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youth
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CREATING HEALTHY FUTURES

FOR YOUNG PEOPLE IN COVENTRY



ACKNOWLEDGEMENTS

Positive Youth Foundation would like to sincerely thank The National Lottery Community Fund for supporting the Healthy Futures programme. In particular, the flexible and responsive additional funding made available as part of the Reaching Communities funds allowed us to extend provision into 2022 to support young people of Coventry during the Covid-19 pandemic at a time when the negative impacts of inequality were clear.

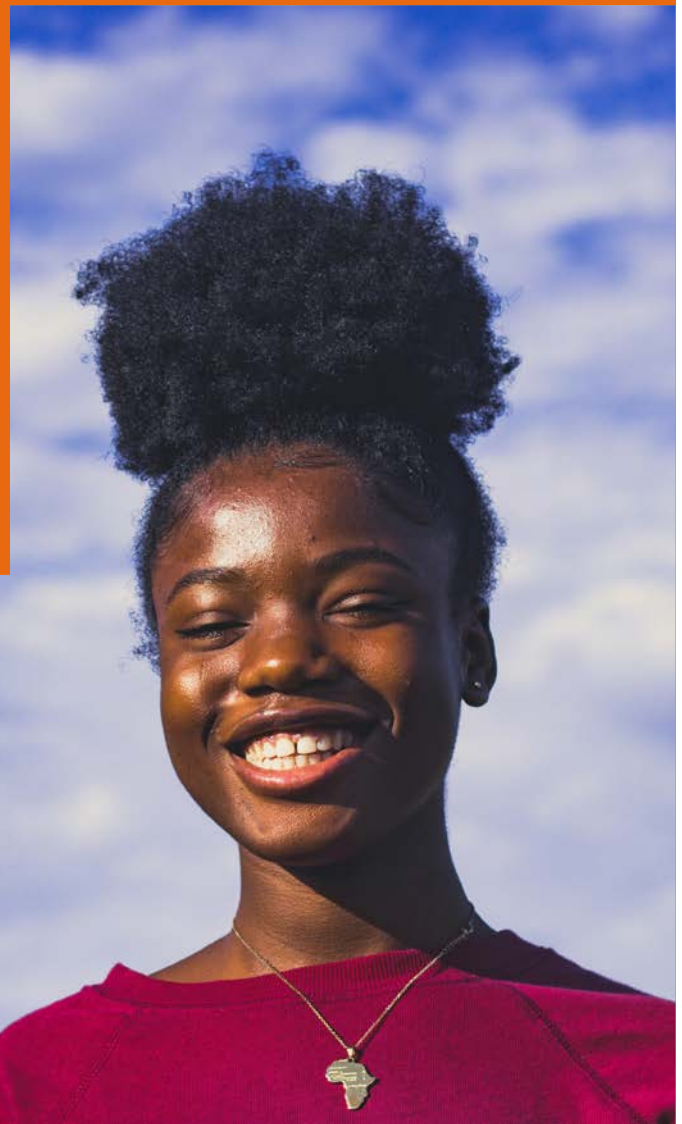
Thanks also to the Public Health Team at Coventry City Council for supporting the programme and engaging with young people, staff and volunteers at PYF. Their expertise and guidance has been integral to developing a programme that not only supports the young people involved, it helps PYF to connect with and contribute to the Coventry's important progress as a Marmot City.

Finally, to all the inspiring young people, staff and volunteers at PYF who have made the Healthy Futures programme a success.

Thank you!

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An end of programme review and evaluation of the Positive Youth Foundation's Healthy Futures Programme 2017 to 2022, funded by The National Lottery Community Fund.



Produced by Nifty Sustainability CIC for Positive Youth Foundation
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ABBREVIATIONS

CCC	Coventry City Council
HCP	Health and Care Partnership
HF	Healthy Futures
IHCS	Integrated Health and Care System
IHCP	Integrated Health and Care Partnership
IMD	Indices of Multiple Deprivation
JSNA	Joint Strategic Needs Assessment
PYF	Positive Youth Foundation
RC	Reaching Communities
TNL	The National Lottery
YP	Young people (participants)



FOREWORD

The health and wellbeing of our population, and in particular that of young people has never been so important, especially with regard to their mental wellbeing and levels of physical activity.

The negative impacts of physical inactivity are well known but the social isolation, loneliness and rising obesity crisis and its many linked issues are key areas which have emerged following the Covid-19 pandemic.

The previous “go to” solutions for engaging young people in physical activity have not overcome the challenges, which means innovative, localised and people centered interventions are now needed more than ever. It is no longer acceptable to pour resources into trying to “fix the broken parts” - more needs to be done to prevent things breaking down in the first place. As Bishop Desmond Tutu said, “There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they’re falling in”. The Positive Youth Foundation has led in this space in Coventry by delivering programmes, which are shaped by the young people who engage with them, where and when they are needed. This ensures they are relevant and impactful.

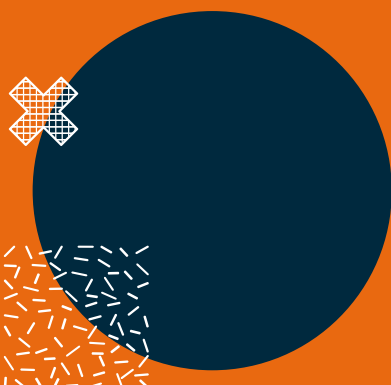


Improving wellbeing and physical activity are not only important for a person’s physical and mental health, but also to enhance their resilience, reduce their perceived levels of anxiety, and, crucially, raise their perceptions of their self-worth and employment prospects, many of the things that social-inequalities can negatively impact on.

The co-creation of programmes to deliver real impact on real people will become more the norm but PYF are already driving this style of delivery. This Healthy Futures report demonstrates the value of the PYF approach, the engagement of the young people and the very real and demonstrable outcomes that have been achieved against a backdrop of possibly the most challenging period faced by our society. It is clear that a continued, upstream approach as shown in this report yields the greatest return in many ways, but crucially puts the young person at the heart of everything.

PYF staff and the young people who engage in its services should be incredibly and rightly, proud of what they achieved together.

Vince Mayne
 Founding Trustee
 Positive Youth Foundation



1. INTRODUCTION

The wider, social determinants of health are well documented and understood in terms of the harmful effects social inequality and deprivation have on human health.

They were explored in detail in the Marmot review 'Fair Society, Healthy Lives' in 2010 and the update in 2020 (Marmot, 2010, 2020). We know from Marmot and others, that the social determinants of health are especially influential for children and young people (Pickett, 2022) both in terms of the negative impacts of social inequality on their long term health (Barton & Grant, 2006; Marmot, 2010, 2020; Pickett, 2022), and in terms of the potential for embedding positive behaviour change and healthy attitudes that will last into adulthood (Marmot, 2020; Pickett, 2022). For Marmot, enabling children and young people to '...maximise their capabilities and have control over their lives' (Marmot, 2020, p28) is a key factor in improving public health.

Coventry is a Marmot City and since becoming accountable for some public health responsibilities in 2013, Coventry City Council (CCC) has built many of Marmot's recommendations into its strategic approach to public health. The focus on inequality remains a cornerstone of the city's approach to the development of the Coventry Health & Well-being Strategy 2019 to 2023. This focus is also a cornerstone of other public health strategies in development in the wider region in response to national policy changes in public health (for example the NHS Long Term Plan) and local restructuring of public health provision such as the Joint Strategic Needs Assessment (JSNA). However, as the strategy highlights, 'stubborn inequalities' remain in the city including significant differences in average healthy life expectancy as compared to the rest of the UK in the poorest neighbourhoods in the city.

Whilst these and other challenges remain, the Marmot review 10 years on is clear that where local authorities are tackling inequalities in practical ways similar to PYF's approach, there are wider public health gains (Marmot, 2020, p.3). For Coventry, there have been some notable improvements in key outcomes relating to social inequalities , however, a number of priorities as highlighted in the Coventry Health and Wellbeing strategy 2019 to 2023 remain (see Appendix I). These priorities closely align with the PYF Healthy Futures work explored in this review. In summary these are:

- ▶ Tackling 'stubborn' inequalities by continuing to work together as a Marmot city to reduce health and wellbeing inequalities
- ▶ Developing an integrated health and care system (IHCS) that provides the right help and support to enable people to live their lives well
- ▶ Focusing on prevention and promotion of health and well-being rather than treatment
- ▶ Viewing health and wellbeing within the context of wider determinants of health rather than in isolation
- ▶ Working with voluntary and community groups who have and will continue to have an important role in health

This report demonstrates that the Positive Youth Foundation (PYF) plays a vital role in supporting the improvement of health outcomes for children and young people in Coventry by reducing the harmful effects of inequality in support of the strategic approach that the City is taking. In particular it illustrates that the PYF approach to co-creating opportunities for children and young people through the Healthy Futures programme – i.e. one that is innovative, participatory and impactful – is contributing to reducing the harmful effects of social inequalities, supporting young people to be involved in decision making for their own health and well-being, and creating a community in which the children and young people of Coventry can thrive.



1.1 The Healthy Futures Programme

PYF's Healthy Futures (HF) programme is recognised in this review as an outstanding example of how providing open access to services for young people, alongside elements of more directed provision, can support those in greatest need. This is what Marmot and others refer to as a progressive approach called proportionate universalism (Marmot, 2010, 2020) which means delivering services universally to the benefit of the whole population, but at a scale and focus that is proportionate to the level of disadvantage faced by individuals and communities. The HF programme adopts this approach by focusing support and providing opportunities for young people primarily aged between 11 and 25 in two of the most deprived wards of Coventry; Foleshill and St Michaels. This is important because communities and places experiencing economic hardship and higher levels of inequality suffer the worst health outcomes (Marmot, 2010, 2020, p28; Wilkinson and Pickett, 2010). There are also the greatest potential gains by directing resources to help create healthy communities in the places that need it most.

The HF programme was initially funded by The National Lottery for three years, 2017 to 2020. In recognition of the positive impacts of the programme and to support the delivery of services for young people during the Covid-19 pandemic, PYF was funded to extend the programme until 2022 under The National Lottery's Reaching Communities (RC) funding. The project is being delivered by the PYF team through a regular community-based programme of activities which includes a wide range of recreational, sports and physical activities with education, guidance and advice (see Figures 1 and 2 below). This review highlights and illustrates how PYF's innovative approach to delivering the Healthy Futures programme is amplifying the voices of young people in Coventry, especially those from the most deprived areas of the city. It is also encouraging them to take an active role in their own health and well-being, increase community resilience and create positive long-term behavioural change.

This review summarises outcomes from the whole Healthy Futures programme (2017 to 2022), drawing out key features and highlighting how the PYF approach of directing and supporting young people to make positive, healthy life choices has contributed to reducing the negative impacts of social inequalities. It also reflects on how the PYF approach, in practice, overcomes some of the challenges associated with delivering a programme designed to support young people facing inequality. This is exemplified by the approach taken by PYF to support and engage young people throughout the Covid-19 pandemic which was made possible by the extended funding from The National Lottery's Reaching Communities (RC) programme.

Throughout, the ethos of the programme and the approach of the delivery team has been to direct young people towards positive, well-informed, healthy life choices. This report illustrates that the flexible funding provided through RC was instrumental in allowing PYF to adapt and innovate its provision in order to continue to do this and meet the needs of young people, especially during the public health crisis.



1.2 Our approach to this review

This review builds on and updates earlier annual reviews undertaken throughout the course of the HF programme. Nifty Sustainability CIC has adopted a participatory approach to explore the change that has taken place for young people, communities, and PYF as a result of the HF work. We have done so by asking the young people involved as well as project workers and managers about their experiences of the Healthy Futures programme (see Appendix II). In addition, we have conducted a thematic analysis of secondary data (see Appendix III) including statistical summaries from previous years' evaluations, demographic data and grey literature relevant to the social determinants of health. When read with previous evaluations, this combined approach gives a robust overview of the outcomes from the whole lifespan of programme.



LEADER

2. REVIEW FINDINGS

Originally a three-year programme due to complete in April 2020, the RC funding was extended until April 2022, which fortunately including the ability to support activities during the pandemic (see Appendix IV for year on year funding summary).

This section provides an overview of the activities and outcomes from the programme drawing out key findings around:

- ▶ 2017-2020 – establishing the programme. Embedding learning year on year to connect with CCC Health & Wellbeing and Coventry as a Marmot City.
- ▶ 2020–2022 – what the additional flexible funding enabled. PYF as a crucial lifeline for young people during the pandemic when the negative impacts of inequalities were most evident.
- ▶ Why the Healthy Futures work matters.
- ▶ Overcoming delivery challenges.

2.1 2017 to 2020: Embedded learning as the programme developed

One of the clear benefits of longer-term funding and the inclusion of annual reviews is that learning can be, and is in this case, embedded into the programme development and delivery. This section outlines activities and activities, the delivery model, and outcomes from the first three years of the programme 2017 to 2020. Full details of the activities and outcomes from the programme are detailed in previous evaluation reports, and Appendix V provides a list of examples of programme activities for years 1 to 3.

By year 3, the HF programme had really taken shape and the outcomes for young people are clear:

- ▶ PYF had delivered **2,733 health and physical activity sessions**
- ▶ **3,460 individual young people** had taken part in these activities
- ▶ **97% of young people said they enjoy** taking part in physical activity
- ▶ **85% of young people feel healthier** for taking part in physical activity
- ▶ **83% of young people said they have meet another YP** who they would not have otherwise mixed with socially outside of PYF programmes
- ▶ **PYF's 2020 Survey shows 57% of young people at PYF** are engaged in the recommended amount of Physical Activity Levels stated by Sport England (outside of school time). This is a 20% increase from our 2018 survey.

Figure 1 below summarises activities and outcomes from years 1 to 3 and illustrates the development of the programme over time.

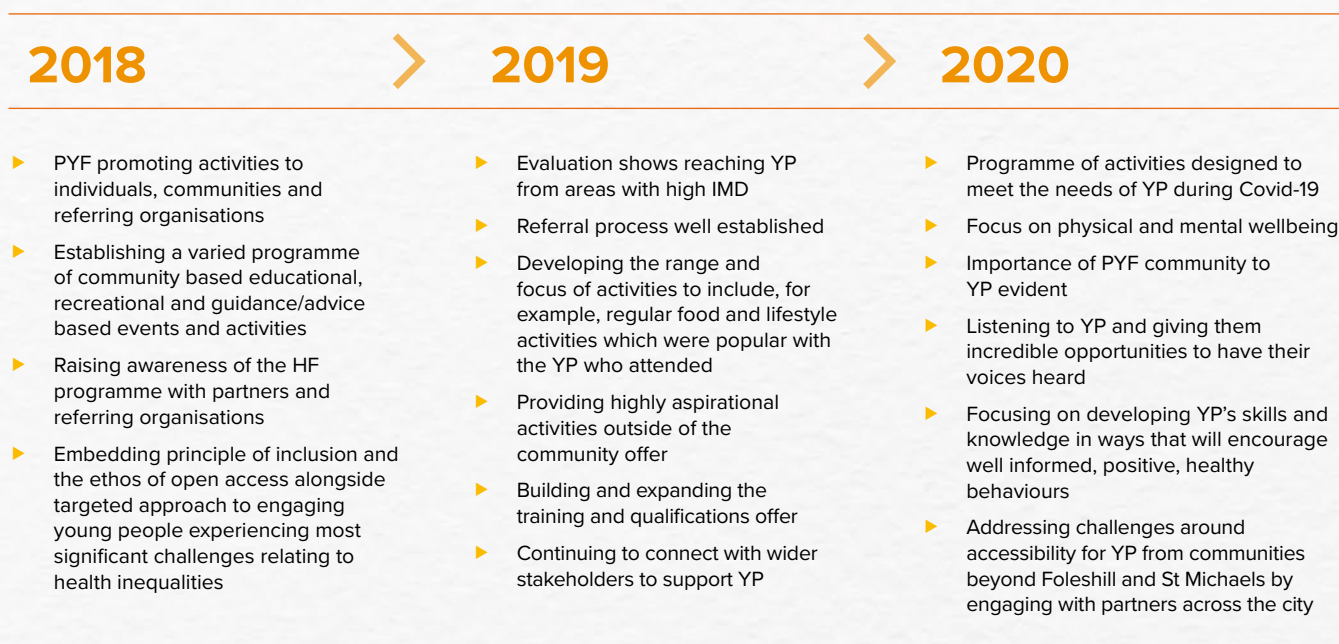
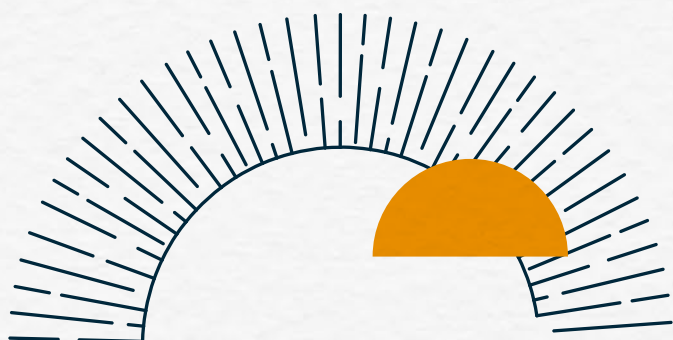


Figure 1: 2017 to 2020: Embedded learning as the programme developed



2.2 Early programme outcomes

Learning from year 1 related to three core project activities. These were, focusing activities on ‘sticky’ and challenging issues (for example substance abuse) in a participatory/co-created way in order to make greater impacts, expanding activities to include knowledge about health and positive behaviours, and engaging with wider stakeholders. On this last point, PYF used its connections, for example with local healthcare providers, to extend provision and create opportunities for education and skills development for the young people involved.

For PYF this developed into a two-way process, with young people learning from professionals on the issues that matter to them (e.g. healthy diets, substance misuse, mental health), and the professionals learning from the participants on, for example, how to communicate effectively with young people. This approach really works as summarised here by a member from the Coventry City Council Public Health Team:

“Sometimes there are barriers between young people and health services in terms of adults’ unfamiliarity with young people’s language. PYF’s approach is helping to break down these barriers, opening up these lines of communication by providing a translation between ‘young person speak’ and ‘public health speak’. This is helpful with regard to targeting healthcare”

This focused approach on challenging issues may have resulted in lower levels of overall participation in year 2 as compared with year 1, but the progress against targets was higher than expected (see Annual Report 2019). Looking forward, it’s also clear that this approach worked well in terms of impact of the HF programme for the young people involved, PYF, and the wider city (see Figure 4 for discussion).

By year 3, some great examples of the benefits of the PYF approach included:

- ▶ Consultations led by young people, activities designed by participants, increased opportunities to get involved in volunteering and decision making.
- ▶ 229 young people gain leadership qualifications, 5000 hours of volunteering undertaken.
- ▶ Partnering with CCC, CSW Think Active, ECB and WCB to make cricket available in 8 parks across the city.

The evaluations from years 1 to 3, show that key outcomes not only align with the original aims of the programme (see Appendix VI), but also go above those to start to build internal resilience. This is supported by interviews with young people who remain involved with the programme. Key outcomes from the early stages of the programme were:

- ▶ A clear connection with, and support for the Coventry Health and Wellbeing strategy from the get go. The HF programme is designed in a way that supports young people from two of the areas with highest Indices of Multiple Deprivation (IMD) in the city, and directs them towards positive, well-informed, healthy life choices.
- ▶ Young people report feeling ‘well-informed’ about health and able to make positive decisions about their own health. Participants’ confidence about taking part in sport and physical activities increases over time as a result of involvement with the range of activities.
- ▶ The referral process established in the early phases works in part because of PYF’s good reputation, and in part because young people referred to PYF connect with the project team. They are trusted by statutory and community partners for supporting young people who are excluded from school or at risk.
- ▶ Initially, young people who are referred to PYF are given opportunities to get involved in what are often classed as ‘diversionary activities’. Trying a range of new activities, attending different events (see Appendix V), and meeting new people they connect with not only makes for an enjoyable experience, over time, it helps to build trust and understanding. This is key for keeping young people engaged and motivated so that positive decisions becomes the norm rather than a ‘diversion’.

‘It doesn’t matter when you join PYF, when you settle in, it feels like you’ve been here forever’. ‘It’s like a family’

- ▶ The activities young people are involved with help them to develop new skills, build confidence, communicate with others, connect with wider programmes, build their own capacity to understand the impacts of their decisions and use this understanding to make positive decisions.

The connections between these outcomes are illustrated in Figure 4 below and discussed further in terms of the overall outcomes from the programme in section 4.

2.3 Flexible funding enabled a robust Covid response in years 4 and 5

The Covid-19 pandemic clearly brought considerable uncertainty and a great many challenges associated with supporting young people amidst a global pandemic and repeated lockdowns. We know that the health impacts from Covid-19 were significantly worse for people already experiencing the negative impacts of inequalities. Inequalities relating to race and ethnicity, disability and poverty have been highlighted as being especially significant. What is clear from this review, is that PYF, with support from funders and close working with partners such as Coventry City Council Health Team, innovated and adapted its provision in order to overcome some of those significant challenges in order to support young people from communities that are more likely to have been disproportionately affected.

Figure 2 below summarises activities and outcomes from years 4 and 5 and illustrates how this was possible because of how the programme was designed and delivered, and the trust built in years 1 to 3 (2017 to 2020). Two really important features of the delivery model that were key to provision in 2020/21 (year 4) during the height of the pandemic are explored below. These were:

- ▶ Staying connected, listening to and supporting individual young people in ways that help address their specific circumstances
- ▶ Being innovative around the provision to keep young people engaged and motivated with HF and provide relevant support

2017-20



2021



2022

- ▶ Programme designed, established and being delivered
- ▶ Partnerships and trust developed
- ▶ Activities designed and co-produced with YP
- ▶ Qualifications gained
- ▶ Evidence of positive impacts around health and wellbeing

- ▶ Focus on adapting to changing circumstances
- ▶ Support and involvement seen as a 'life line' for YP
- ▶ Co-designed and varied activities to keep YP involved during difficult circumstances

- ▶ Embedded range of activities
- ▶ YP making positive choices and recognise they are doing so
- ▶ Clear evidence of reducing impacts of health inequalities

Figure 2: Building on robust delivery model to support young people during pandemic



Staying connected

Overnight, young people lost opportunities to connect with an important community, socialise with like-minded young people, and take part in healthy, educational activities. This was devastating, particularly for those young people without mainstream support/schooling, or for those for whom PYF had been an essential part of their day to day lives.

The PYF team reacted quickly, and prioritised young people they knew well. At interviews and the focus group, HF participants were clear about how important this was:

'She [HF Programme Lead] literally brought me and my sister Little Moons [mochis] to cheer us up because she knew I was down and losing focus. It was so nice to know people were there and cared.'

(Focus group participant)

'If it weren't for [PYF worker] contacting us during Covid I would've went mental'

(Focus group participant)

Staying connected also helped to amplify less heard young peoples' voices at a time when children and young people had experienced enormous disruption to their lives. It helped to create and build on an atmosphere of belonging and strengthen community (see 3.2 below), which was crucial especially during periods of lockdown and ever-changing national/local rules. This was a strong message that came through from conversations with the young people:

'I don't know what I would have done without the support of the girls' group.'

(Focus group participant)

'We got the experts in to talk to young people about why the social isolation rules were there and about testing and vaccines. There was a lot of confusion but this helped us all understand the facts. The young people ended up telling us what to do.'

(PYF Programme Lead)

One of the key ways PYF maintained strong connections with young people, is by putting an emphasis on participation, co-creation and really understanding young peoples' experiences throughout the pandemic. They have done this in a number of different ways for example asking young people to arrange an online survey, calling and texting young people they had not spoken with, asking older, asking longer term participants to check in on each other to make sure other participants are staying engaged. Feedback from these activities helped PYF shape their programmes of activities to suit the needs of the young people. Staying connected also meant PYF was able to adapt its provision and continue to support young people in innovative ways throughout the pandemic.



Innovative provision

The calls and regular 'check ins' to keep in touch quickly morphed into creative use of digital platforms. PYF pivoted their provision to offer online activities during periods of lock down so that young participants were still able to take part in a range of activities around healthy behaviours including:

- ▶ Online fitness sessions
- ▶ Cookery sessions - PYF staff and volunteers would drop food parcels at young people's homes so they (and their families) could follow online videos at home
- ▶ Community activities such as debates, check ins with each other, podcasts and social action campaigns



Image 1: Debate shows developed and led by the PYF young volunteers tackled issues the young people wanted to discuss

Focus group responses suggest that this helped participants to stay healthy themselves and to support their peers' and friends' and families' physical and mental health.

'There was always something going on'

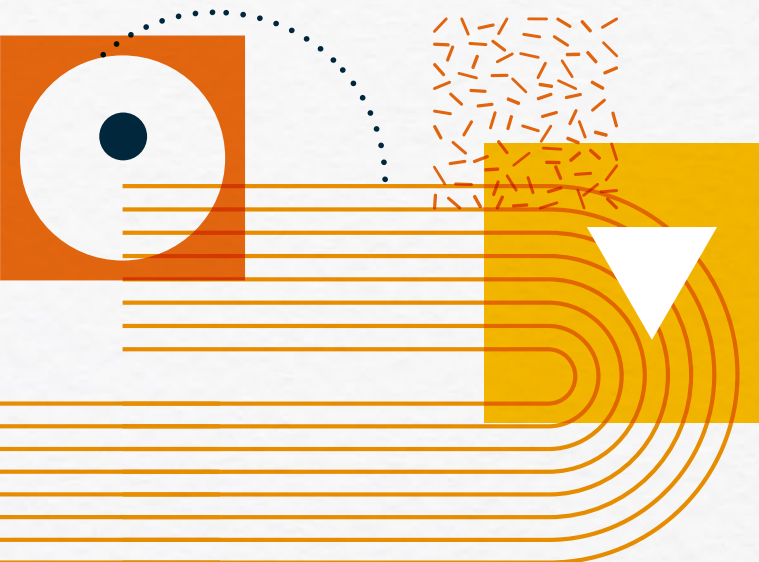
'PYF is a big part of my life. During lockdown, some days these [PYF] were the only people I spoke to. It stopped me getting too down.'



As a result of this innovative, supportive approach, PYF has been able to continuously provide support and opportunities for the young people engaged through the Healthy Futures and wider programmes, especially those without access to resources or positive support networks in their lives.

This approach also helped to create and build on an atmosphere of belonging which was crucial especially during periods of lockdown and whilst trying to understand what they can do with the new and ever-changing national/local guidelines. The PYF was a trusted community when messaging around Covid-19 was not always consistent in wider media and communities. As noted, the young people involved in HF wanted clear guidance on complex issues such as testing, the vaccine and isolating. In response, Health Champions helped organise discussions and provided information from statutory partners. As the country started opening up, and outdoor gatherings were allowed, face to face meet ups started happening again, and in person debates and discussions were really popular amongst the young people as a source of trusted information.

It is clear that PYF, with support from funders and close working with public health partners across Coventry, innovated and adapted its provision in order to overcome some of those significant challenges. As a result, PYF has been able to continuously provide support and opportunities for the young people engaged through the Healthy Futures and wider programmes.



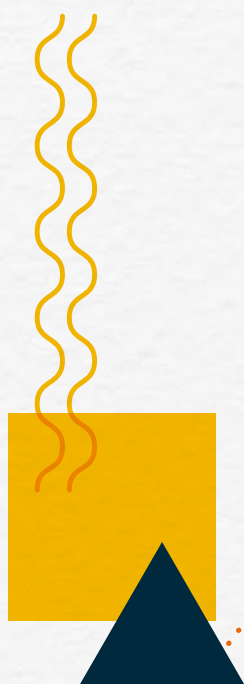
2.4 Overcoming delivery challenges

Throughout the programme there have been challenges associated with programme delivery which PYF has tried to address as the programme developed (see Figures 1 and 2). The main challenges which are still being addressed are:

- ▶ Recruiting girls and young women into sport and physical activity. The number of girls and young women involved in sporting and physical activities has increased throughout the programme, however, in line with national statistics the proportion of girls and young women remains lower. PYF is addressing this issue in a number of ways including:
 - ▶ Setting up a girls' group which goes beyond sport to look at other aspects of health and wellbeing that the young women are interested in and develop their own activities that help with health and wellbeing.
 - ▶ Connecting with other delivery across PYF strands e.g. Changing Trax and opportunities that brought.
 - ▶ Raising aspirations around involvement in sport and physical activities through connecting with female sporting mentors e.g. Football, Cricket, Boxing.
- ▶ Finding and funding accessible venues. This challenge is two-fold; availability and accessibility for people from different parts of the city, and cost of venues, especially since increases due to Covid-19 and increase in cost of living. PYF's solution to this has been to focus activity on what is available and what the young people enjoy so that regular activities can still take place, and then focus on a few 'big ticket' activities that people want to get involved in such as the roller disco, and silent disco.
- ▶ Challenges remain in terms of capacity and geography and there is demand for the services PYF offer from wider communities. Throughout the first three years (and into years 4 and 5, see below), PYF delivered to capacity and could have supported more young people and/or delivered more activities had additional resources been available.



Image 2: Focus on engaging young women and girls in sport and physical activity



3. THE ADDED VALUE OF HEALTHY FUTURES – WHY IT MATTERS

This section illustrates the clear value and importance of PYF’s Healthy Futures work in tackling health inequalities and contributing to Coventry’s Health & Well-being Strategy 2019 to 2023.

The focus here is on what the HF programme supports young people in Coventry to do, and how this is helping them to make positive, well-informed choices which enable them to ‘...maximise their capabilities and have control over their lives’ (Marmot, 2020, p50). The main issues related to Coventry’s role as a Marmot City that HF has had positive impacts around are:

- ▶ Building capabilities
 - ▶ Developing skills and knowledge
 - ▶ Education
 - ▶ Employment
- ▶ Strengthening community
- ▶ Raising aspirations, agency and resilience

It is clear from annual reviews of programme activities and outcomes, and especially from conversations with HF participants, that being involved in HF helps young people Coventry to do these things. Here we focus on some of the great examples of positive impacts that the young people told us about in the focus group and in interviews.

3.1 Building capabilities

A key tenet of Marmot’s recommendations is that children and young people should be enabled to ‘...maximise their capabilities...’ which will in turn help them to take control and manage their lives in positive, healthy ways into adulthood.

Developing skills and knowledge: Over and above the skills qualifications young people have the opportunities to obtain at PYF (e.g. dance and sports leadership, first aid) they talk about their improved knowledge about issues that matter to them, and the lasting interpersonal skills they have developed. In our conversations with the young people, these were apparent. They recognised in themselves, young people with advanced communication and organisational skills, confidence, emotional maturity, and the knowledge they need to not only manage their own physical and mental health, but also have high levels of empathy for others and support their peers and families.

‘I was born confident, but [PYF is] a new home and a place for me to be myself... gives me motivation, the people – without them would have lost myself’ (interview)

‘[I’ve] learnt a lot of valuable skills such as communication’ (from survey)

‘Being a Sports Leader, has developed my social skills and leadership. As well as I managed to get a Level 1 qualification out of it.’ (from survey)



Figure 3 below gives a snapshot of what the participants in HF activities feel they got out of being involved.

skills and leadership social skills new friends family feeling PYF people at PYF
better person valuable skills new experiences coach personal development
skills such as communication gained confidence new things new opportunity skills

Figure 3: Word cloud ‘what did you get out of Healthy Futures’

This recognition of the skills and competencies the young people have developed through involvement in the HF programme is also reflected in results from the online survey, with 44% of respondents indicating the Sports Leaders programme was their favourite activity (Appendix IV).

Education: What's interesting here is that the young people we spoke to (as well as those quoted in earlier reviews) were clear that their educational performance and behaviour outside of PYF, for example at school and college, had improved as a result of being involved with PYF and the Healthy Futures activities. They enjoy learning. They attribute this to involvement with PYF and the Healthy Futures programme and noted that. In addition, the young people involved in Healthy Futures felt better educated on issues specifically relating to their health and well-being in ways that helped them to make positive and well-informed decisions about health:

'With Health Champions I was well educated on drugs and stuff and that really helped me to make the right choices.' (Survey respondent)

Employment: This connects with raising aspirations and the ways that being involved with Healthy Futures and other PYF strands helps young people to be motivated and supports them in developing vital skills for employment. PYF support is tailored, one-to-one, sees the individual, recognises their strengths, and provides guidance and practical support to help them realise their goals. This comes in different forms depending on the individual: the young people we spoke with described PYF's approach as being a 'free flowing' around key issues:

- ▶ Careers advice
- ▶ Employability skills – interview practice, CV and application writing
- ▶ Volunteering
- ▶ Networking and meeting influential people

On this last point, introductions to influential people and networking opportunities at events are making the pathway to rewarding employment a reality for the young people involved. The PYF team use their connections well to provide opportunities for young people:

'I've started training to become a ski instructor'

'I want to be a youth worker to share my experiences and help more young people'

'PYF gives you a new and great path to life and careers'

And from the survey in answer to the question 'what did you get out of it' [i.e. HF activity]:

'Gained confidence. I learnt new things I never thought I would enjoy'

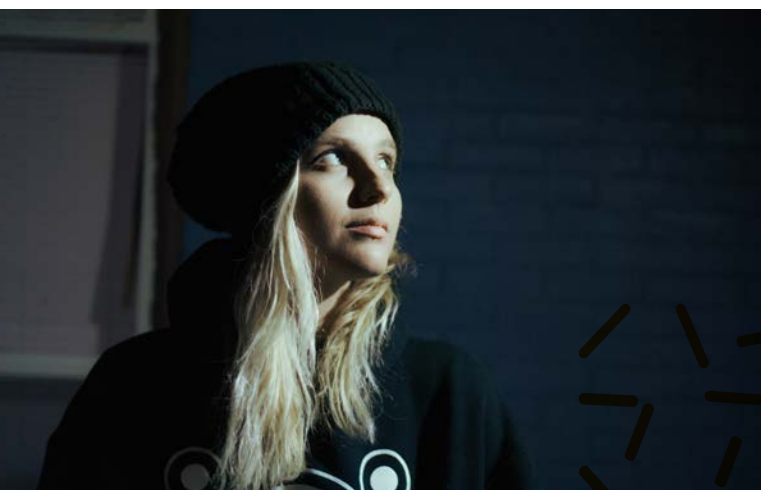
'...able to support YP to grow their skills for personal development and improve employability'



PYF also listens to young people to help the organisation itself develop. Volunteers are encouraged to shape the activities they are working on so as to build experience in areas that will support their future careers.

'I've been volunteering with different groups - younger children, disabled people - so I can learn how to organise the sessions for different peoples' needs. It's helped me get onto public service training which will help me get into the fire service' (Interviewee)

Another important point on employment that relates to raising aspirations is that there are clear pathways to employment for young people within PYF with young people completing training and becoming youth workers in the organisation. Participants routinely become volunteers, and many of these young people use their skills and experiences to move into employment as youth or project workers in PYF.



3.2 Strengthening community

Marmot is clear on the importance of community (Marmot, 2020, p.93) and places. The Healthy Futures work contributes to creating and developing ‘...healthy and sustainable places and communities’ by creating a healthy, positive community within PYF and by being part of the wider community of Coventry.

For the young people involved in Healthy Futures, PYF is ‘like a family’ ‘a big part of my life’ ‘welcoming’ ‘inclusive’. Community and the values associated with being part of something bigger than the individual underpins everything at PYF. The young people described being more socially aware, as having their connections with people strengthened. The value of this feeling of being part of a community was summarised beautifully in this survey response to the question ‘what did you get out of involvement with HF?’:

‘Social, emotional well-being along with feeling included and a part of family feeling where my views were heard, feeling confident enough to speak up’



For the wider community of Coventry, PYF works closely with community (families, other community groups and charities, sports providers) and statutory partners (schools, the local authority, health professionals) in ways that help the city to take an integrated approach to health and well-being provision in line with the city’s Health and Wellbeing strategy.

3.3 Raising aspirations, building resilience and increasing agency

‘PYF is a place for young people to prove themselves’ (Interviewee)

The young people we spoke to all said that taking part in incredibly cool activities and events like the MOBOs and Snow Camp opened their eyes to opportunities they did not know existed for them. They appreciate the opportunities these experiences offer.

‘No one I know outside of PYF gets to do these things. I mean who from round here gets to go skiing and camping or go to the MOBOs apart from people who go to PYF?’

Not only have these opportunities helped to raise their own aspirations in terms of how they view their lives in the future, they have helped them to develop confidence and understand and increase their own agency in their futures. The young people we spoke to described ways they use their agency in mature ways to, for example to:

- ▶ Engage with experts and professionals in order to find out more about important health and wider issues that matter to them
- ▶ Speak with influential people about their experiences
- ▶ Use their connections to further their own development

An important part of raising aspirations and increasing agency is building resilience. Within the HF programme, this stems from building confidence for example by discussing challenging issues in a safe and inclusive space.



One interviewee summed this up:

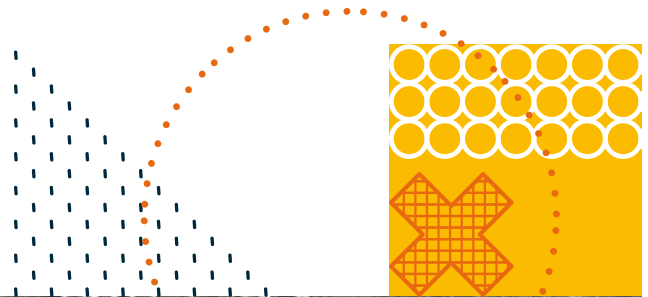
'PYF is a safe place to talk about feelings and problems and learn from each other. It means everyone see and understand especially those who haven't been through it [the issue being discussed].'



A final important point around PYF's HF value and how this helps raise aspirations, is that it is clear from conversations with young people, that involvement in the programme is helping them to overcome some of the negative impacts of inequalities that effect their peers. In the focus group we discussed the extent to which the young people saw their own development as being related to involvement with PYF. They were all in agreement that had they not been involved in PYF, they would not be 'where they are now' in terms of their own development and aspirations for the future, and they recognised that their own behaviours are different from their friends in terms of, for example, being involved in 'risky behaviours'.

'I would not be the woman I am now without PYF' (Focus group participant)

We know that young people want to, deserve to, and benefit from being heard and engaged in decisions about their own health and well-being. An interesting feature of the PYF approach towards HF programme is the extent to which young people are continually involved in the design and delivery of the programme. This approach has reaped benefits in line with Marmot's recommendations that children and young people should be encouraged and supported to take decisions and have control of their own lives (Marmot, 2020, p.50). This is also very much in keeping with the IHCP intention to promote prevention and encourage individuals and communities in Coventry to make healthy, positive decisions.



4. HEALTHY FUTURES FOR YOUNG PEOPLE, PYF AND COVENTRY

This section discusses the Healthy Futures programme in terms of the change that's happened for those involved, and the key features of the PYF's delivery.

Figure 4 below illustrates the connection between these features to show the outcomes and positive impacts of the programme at different levels. Section 4.1. to 4.3 then explore these outcomes in a little more detail.

4.1 Outcomes for young people

Clearly young people have been at the heart of the Healthy Futures programme. This review finds that involvement with PYF has been transformational for many young people. In particular, involvement in the Healthy Futures programme has resulted in outcomes which are most likely to have positive, lasting impacts on their health and well-being. These are:

- ▶ Improved health and well-being
- ▶ Increased knowledge and skills to help them make well informed decisions
- ▶ Increased confidence and agency which is leading to raised aspirations and positive views for the future
- ▶ Feeling supported and connected to people during Covid lockdown
- ▶ Contributing to and being part of 'healthy and sustainable' community

4.2 Outcomes for PYF

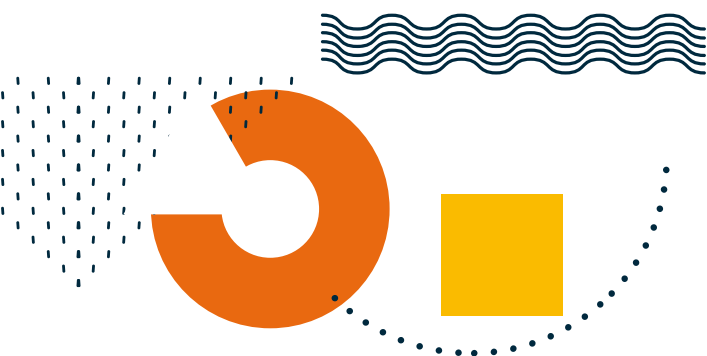
PYF's expertise, connections, values, care and support have enabled them to deliver against the aims and objectives of the Healthy Futures programme. Over and above the engagement of 3,722 young people in 177 different activities over 5 years (see Appendix VII), there have been a number of interesting outcomes for PYF that have helped to inform PYF's future strategic as well as operational direction. In summary, additional outcomes from the programme include:

- ▶ PYF has been able to continue to build its commitment to supporting the city's strategic goals around public health, and in particular its role as a key advocate for young people
- ▶ Learning from young people to build additional capacity and resilience where young people involved in the programme become active members of the PYF team. We've seen young people being referred to PYF become participants, those participants become volunteers, volunteers help co-create programmes and support new participants and, in the longer term, many employ the skills and expertise they have developed as youth leaders and project workers
- ▶ Evidence that PYF's values driven, individual and supportive approach is instrumental in creating lasting and positive change for young people in Coventry

4.3 Outcomes for Coventry

For the city of Coventry, PYF's Healthy Futures programme has important outcomes associated with the city's status as a Marmot city.

Table 1 below summarises these outcomes against some of the key strategic public health priorities for Coventry.



Coventry Strategic Goal	PYF Healthy Futures Outcomes
Tackle 'stubborn' inequalities	<ul style="list-style-type: none"> ▶ PYF continuing to work together as a Marmot city to reduce health and wellbeing inequalities ▶ Values driven, inclusive and accessible ▶ Working in most deprived wards
Develop an integrated health and care system (IHCS) that provides the right help and support to enable people to live their lives well	<ul style="list-style-type: none"> ▶ Taking a progressive universal approach – mix of open access and more targeted provision ▶ Inclusive and accessible ▶ Focus on co-created activities to ensure provision matches need
Focus on prevention and promotion of health and well-being rather than treatment	<ul style="list-style-type: none"> ▶ Skills building and educational programmes ▶ Guidance and support from health professionals ▶ Improving communication between health professionals/statutory bodies and young people
View health and wellbeing within the context of wider determinants of health rather than in isolation	<ul style="list-style-type: none"> ▶ HF provision and ethos based on deep understanding of the wider, social determinants of health ▶ Delivery model reflects HF teams' understanding of context of health inequalities
Work with voluntary and community groups who have and will continue to have an important role in health	<ul style="list-style-type: none"> ▶ Committed to partnering with community groups, health providers and statutory groups ▶ PYF positioned to lead on empowering young people in decision making as part of this commitment

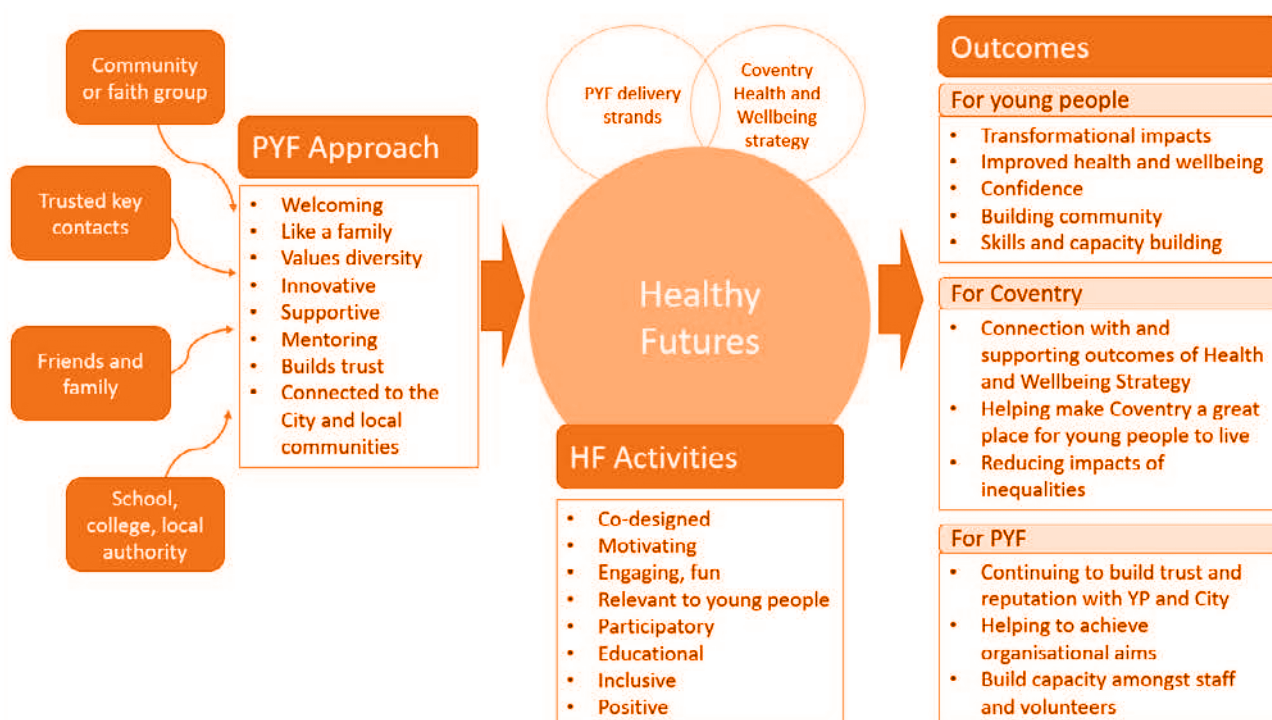


Figure 4: The PYF approach to delivering Healthy Futures

5. LOOKING AHEAD

This review demonstrates the clear value and positive impacts of the HF programme for young people of Coventry.

It illustrates that the flexible, five year funding received from The National Lottery allowed PYF to develop a programme that not only improved the health and wellbeing of the young people involved it is also supporting the city's strategic approach to public health in key ways.

PYF's upstream approach which puts young people at the heart of everything they do, is not only supporting young people in Coventry to make positive, well-informed, healthy choices now, it is helping to build resilience and enabling children and young people to '...maximise their capabilities and have control over their lives' (Marmot, 2020, p28). The young people who helped co-develop and steer the Healthy Futures programme, and those that contributed to this review demonstrated their resilience in the face of significant challenges – they were friendly, confident, eloquent, intelligent, emotionally mature, and a pleasure to speak with. They were also clear that being involved with PYF had been transformational for them: not only had they developed knowledge and skills which will help them to continue to make positive decisions on their own health and well-being, involvement has raised their aspirations and helped them develop into resilient young people we met.

This review also demonstrates that moving forward PYF is well positioned to:

- ▶ Continue to amplify young voices in the city and advocate for their increased role in decision making on public health
- ▶ Expand proportionate universal provision both in terms of range and variety of activities in response to YP needs, and in terms of increased opportunities for young people from other neighbourhoods where there is the most need
- ▶ Continue to work with partners, especially Coventry City Council, statutory, NHS and Voluntary & Community partners to ensure provision is addressing the 'sticky' and challenging issues
- ▶ Embed health and wellbeing more fully into PYF's development strategy and future programmes
- ▶ Build on opportunities to raise aspirations, educate and build capacity from an early age for example by expanding opportunities for volunteering
- ▶ Keep children and young people at the heart of what they do!

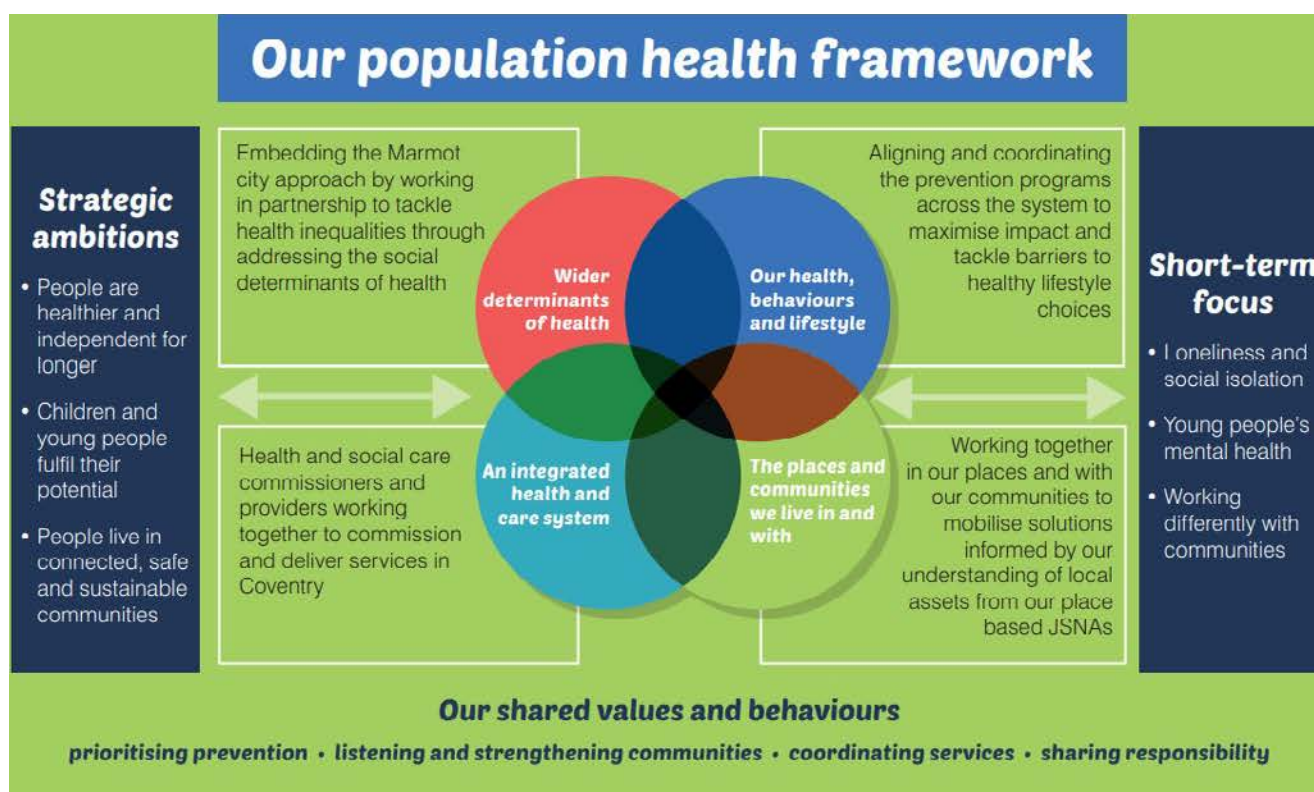
Looking ahead, with continued support from funders and partners in the city and wider region, there is a genuine, perhaps unique opportunity for PYF to build on the successes of the Healthy Futures programme to continue to have these transformational impacts for young people in Coventry in the future.

Nifty Sustainability CIC
June 2022



APPENDICES

I. Coventry Health & Wellbeing Strategy 2019 to 2023 strategic priorities



II. List of primary data sources

Method	Outputs
Interviews conducted April – May 2022	6 semi structured interviews with: <ul style="list-style-type: none"> ▶ Young people (3) ▶ PYF team (3)
Focus group on 12 th May 2022	5 participants
Online survey at youth group on 31 st May 2022	18 respondents

III. Secondary data and desk top review

Produced by Earthen Lamp:

- ▶ Healthy Futures Year One Report
- ▶ Healthy Futures Year Two Report
- ▶ Healthy Futures 3 Year Final Report

Produced by PYF:

- ▶ Healthy Futures Strand 2020 Report V2
- ▶ Healthy Futures year 4 (2020-21) report final
- ▶ 2022 statistical summaries and SWEMWEBS

See also references and endnotes for desk top review.

IV. PYF Healthy Future year on year funding summary

	2017/18	2018/19	2019/20	2020/21	2021/22	Total
National Lottery Community Fund (Reaching Communities) Income £	93,693	106,963	110,354	93,331	94,721	499,062

V. Healthy Futures programme activities examples

Early provision in years 1 to 3

Session Project	Description
Alternative Education Healthy Lifestyles Programmes	This 8-week programme looks to support young people who are currently in our alternative education setting by introducing them to local services such as gyms and other health providers. Throughout the programme all young people are supported in gaining health or sports certificates to help towards future employment.
Snow-Camp	Snow-Camp is a 9-month programme where inner-city young people are given the opportunity to try skiing or snowboarding for the first time. Last year the programme reached over 90 young people with 12 of them going on to gain ASDAN certificates in health & fitness and ski/snowboard level 1 instructor qualifications.
#Sports4All – Social Action	#Sports4All was a social action project where a group of young leaders, who were living with varying forms of learning needs, wanted to give more sporting opportunities to their peers, especially those with a disability. The young people developed their leadership and coaching skills through planning, organising and leading a sports day event. This event allowed other young people to experience the benefits of sports and provide them with external pathways to continue into a number of different local inclusive sports clubs.
Nations Cup – Health Village	We created the Nations Cup to support the integration of newly arrived refugee and asylum-seeking young people by celebrating diversity and culture through sports and health. The health village was set up to allow a wide range of health providers to interact with over 200 young people, engaging and introducing them to what health services were available throughout the city.
Health Champions	Our Health Champions programme allowed young people to work with a variety of local health professionals to deepen their understand of health issues that they felt affected them and peers and learn which services are available to support young people in need.
Youth Club	The youth club sessions created an informal and trusting space for our youth workers to open up discussions with young people about any emotional, physical or mental health issues that maybe affecting them and look at options of support for them.
Summer Holiday & Half Term Programmes	During these holiday periods we partnered up with other local sports and health providers in order to give all young people access to a variety of local health support during school close times.

Popular activities are offered every week:

Positive Youth Foundation Session Time Table

Monday	Tuesday	Thursday	Friday	Saturday
<p>Girls Group Sport Club @Sidney Stringer School 5:00 till 6:00 For ages 8 to 19</p>	<p>Football Club @Sidney Stringer School 5:30 till 7:00 For ages 8 to 25</p>	<p>Girls Group @Hillfields Young Peoples Centre 4:30 till 6:30 For ages 14 to 22</p>	<p>Youth Club @Hillfields Young Peoples Centre 4:00 till 6:00 For ages 8 to 13</p>	<p>Football Club @Sidney Stringer 11:00 till 1:00 For ages 8 and 25</p>
	Wednesday			Contact Us
	<p>Football Club @A17 Centre 6:30 till 8:30 For ages 14 to 22</p> <p>Boys Group @Hillfields Young Peoples Centre 6:00 till 7:30 For ages 14 to 22</p>	<p>Boxing @Sidney Stringer Academy 6:00 till 7:00 For ages 8 to 13</p> <p>Boxing @Sidney Stringer Academy 7:00 till 8:00 For ages 14 to 19</p>	<p>Basketball @Sidney Stringer School 6:00 till 7:30 For ages 14 to 19</p> <p>Youth Club @Hillfields Young Peoples Centre 6:00 till 8:00 For ages 14 to 19</p>	<p>Office Number: 024 7615 8550 Contact Details: info@positiveyouthfoundation.org</p>

positive youth foundation
Beyond Engagement

VI. Healthy Futures original programme outcomes

Outcome 1: The physical and mental health of NEET, BME and at risk young people aged 14-25 will be improved. This will allow them to live fuller and more active lives and reduce isolation.

Outcome 2: The knowledge of NEET, BME and at-risk young people aged 14-25 in physical and mental health related issues will be improved. This will allow them to make better and more informed life style choices that they currently cannot make.

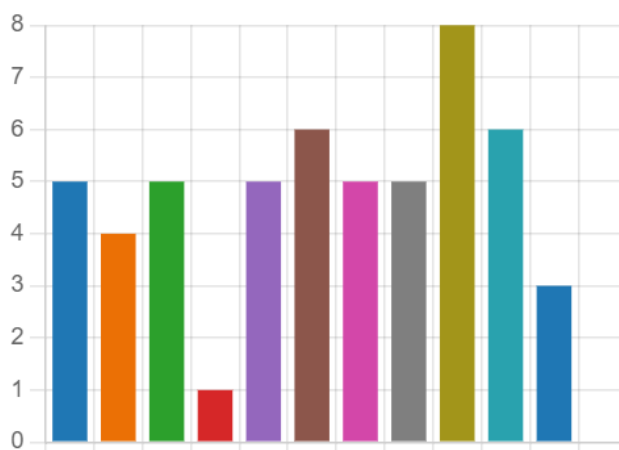
Outcome 3: The number of NEET, BME and at risk young people aged 14-25 involved in substance misuse, alcohol, steroids and smoking will be reduced. This will allow them to reduce the risk-taking behaviour they are currently involved in.

Outcome 4: The number of NEET, BME and at risk young people aged 14-25 of local specialist support services will be increased. This will allow people to access essential services that they currently cannot which will improve health, employability and education.

VII. Summary programme delivery outputs 2018 to 2022

Number of participants	3,722
Number of session groups (activities)	177
Number of sessions delivered	3,827

VIII. Sample survey responses



● Roller disco	5
● Football	4
● Basketball	5
● Online check ins	1
● Debate show	5
● Silent disco	6
● Boxing	5
● Girls' group	5
● Sport Leaders	8
● Health events / health champions	6
● Social action	3



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¹ <https://www.coventry.gov.uk/policy-1/coventry-marmot-city>

² <https://www.instituteofhealthequity.org/resources-reports/coventry-marmot-city-evaluation-2020/coventry-marmot-city-evaluation-2020.pdf>

³ Note that this builds on the previous Coventry Health and Wellbeing Strategy 2016 to 2019

⁴ <https://www.longtermplan.nhs.uk/online-version/overview-and-summary/>

⁵ <https://www.coventry.gov.uk/facts-coventry/joint-strategic-needs-assessment-jsna>

⁶ <https://www.instituteofhealthequity.org/resources-reports/coventry-marmot-city-evaluation-2020/coventry-marmot-city-evaluation-2020.pdf>

⁷ Health Equity in England: The Marmot Review 10 years on. <https://www.health.org.uk/publications/reports/the-marmot-review-10-years-on>

⁸ For example a reduction in concentration of areas of deprivation from 1.5% of the city's 195 neighbourhoods in 2015 to 14.4% by 2019. Institute of Health (2020), Coventry – A Marmot City, p.5

⁹ Note also the Institute of Health's evaluation of Coventry as a Marmot City 2020 <https://www.instituteofhealthequity.org/resources-reports/coventry-marmot-city-evaluation-2020/coventry-marmot-city-evaluation-2020.pdf>

¹⁰ Source: PYF Healthy Futures Report 2020 V2

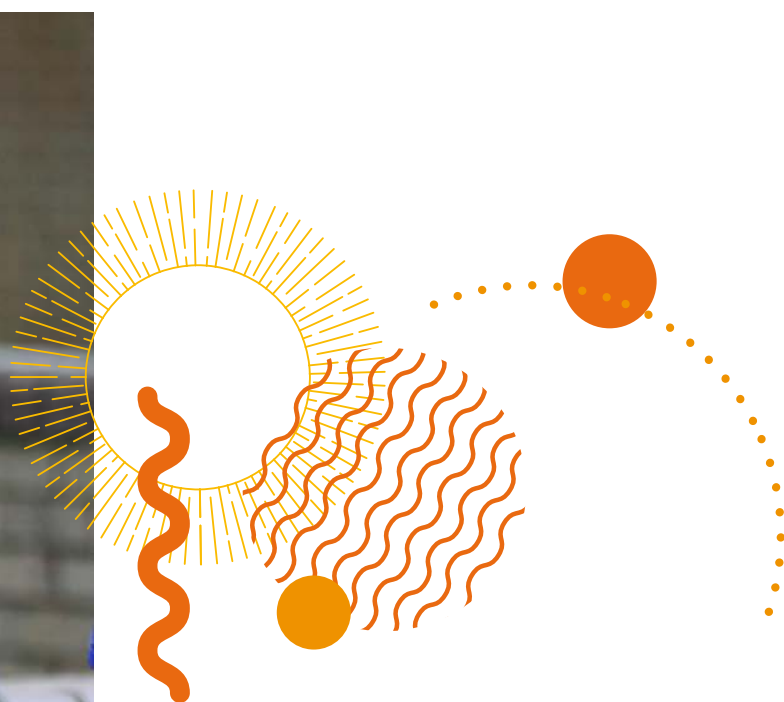
¹¹ From 'PYF Healthy Futures Strand 2020 report V2'

¹² For example see Liam's Story in PYF Healthy Futures Strand 2020_V2

¹³ See Vargus-Hill and Narayan 2022 for discussion

¹⁴ Note that for Coventry as elsewhere in the UK, statistics on the impact of Covid indicate that a greater proportion of deaths were of people of Asian ethnicity, Black and African-Caribbean people than would be expected given population ethnicities: <https://www.coventry.gov.uk/performance-1/one-coventry-plan-annual-performance-report-2020-2021/>

¹⁵ Note that the terms BME and NEET are reflective of the language used in earlier reports, PYF (and Nifty) have moved on from using both terms.





  @positiveyouthUK

WWW.POSITIVEYOUTHFOUNDATION.ORG

E: info@positiveyouthfoundation.org | T: +44 2476 791 190

Charity Reg Number: 1145284 Company Number: 07613299

