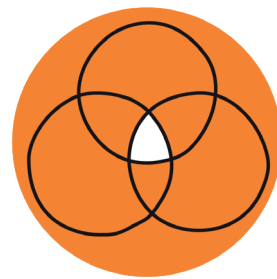
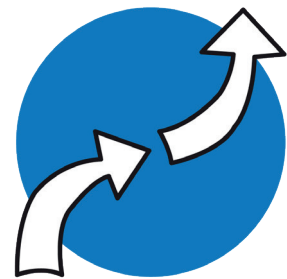




Organisational Strategy **2023–2025**



Introduction

We are delighted to share the Association for Young People's Health new organisational strategy for 2023–2025. It builds on our previous strategy and successes but includes an exciting new vision and mission and sets out how we will refine and develop our approach to meet the most pressing health issues that young people face.

"I feel a lot more informed now – how to access support and what your rights are"

Young Person

11.8m

young people in the UK
between 10-24



We have developed our plan with our staff, trustees, Advisory Council and youth advisory panel and will continue to work with all our stakeholders to implement the priorities we have agreed.

The UK has 11.8 million young people aged 10-24 making up 19% of the population. Young people's health and wellbeing has never been more significant than now in the wake of the COVID pandemic which has impacted all aspects of young people's lives. Whilst we have seen a very positive increase of focus on young people's health in the UK, vast gaps in understanding and service provision remain. We celebrate the many positive trends in young people's

health behaviours including reductions in smoking, drinking and under age conceptions but not all the trends are positive and the pandemic has seen a further increase in health inequalities experienced by young people.

Good health for young people is central to their wellbeing, forming the foundation for good health in later life. It is critical that we invest in this life stage. There is much more still to do and the expertise and experience AYPH brings are key to improving young people's health further.

A holistic collaborative approach with young people at the centre

Young people are at the heart of all that we do and so they are also the heart of our logo developed and launched in 2022. Our youth participation has developed hugely over the last five years and we now have an established Youth Advisory Panel as part of our governance structure and employed three youth interns to support the creation of Key Data 2021.

The logo also reflects our holistic approach to young people's health. From the outset AYPH has been interested in all the factors of a young person's life that impact on their health. Our health inequalities programme looks at this complexity to identify the action that we can take for groups of young people facing particular challenges. This three year funded programme has supported our sustainability and increase our capacity to deliver against our objectives.

Our brand also reflects the importance to our work of collaboration, networking and partnership. We believe they are the best way of getting comprehensive change for young people. Successfully

meeting our strategic objective to fund a senior Education Lead post is helping us expand opportunities for learning, skill development and networking across the young people's health field.

Our dynamic team with expertise in research, participation, training, policy and strategic influence will continue to work to deliver the ambitious priorities for change we have identified in this strategy working with young people and the community of professionals and organisations who support them towards our vision.

ayph.org.uk / info@ayph.org.uk
[@AYPHcharity](https://www.facebook.com/AYPHcharity) / [@ayphealth](https://www.instagram.com/ayphealth)

Engaging in groups like this is a form of self-care. Feeling like you are doing something to make positive change"

Young Person, We're All Right project workshops

"AYPH provides me with the information I need to teach others and advocate for a bigger focus on young people's health"

AYPH Member

Our vision, mission and values

Our vision

All young people have the best possible health and equal access to high quality youth friendly services.

Our mission

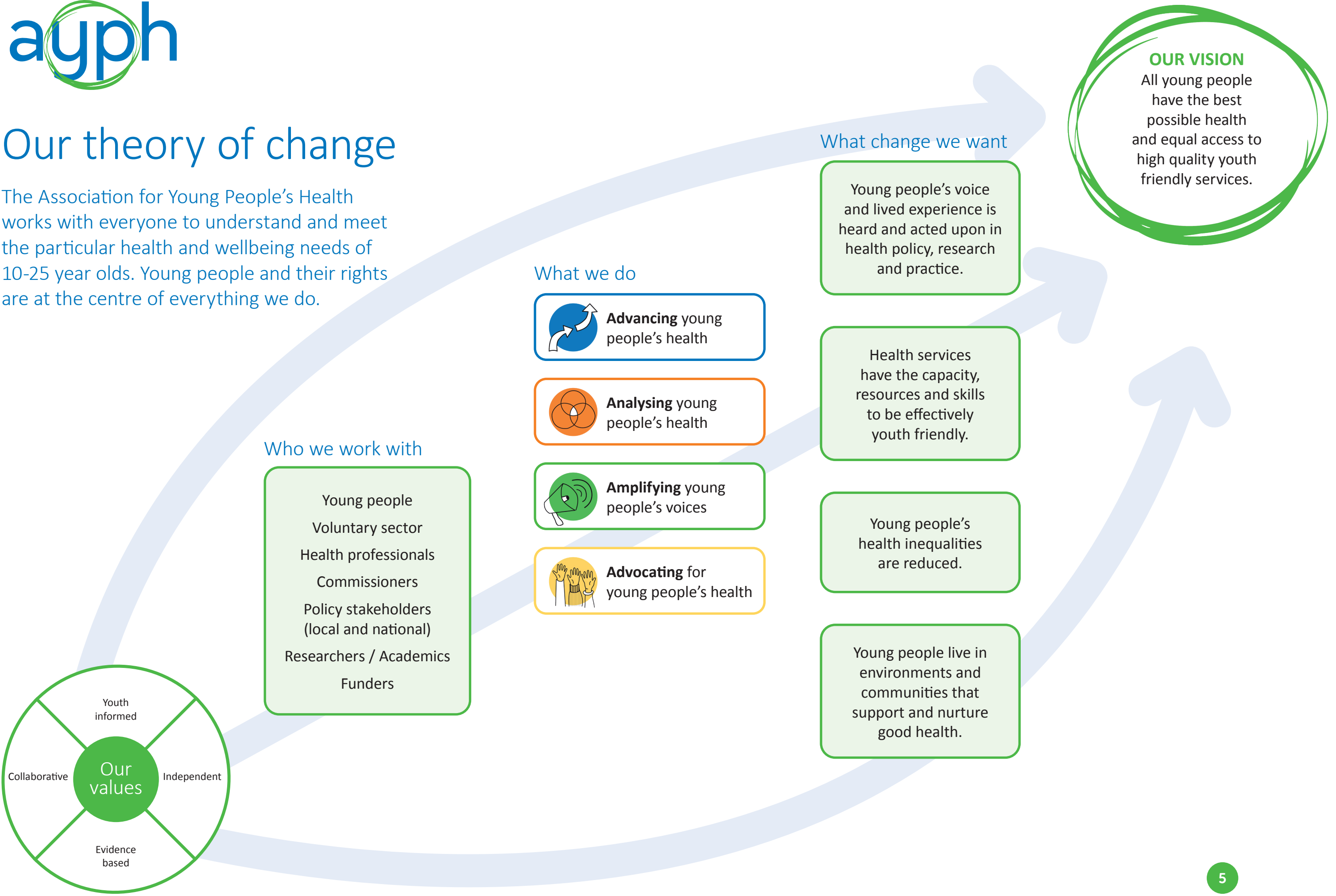
We work with everyone to understand and meet the particular health and wellbeing needs of 10-25 year olds. Young people and their rights are at the centre of everything we do.





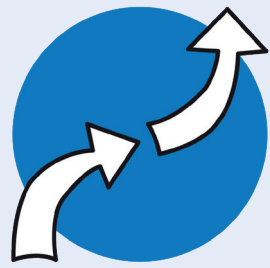
Our theory of change

The Association for Young People’s Health works with everyone to understand and meet the particular health and wellbeing needs of 10-25 year olds. Young people and their rights are at the centre of everything we do.



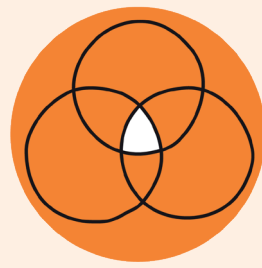
Our ways of working

We have four ways of working to achieve our vision and mission:



Advancing young people's health

We share information innovation and best practice. This includes training as well as supporting a community of individuals and organisations as part of our AYPH membership.



Analysing young people's health

We provide access to high quality, reliable data and research about young people's lives, views and experiences.



Amplifying young people's voices

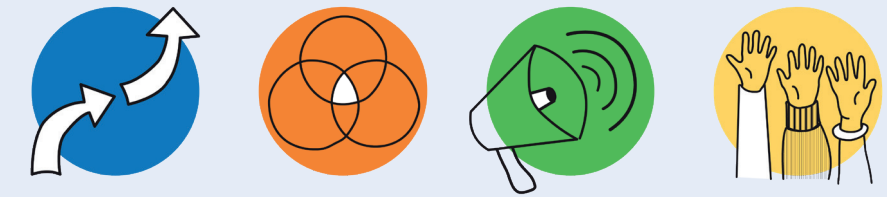
We value young people's expertise and deliver a range of participation and engagement projects as well as supporting our own youth advisory panel.



Advocating for young people's health

We bring the specific health needs and experiences of young people to a range of audiences. This includes advocating for young people's health and rights via our policy work with local, regional, national and international structures including government and health structures.

Our priorities for change



1 Young people's voice and lived experience is heard and acted upon in health policy, research and practice.

Young people want to have their views heard and engaging young people in research, service planning and delivery is likely to improve effectiveness. However, for many groups of young people who experience marginalisation or where there is stigma all too often processes of engagement are not fit for purpose. We will increase our range of expert youth engagement approaches and provide better evidence about its impact.

One in five people
experiences at least
one form of child abuse
before the age of 16



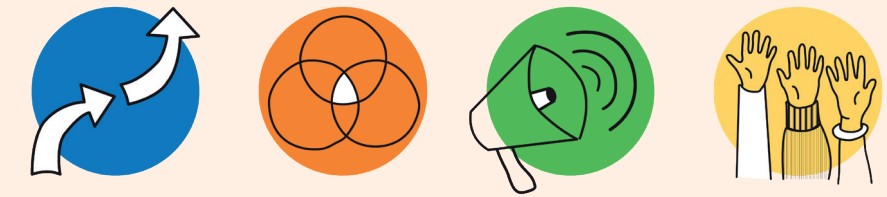
We will work towards this high level change with a range of targeted objectives including:

- Providing evidence on the impact of youth voice on services
- Delivering training on effective youth engagement
- Increasing the diversity of our engagement approaches
- Providing expert youth engagement support.

"I've found the difference for me is being surrounded by people who are like me and not judging me for what I am doing"

Young Person

Our priorities for change



2 Health services have the capacity, resources and skills to be effectively youth-friendly.

Young people having access to high quality youth friendly services is at the heart of our vision. We know that there are excellent examples out there but insufficient understanding of the work they do and the way they run. We want to provide practical evidence based resources to support an increase in youth friendly care in all services and settings – from small steps through to big changes.

Around **two thirds** of year 10 pupils had visited the doctor in the last six months.



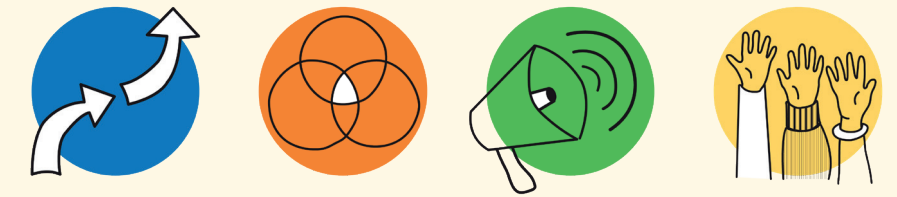
We will work towards this high level change with a range of targeted objectives including:

- Sharing good practice examples of youth health services
- Providing quality principles to inform effective youth health services
- Making the case for youth health services
- Delivering training for Integrated Care Systems on effective youth friendly care.

"I think it's important to have data about health because if you know what's more likely to give you certain illnesses, then if you can prevent it, it might be better than trying to live with it and having to take medication for it"

Young Person

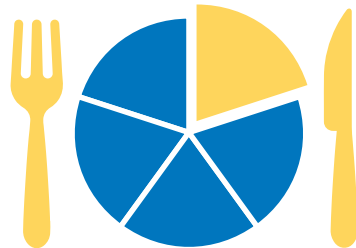
Our priorities for change



3 Young people's health inequalities are reduced

Health inequalities have been brought into sharp focus during the Covid-19 pandemic. Differences caused by social factors are unfair and preventable. We will increase awareness of the health inequalities experienced by young people and focus on what professionals and organisations can do to improve things.

One in five
secondary school
aged children are
eligible for free
school meals



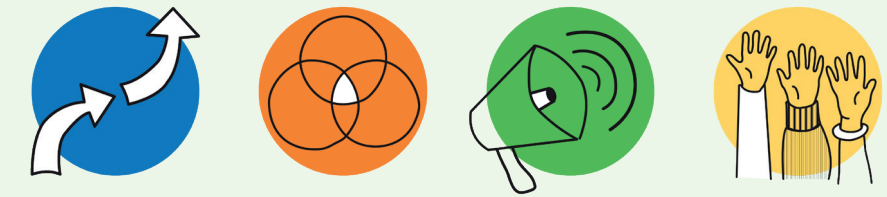
We will work towards this high level change with a range of targeted objectives including:

- Understanding better the needs of groups of young people more likely to experience health inequalities
- Increasing the accessibility of data on health inequalities in young people
- Creating tools for health services to support improved care
- Delivering training on health inequalities.

"Very often there's no help available until a problem has become totally unmanageable"

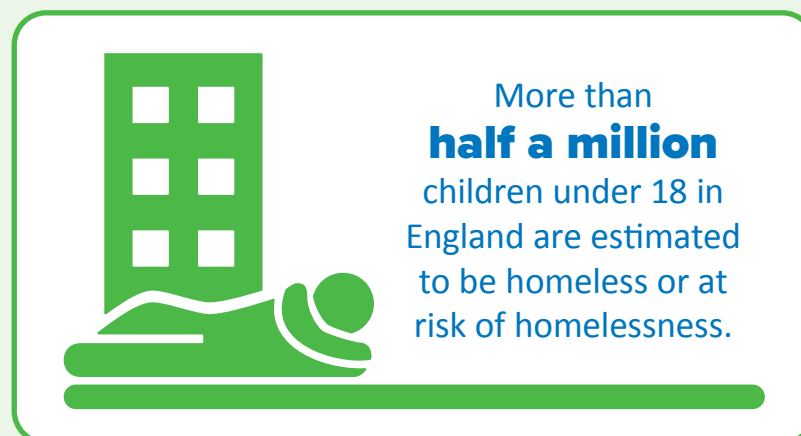
Young Person

Our priorities for change



4 Young people live in environments and communities that support and nurture good health

Where young people live and spend their time is really important to them. They are acutely aware of global and local issues including climate change and how these affect their ability to live in communities that support their health. They want safe communities and spaces for time with their friends, when going to school or accessing shops and services. Many factors impact how well a local place supports young people's health and we want to increase understanding framed by what young people tell us is important to them.



We will work towards this high level change with a range of targeted objectives including:

- Increasing understanding of what young people need in their neighbourhoods to promote their health
- Framing young people's health by the things which are important to them
- Creating greater understanding of the impact of social determinants on young people's health
- Increasing understanding about the links between the environment and health.

"See me as more than my condition"

Young Person

Operational development

All of our priorities for change and activities to meet these will be supported by an aim to develop AYPH to best meet our goals.

“You and your team have been absolutely fantastic to work with”

NHS England
Policy Manager

We will work to:

- expand our reach across the UK disseminating our resources more effectively
- develop an evaluation framework to measure the impact of our strategy
- continue a focus on diversifying our funding to support our sustainability.



About AYPH

The Association for Young People's Health works to understand and meet the particular health and wellbeing needs of 10-25 year olds. For more information about our work email info@ayph.org.uk and visit our website ayph.org.uk

info@ayph.org.uk
ayph.org.uk

 [@YPHealth](https://twitter.com/YPHealth) [@AYPHcharity](https://twitter.com/AYPHcharity)