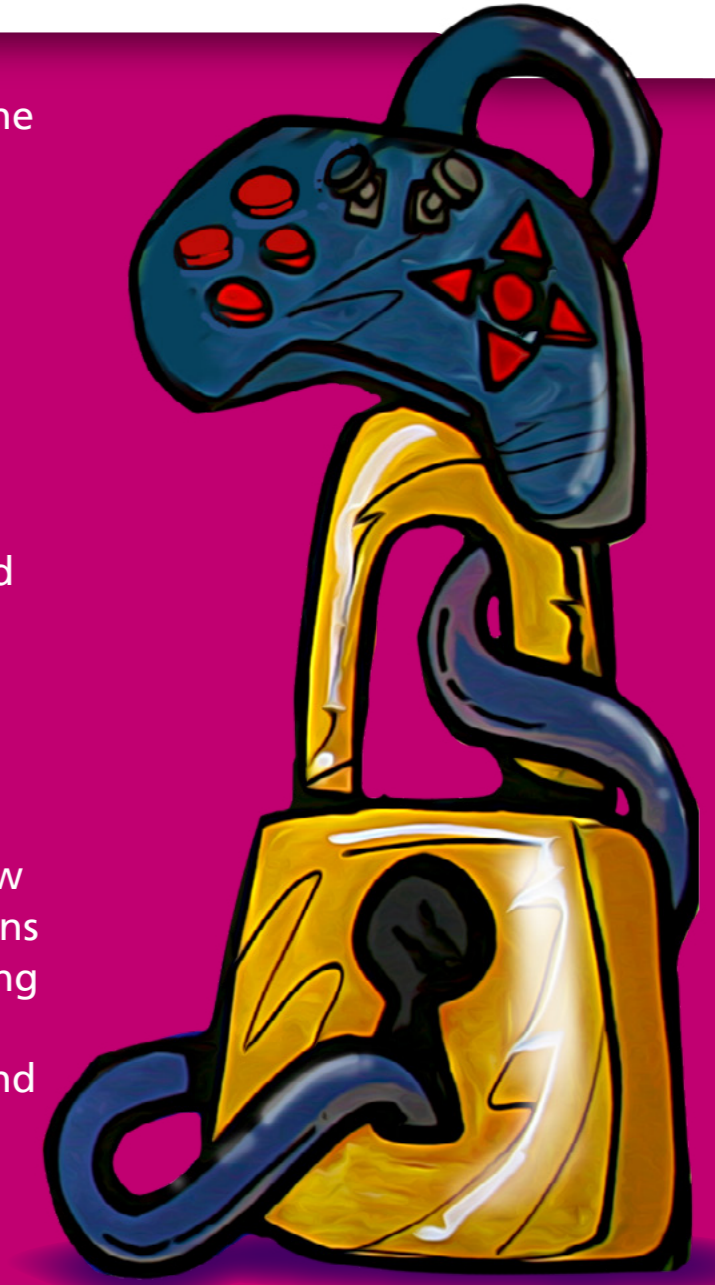
The groups also reflected upon the importance and impact of self/body image for young people, especially during their teenage years. Acknowledged as effecting both boys and girls, media, peer and cultural perceptions were seen as distorting how some young people see themselves. This Hand Held Mirror is about giving young people a handle on how to focus on what really matters.

This image of a Game Controller plugged into a Golden Padlock, highlighted the concerns about the detrimental impact that computer games and online activities appear to be having on a small but vulnerable group of young men.

The group worried that more and more of their peers were opting to spend their formative years immersed in a digital realm. Though often playing collectively with other online competitors, or engaged in conversation via social media, the consensus was that this shift to a virtual reality with a lack of real world contact was having a negative effect on 'at risk' individuals.

For some at the consultation, the priority was about addressing the health consequences of living a sedate life, whilst for others it was the impact on confidence, self-esteem and communication skills that mattered the most, as young people increasingly withdraw from their communities, instead choosing to isolate themselves in their bedrooms, playing out behaviours that would not be appropriate in the real world.

In both scenarios, the group saw damaging long-term implications that could severely harm a young person's healthy transition into adulthood if not moderated, and a potential cohort that could easily become unseen.



Exaggerating their point by placing a Baby at the start of the journey, the group chose an Elderly Man towards the end of the rope, to illustrate how the consequences of these cross over points (whether it's the switch from their primary to secondary school, puberty, or moving from year 10 to year 11 the year of their GCSE exams, or further down the line as they leave school) can in their eyes have lasting effects.

Whatever the transition, the young people felt that it is not easy to get the right balance and

if you slip off track it can take a long time to get back on again, lasting way beyond the actual change, and affecting future life events.

Balancing anxieties, expectations and emotions can all take its toll, with a real possibility that people can tip over the edge. What this image calls for is as much supportive material as possible on the website about these important rights of passage, in order to help put in place a robust safety net.



The young people created this image of a Precarious Tight Rope Walk to emphasise how frightening and potentially dangerous major transitions can feel to a young person.



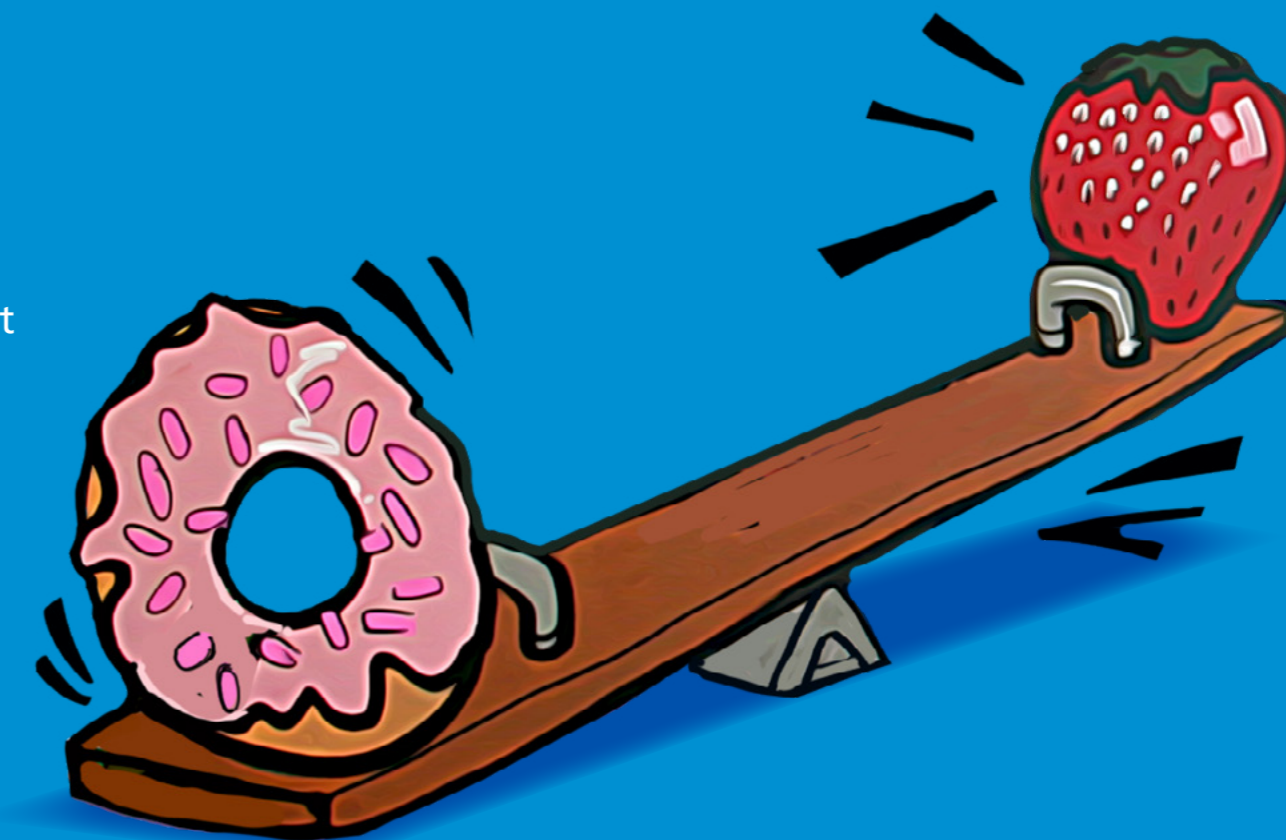
The younger consultees painted a Winner's Podium onto the Boards, citing that it would help to add tools to the website that would allow them to track and measure their own personal health and well-being improvements.

They added to this that it would also be good to recognise and reward positive changes in behaviour that championed young people taking charge of their own well-being.



The young people were keen for the content on the site to always take a balanced view, tipping the scales in favour of healthier lifestyles, with a gentle nudge in the right direction, rather than imposing a sudden sharp switch in behaviour. They felt that the trick was to keep things fun and light-hearted, focusing on the upside of healthy lifestyles and not over playing the downside.

The young people's view was that a balanced approach leads to a balanced lifestyle.





The Fresh Lettuce on the front of this Newspaper was the young people's request to 'let-us' know what's going on in the news.

Picking up on a point raised about the anxieties that some children and young people have when health scares hit the front page, this visual pun is about the My Well-being website publishing timely reports that explain what's really happening as a way of abating fears and raising awareness.

From swine flu to immunisations, if it's in the news then the young people want to hear all about it!

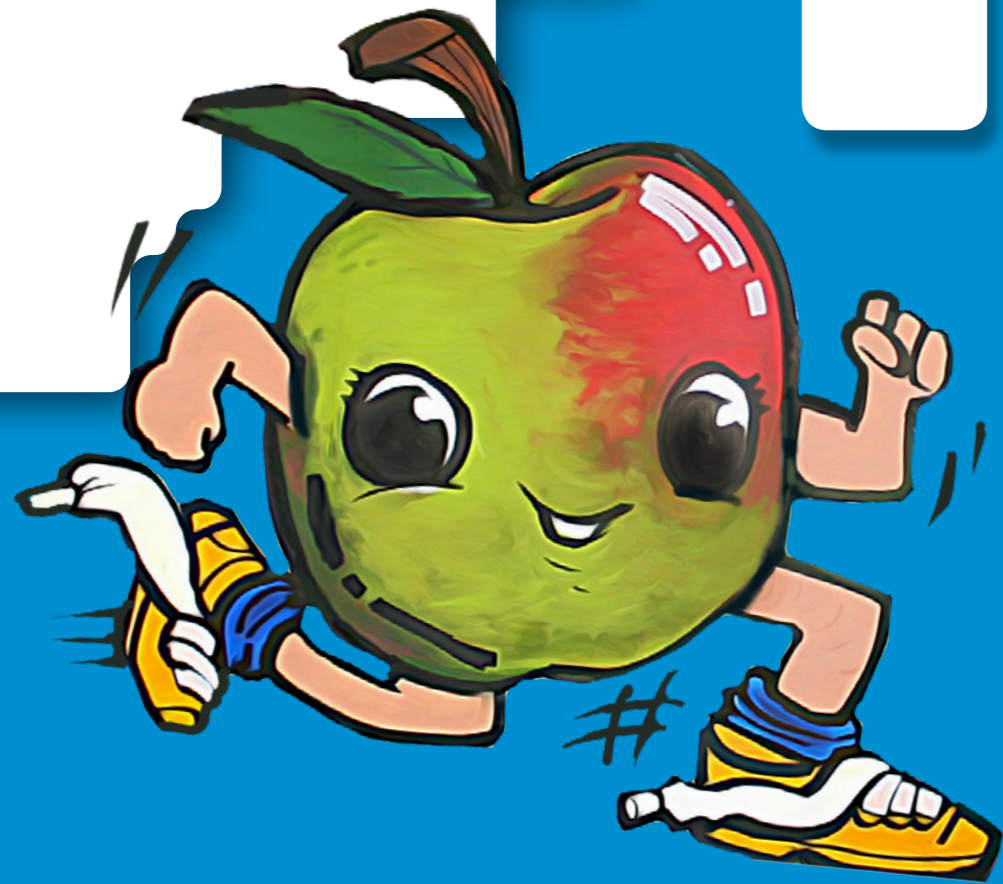
Lights, Camera and Reaction, this Online Video premieres a new way of involving and connecting with service users. This responsive campaign was suggested as an ongoing series of short 'answering the audience vlogs' (video logs).

Building on the ideas of using new forms of communication, questions can be submitted online via text or using a My Well-being postbox in schools, or may simply arise from specific work with anonymous individuals. These are then used to create a shortlist of trending topics that inform 'straight to camera' presentations, sharing answers for all to see.

To make this approach award winning in the eyes of the young people, they emphasised that it needs to be:

- ▶ **kept current**, perhaps taking different topics throughout the year, such as exam stress;
- ▶ **kept short**, no more than 2 minutes 30, as shown in the lower left of the image (as "any more and it's boring" !);
- ▶ **kept confidential**.





Though low level mental health concerns exceeded all of the potential physical conditions in terms of importance, there was still a need, especially for younger children, in regards to promoting the things that can be done to improve their general health. From healthy eating to exercise and how to avoid illness, the children felt getting quality advice and information at the start of their lives improved how they would continue forwards.

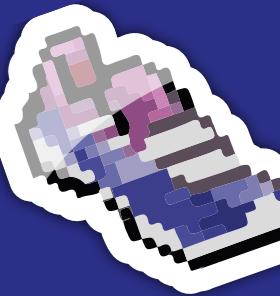
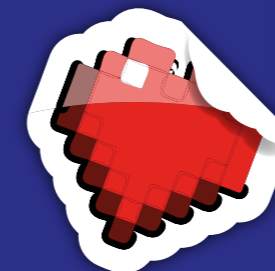
Staying safe was another key feature, avoiding accidents and injuries as well as avoiding other risk taking behaviours such as drink, drugs and smoking, through to sexually transmitted infections or inappropriate or harmful relationships.

What this Health Conscious Apple is about is keeping pace with the ever changing needs of young people as they grow and rush ahead, coaching them in how to keep on track and be the best that they can be.



# MY Well-being .org.uk

## form and function



Whilst exploring how best to structure the MyWell-being domain, the different consultation groups repeatedly converged on the idea of dividing the site into appropriate sections. The purpose to this was to both make navigation easier and at the same time increase the relevance of the content so that it better meets the specific needs of the targeted visitors.

Different groups provided very different calculations as to which approach would work best for them. Ranging from creating pages ordered by 'year group' or 'key stage', through to drop down menu's organised by categories such as 'mind and body', through to 'healthy eating and exercise'.

Despite this broad sweep of different opinion, applying an almost Venn diagram-like approach pointed up considerable overlap.

Intersecting on a person-centred solution, there was consensus upon creating a site structure that could be reorganised according to each and every visitor to the website.

Depicted as a Mathematical Divide Sign, the ability to organise content and present it according to the needs of the individual, was seen as a winning formula. Bringing forth information with a level of precision that would be of particular importance to a

specific school year group, the young people described how this solution could be helpful in raising awareness of health checks or immunisations that are age specific. A point that was repeated during the parent/carer consultation.

On top of this, one of the groups added a Designer's Pencil to show how these changes should also carry forward to the web page's design, enabling the visitor to see at a glance that their interactions had been interpreted and responded to. This would require the site to incorporate a series of bespoke template pages that would be used to present the requested content as and when certain conditions were triggered by the site visitor.

For example, the young people imagined a navigation system that would refine information primarily by year group, this could be resolved so that when they enter the site they are asked to make specific choices, with the result creating a page based on their chosen criteria.

From his unique dashboard they would then be able to see all the information that had been tagged as particularly relevant to their age and cohort, formatted and styled in a manner specific to their target group. This restructuring of information would also have a unique background image and prioritised section links, helping to create an impression of a site uniquely tailored for them.



This Super Powered Search Function is all about coming to someone's rescue by making it extremely easy to focus in on the right information.

Making full use of the site's ability to reorganise itself according to the needs of the service user, young people from across the consultation felt that search should have a 'larger than life' presence.

Providing easy to follow instructions and multiple ways to filter the site's content, this priority feature would be easily accessible from anywhere on the site.

For the parents and carers, there was an emphasis upon making it easy to find out what was available in the immediate area by the way of support and positive health related activities. These needed to be timely, with ongoing updates especially prior to holiday periods and in advance of key transitions.

The parents and carers also wanted a super fast way to focus in on contact information for the 5-19 Service, making it easy to get in touch with the team associated with their local area/child's school.

The Magnifying Glass also points up their wish not to overlook the requirements of families who have children with special needs, an aspiration that was also echoed during the final staff consultation. These ideas not only included appropriate linking and signposting to a range of relevant agencies, but also how the site should make use of background colours and typefaces that allow people with visual impairment or dyslexia to find what they are looking for.





Whilst the young people felt it important that the website had a responsive design, capable of reconfiguring its format across a range of browsers and devices, they also talked about developing a phone app.

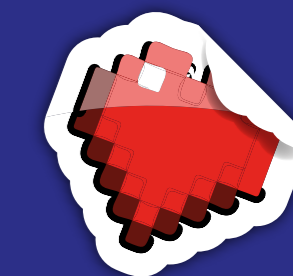
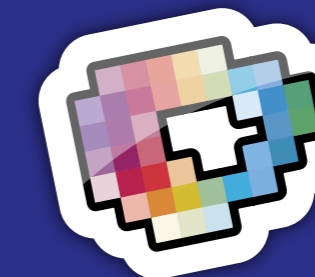
When this was explored in more detail, what emerged was a call for an adaptive website that gives users quick access to basic, more phone-friendly content, such as contact details.

Though they liked the idea of it also being possible to opt to visit the main site using a phone, most of the young people involved in this discussion felt that they would not use a phone to search for specific content on the My Well-being website, preferring instead to use a desktop computer.

The young people described using their phone to open a QR code link on a poster and then having the option to email this page/url to themselves so that they could easily open the site when they get home.

Amongst the ideas about how to organise and recognise content on the website, the first consultation group put forward the suggestion of using 'emoji's', small custom pictures to tag and identify content. These simple designs would then act as buttons, making it easier to click through to similar content. Ideas ranged from an 'apple' as a motif for healthy eating, to 'someone running' to illustrate exercise. In fact the list is almost endless.

The popularity of this idea continued to grow throughout the consultations, with suggestions of having oversized emoji's and emoticons as part of My Well-being's unique brand identity.





# MY Well-being .org.uk

the service



The concept of the My Well-being 5-19 Service was very much respected and valued by the young people consulted with, who saw it as an essential and timely step forward in improving the health and well-being of local children and young people. Despite this positive feedback, most thought it extremely unlikely that they would access the Well-being Nurse assigned to their respective school.

There were a number of reasons given for this, the first and probably the most significant was not understanding enough about the service to know they could actually see a nurse at their school.

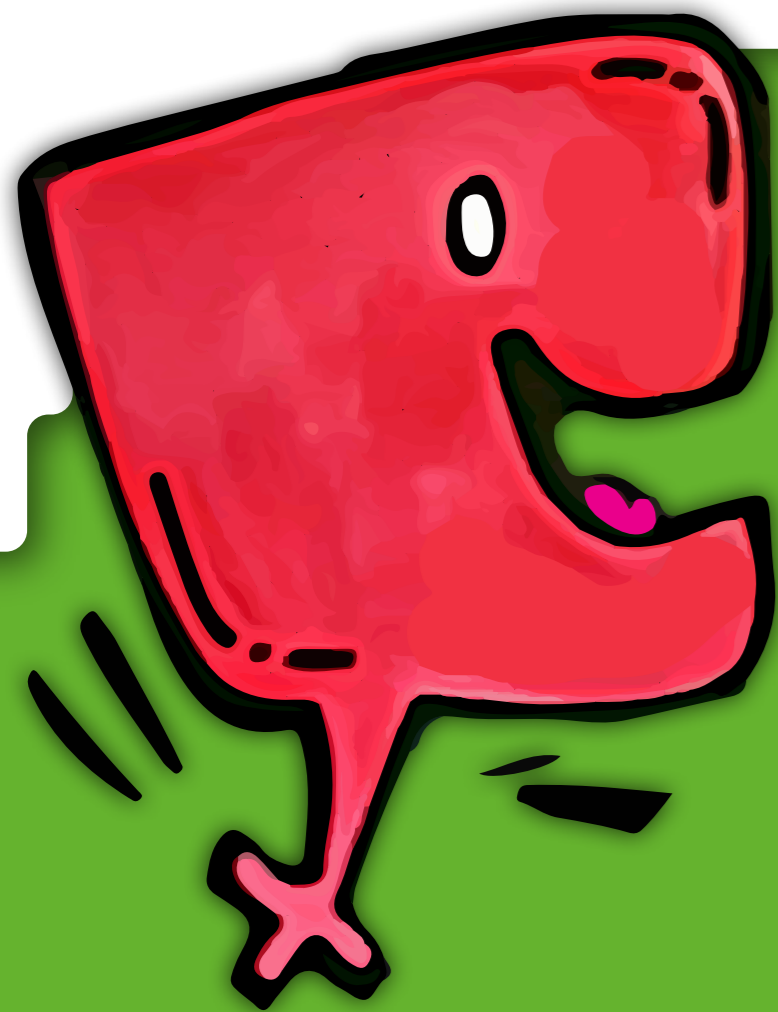
When explained that drop-in sessions were regularly available, the young people raised concern that it would be very difficult to speak to someone about what might be a sensitive or personal concern, when it's the first time you have met them. Invited to find ways of pushing beyond these perceived limitations, the young people put forward several breakthrough ideas. Chief amongst these was the suggestion of using alternative communication routes to demolish these negative and limiting constructs.

This Question Mark Hotline Handset, seen creating a new way through this Wall, shatters existing perceptions by promoting different ways to communicate and connect with the My Well-being team members. Whether via the website, by text messaging or by booking call-back appointments, the young people wanted ways of establishing a connection upon which they could build a constructive relationship, before meeting one-to-one.

Even those who still felt that they would not need to draw on the service in person, felt that simply having a direct line to an information exchange in the form of the website would, as long as the service continued to engage with and respond to children and young people's needs, help them to feel that support was just a call away.







Building on the importance of confidentiality raised in the 'Form and function' section of this report and the importance of establishing a clear connection exemplified in the previous metaphor, the group felt that it may be difficult to open up about some topics to workers of a different gender.

Whether face to face, online or over the phone, these Pink and Blue Speech Bubbles are about having the option of arranging to speak to a professional of your choice.

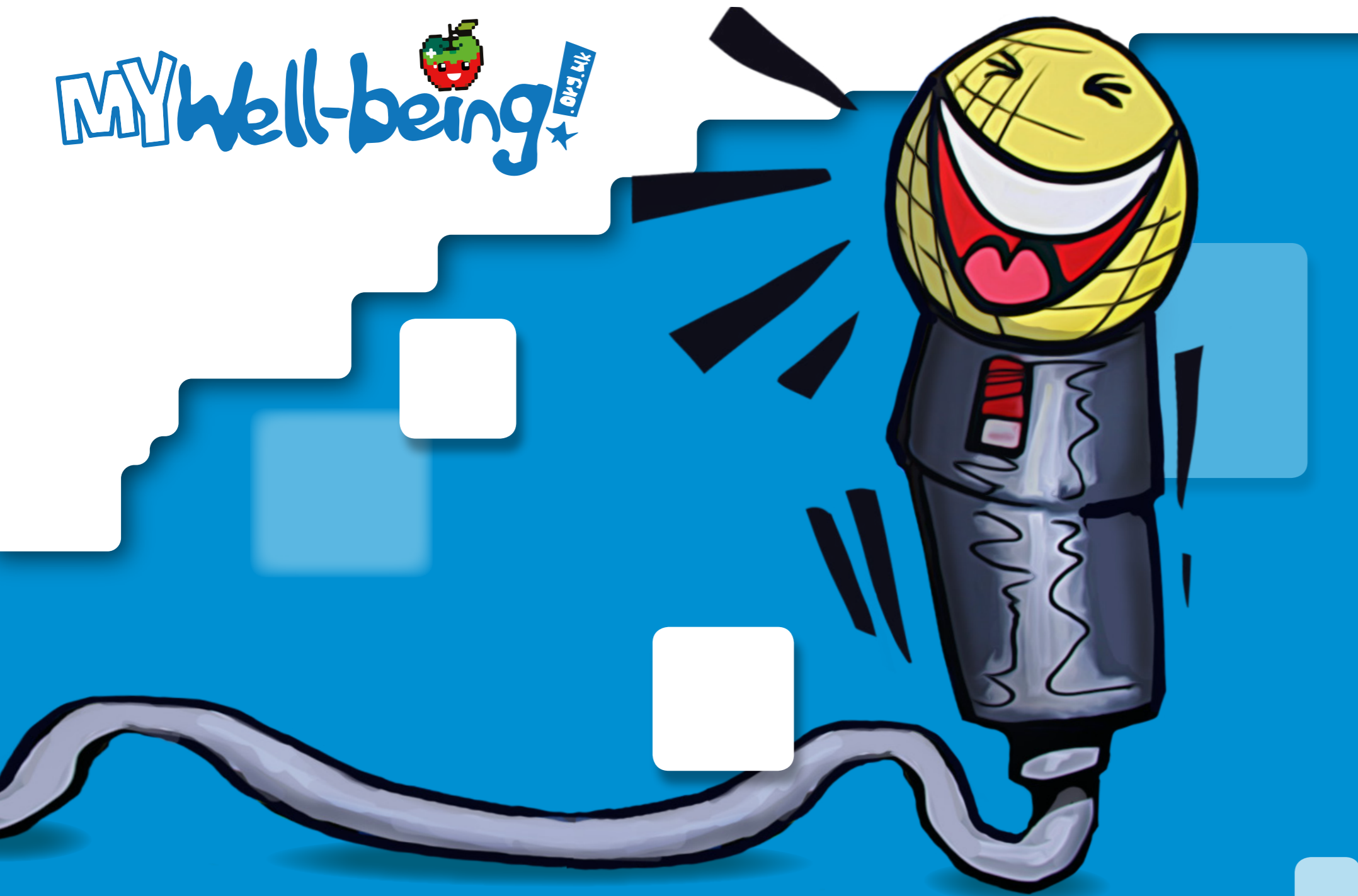
The young people also explored in more detail the topic of locations for appointments, whether as an alternative to school, after school hours or during school holidays. Most felt

that if they had already made contact with and knew of their assigned My Well-being team member, their preference would actually be to see them in school.

Some young people also suggested school premises after school hours and during the holidays, if possible. The idea was that this would be by pre-arranged appointment, using the new contact systems.

There was also a suggestion to make use of local G.P. surgeries and medical centres in the same way, perhaps with the worker introducing themselves in the reception and taking the young person to the designated room.

Alongside this, the parents and carers that were consulted with saw a real need for website content that dealt sensitively with puberty, sex, sexuality, and transgender, opening up difficult conversations both directly with the young person or through the parent.



Carrying forward the idea of the My Well-being team members connecting with their audience, this Oversized Microphone is all about turning up the volume so that everyone has heard about this important service.

In order for the site and the service to become as well known and as well used as is needed and deserved, the young people felt that staff must introduce 'stand up' into their current routine. Stand up, in this case, is about standing up in front of pupils during school assemblies and delivering fun, informative and engaging presentations on: who they are, what the My Well-being service is and how it can be accessed.

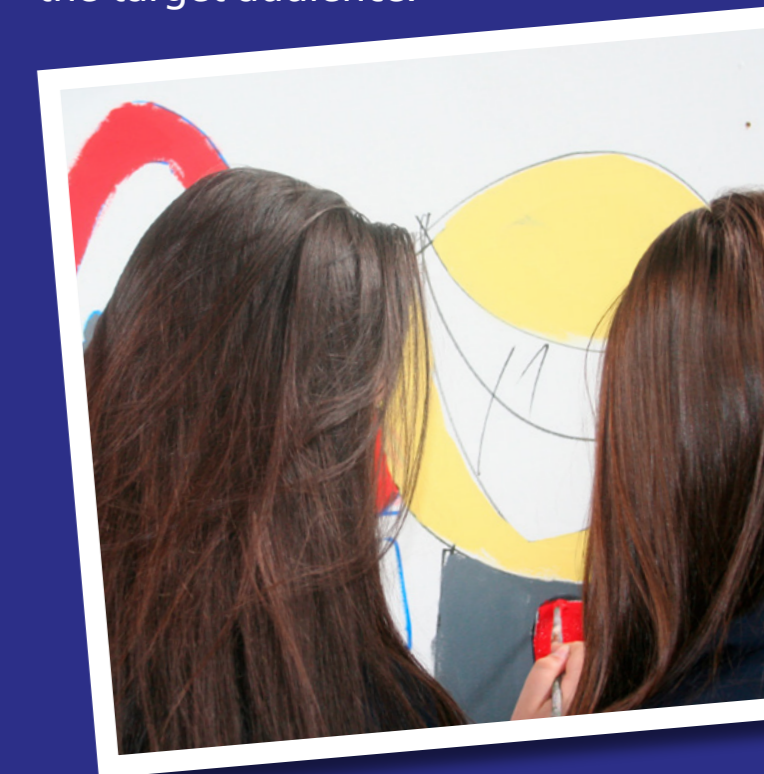
Only by putting public performances centre stage, will this potential life changing new release get the attention that it truly deserves.

The Oversized Microphone is all about standing up for CWP and My Well-being by giving fun and engaging presentations at school assemblies.

Delivering a clear message that this winning performance is plugged directly into the I.D. Badge and Missing-piece Jigsaw Character mentioned later in the report. It is about raising awareness and showcasing the service, whilst also building rapport; harmonising with the young people and turning the

spotlight onto My Well-being as a person-centred and personable service.

Without this promotional push, young people felt the My Well-being would never catch on with the target audience.





The young people also felt it important to reach out and leave young people with their own My Well-being handouts; especially having seen a My Well-being presentation. However, these special documents needed to be:

- ▶ broken down, using a range of designs to differentiate the material according to age;
- ▶ professionally designed and produced, as all too often handout materials were seen as poor quality and badly put together, using language that was not appropriate;
- ▶ appealing and fun, possibly with a launch competition. This could link back to the idea for a My Well-being Post Box for the Q&A Video.

Posters in school were seen as the best way to encourage brand recognition and maintain a presence amongst children and young people who may need advice or support.

Though the young people perceptively identified that a single poster design would be unlikely to appeal to the broad range of ages that My Well-being spans.

Their solution was to target a number of unique designs to specific age groups. Brief information, with an eye catching design was what was needed, something that they would notice in the corridor without having to stop to read the detail.



The group created the Missing Piece in the Puzzle to show how they currently feel there is a gap in their knowledge about the preceding school nurse service.

They later went on to add to the design, dressing the newly discovered Missing Piece in their School's Uniform, to point up how important it is to know how the new My Well-being service will fit into their school, completing the picture.





This Super Bling Gold Plated I.D. Badge is a definite eye catcher, yet despite its over the top fun nature, its polished finish actually plays down its true value. What this badge recognises is that currently it is almost impossible for a young person without prior knowledge to recognise the My Well-being team representative.

The young people felt it important to change this, so that they stood out amongst other professionals within their schools and communities.

What they wanted to see was the My Well-being staff wearing something identifiable, reinforcing the brand and making it easier for children and young people to know who they can go to when they need health and well-being advice, guidance and support.

The Gold Chain of the I.D. Badge is also connected to the School Sign, illustrating the strong bonds that need to be forged between the linked workers, the My Well-being website and their respective schools.

One of the practical ways in which this relationship could be crafted, is by adding the local My Well-being team's details and a quick link to the My Well-being website onto the website of each and every school they are tied to. The group suggested that the link take the children and young people to their school's team profile page on MyWell-being.org.uk, helping to introduce and familiarise children and young people with the workers they may see, as a way of making any potential future contact easier.

During the parent/carer consultation there was a strong wish to see school/area specific content that the My Well-being 5-19 Service are providing or promoting, perhaps shared directly through the school's newsletter or website.

This was seen as a way of raising the service's profile and building links between schools, communities and the main Well-being brand and website.





For further Information about the  
5-19 Service please contact: TBC