

Brook Manchester: clinic visit video



www.brook.org.uk

About Brook

- UK's leading sexual health and wellbeing charity for young people
- Over 50 years experience.
- Provide clinical and support services, education and professional training, campaigning and lobbying
- Reach nearly 250,000 young people each year.



Participation at Brook

- Committed to young people's meaningful involvement in decision making
- Local and national P+ groups
- Young Trustees
- Young people involved in campaigning and advocacy through our Sex:Positive campaign



Our definition of participation

“Participation is the involvement of young people in decision making and creating positive change.

Brook will make sure that young people are at the heart of all decision making, that they have their voices heard, and that all ideas are taken seriously.

Brook believes that young people can make real change in the world.”

Developed by young people at our national participation residential in summer 2015



Background: clinic visit video

- Brook provides sexual health services for young people aged 19 and under in Manchester.
- Clinical service: based in city centre, open 7 days a week
- Weekly outreach clinics at The Manchester College (6 locations)
- Education team – commissioned to deliver sex and relationships education sessions in schools and colleges
- Education team reaches 3000 young people each year



Why make a video?

- Feedback from young people and professionals – *“fear of the unknown”*
- Acknowledges stigma about visiting sexual health clinics – opportunity to normalise this.
- Appropriate media – easy to relate to, more engaging than leaflet or talk.
- Can be shared easily
- Creative and fun!

Why involve young people?

- *By young people for young people*
- Authentic – young people able to put together messages and imagery that young people will relate to.
- Understanding young people what information young people want/need better than professional.
- Creative ideas – different approach to professionals
- ‘Get it’ understand right tone and approach.



How?

- Volunteers recruited from FE colleges
- Young people applied for funding from Manchester City Council – this enabled us to work with a professional film maker.
- Education – volunteers take part in sexual health workshops to build knowledge of issues
- Planning – young people ‘fact finding’ how the clinic operates,
- Getting to know staff – what does each member of the team do?



How?

- Step-by-step guide to visiting the clinic.
- Key messages about sexual health
- Frequently asked questions
- Positive tone – normalises visiting services like Brook
- Professional looking – good production values.



Impact

- Video is used in education sessions: seen by over 1000 young people (so far!)
- 860 views on Facebook (so far!)
- Video available on Brook Website
- Positive feedback from young people who have seen the video
- Young people involved in the project...
- *“Improved confidence... Less anxious about doing new things.”*
- *“Learnt more about Brook”*



Questions...



Thank you!

For more information

www.brook.org.uk

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