

Strategic Plan Summary 2009 - 2012



The Association for Young People's Health was set up in February 2008 by a group of professionals from the Young People's Health field. The Association is the only network bringing together all those working to improve young people's health.

This summary of our strategic plan sets our mission, aims and objectives for the next 3 years and our achievements to date. If you would like more information about our plans please contact Emma Rigby, Development Manager emma@youngpeopleshealth.org.uk

Mission

Young people have a right to good health. AYPH brings together professionals and organisations working to improve young people's health and well-being. By sharing learning and best practice we can promote and provide better services to meet young people's particular health needs.

Aims

Our aim is to work with our members to develop strong and high quality practice in promoting and supporting the health and well being of young people and we do this by;

1. **Profile:** raising the profile and understanding of young people's health needs
2. **Communication:** encouraging and facilitating more effective communication between practitioners
3. **Information:** improving access to information, resources, innovation and best practice
4. **Research:** promoting evidence-based practice by making research findings more accessible and supporting new studies into young people's health
5. **Involvement:** involving young people in our work.

Achievements

Establishing a multi disciplinary membership and committee of trustees: AYPH was established in 2008. Our launch event was extremely effective in attracting a range of professionals who identified the need for a network to represent all those working in the field. Over the course of our first year over 500 individuals and organisations signed up as members of the Association.

The Association has brought together a committee of trustees from diverse backgrounds to plan the strategic direction of its work. Their expertise in the field of young people's health is significant and has helped to ensure that the Association is linked with and works alongside key organisations in the sector. We established AYPH as a charity and company limited by guarantee and have developed processes of good governance.

Key Data: In early 2009 AYPH produced the Key Data on Adolescence 2009 together with the Trust for the Study of Adolescence. This essential publication for all those working with young people brings together relevant existing data to examine what is happening to young people's health and well being. The publication demonstrates our role as an information provider.

Conferences: We have held 3 conferences: two annual conferences and a research conference. Our 2009 annual conferences brought together a broad range of participants and focused on collaborative working between different professionals and between different regions. The Research conference enabled delegates to present over 20 papers on different aspects of young people's health and well-being, we plan to hold such an event biannually.

Involving young people in our work: We have involved young people in our work through each of our conferences. We also held a workshop with committee members and a group of young people to discuss and plan how AYPH should involve young people in its work. Work has begun on a project to set a youth-led research agenda for health.

Objectives

1. **Profile:** to raise the profile of young people's health and well being

- a. To agree a process for consulting with and involving members in media and policy work.
- b. To work with the media in a proactive and reactive way to raise the profile of young people's health and well-being needs and with the aim of increasing positive media attention in the field.
- c. To develop and disseminate 2 position papers in 2009-2010.

2. **Communication:** to promote effective communication and sharing of best practice between professionals working in young people's health

- a. To develop and implement a membership strategy setting up how we will increase our membership and provide benefits to members

- b. To increase our membership by 50%
- c. To raise and maintain the profile of the Association in different regions and countries of the UK
- d. To hold an annual conference for members
- e. To hold 3 events in 2009 / 2010 focusing on sharing the learning from the Teenage Health Demonstration sites
- f. To develop a role for the Association in delivering and supporting training in consultation with our members and partners
- g. To improve communication between PCT's, Local Authorities and others interested in involving young people in their work

3. Information: to provide access to information, resources, policy development and best practice examples relating to young people's health

- a. To launch a new website by September 2009 including a public and private members area.
- b. To develop a range of resources to be shared via our website including 6 briefing papers focusing on the learning from the Teenage Health Demonstration Sites and resources for PCT's and others wanting to engage young people in their work.
- c. To bring together relevant information about events, useful resources, policy development and best practice to share with members
- d. To produce a monthly members newsletter
- e. To establish a network of non-member contacts and produce a monthly non member newsletter
- f. To consult with our members annually regarding their information needs.

4. Research: to improve evidence informed practice by making research more accessible and supporting new research into young people's health

- a. To provide a quarterly research, policy and practice update to members including existing research and research in progress
- b. To identify links between members and researchers and provide a brokering service to improve the development of research projects
- c. To appoint a policy and research officer in 2009
- d. To consult members annually regarding their priorities in terms of accessing research
- e. To explore partnerships with relevant journals
- f. To run a bi-annual research conference with the next event in 2010.

5. Involvement: to involve young people at all levels of our work.

- a. To set up a participation sub-group of the trustees
- b. To select and support a group of young people who are engaged with AYPH's work and develop opportunities for them to become more involved in the committee
- c. To involve young people in the governance of AYPH
- d. To audit our work before the end of March 2010 to identify progress made and opportunities and challenges ahead for the longer term.