

Key messaging for Primary Care Trusts and Children's Trusts

You're Welcome will help Primary Care Trusts and Children's Trusts commissioners to transform the health services (NHS and non-NHS providers) they commission by improving the acceptability, accessibility, quality and choice of services for young people.

Summary of key benefits for PCTs and Children's Trusts

The *You're Welcome* quality criteria will help PCTs and Children's Trusts to:

- **Commission high quality health services that make young people, and other service users, feel comfortable.** This will generate direct and indirect benefits for all age groups. E.g. accessibility, publicity, confidentiality and consent, the environment, staff training attitudes and values, and joined up working.
- **Achieve a range of statutory targets.** By 2020, the Department of Health hopes all health services regularly used by young people – including all school and Further Education based services – will carry the *You're Welcome* quality mark, a sign that they are young people friendly.
- **Strengthen teenage pregnancy strategies to reach vulnerable groups and young people living in high rate wards,** by offering an opportunity to develop trusted services for young people most at risk. E.g. General Practices serving hotspot wards, school and Further Education based services, one stop shops.

- **Improve provision around children and young people's psychological health and wellbeing.** CAMHS components are included in the main body of *You're Welcome* to ensure all health services consider these issues as part of their "core offer". An additional section for targeted and specialist CAMHS services (section 10) has been produced with support from CSIP and the mental health act implementation team.
- **Address DH priority services for *You're Welcome* 2009/10,** including:
 - General practice
 - School and Further Education based services
 - Community pharmacy
 - Sexual and reproductive health services including Genito-urinary medicine and abortion service providers

A copy of the *You're Welcome* quality criteria may be found at: www.dh.gov.uk/en/publicationsandstatistics/publications/publicationspolicyandguidance/dh_073586

You're Welcome

Quality criteria for
making health services
young people friendly

You're Welcome is underpinned by the ethos that all young people are entitled to receive appropriate healthcare wherever they access it. This includes NHS and independent, primary, community, specialist and acute services, as well as services that are subcontracted to provide health services to young people.

You're Welcome has been included in the NHS operating framework for 2009/2010. The Operating Framework states that 'PCTs will want to review the transparency of their service offer in line with the Child Health Strategy... these may include: implementation of the adolescent-friendly '*You're Welcome*' standards' (The Operating Framework for 2009/10 for the NHS in England, DH, 2008).

The ten *You're Welcome* quality criteria themes are based on effective practice working with the under 20 age group. They provide important guidance for Primary Care Trusts and Children's Trusts to support both commissioning and delivery based good practice, such as:

- Supporting the implementation of Standard 4 of the National Service Framework for Children, Young People and Maternity Services. The criteria are highlighted in DH/DCSF *Healthy lives, brighter futures*, the government strategy for children and young people's health.
- Building on the Royal College of General Practitioners' initiative Getting it Right for Teenagers in Your Practice, which has been supported by the Department for Children, Schools and Families (DCSF) Teenage Pregnancy Unit (TPU) and the Department of Health (DH).
- Supporting delivery of a number of public service agreements (PSAs) for example PSA 14 or helping reduce teenage pregnancy through improving contraceptive and sexual health services for young people.

- Including statutory requirements (such as the Disability Discrimination Act 2005) as well as good practice guidelines.
- Helping to achieve objectives in the national indicator set which may be local priorities for PCTs, such as "Vital Signs".

The criteria have been designed to be applied to all health services – both young people specific and general – covering general and acute health problems, chronic and long-term disease management (such as specialist care for asthma and diabetes) and health promotion. They are:

1. Access
2. Publicity
3. Confidentiality and consent
4. Environment
5. Staff training, skills, attitudes and values
6. Joined-up working
7. Monitoring and evaluation, and involvement of young people
8. Health issues for young people
9. Sexual and reproductive health services
10. Child and adolescent mental health services (CAMHS) – targeted and specialist services for young people on psychological wellbeing and mental health

The non-mandatory *You're Welcome* quality criteria support the principles set out within World Class Commissioning Framework and *High Quality Care for All* and may be used as a tool for commissioning. Recognising the links with the World Class commissioning programme, the NHS primary care contracting team have also supported the development of a commissioning framework for primary care services that use *You're Welcome* as the baseline.