

EEFO Programme

Brief description

The EEFO programme aims to reduce inequalities for the young people of Cornwall and the Isles of Scilly. The overall vision of the programme is to change the culture of service delivery, empowering young people to develop a sense of trust and ownership leading to responsible, appropriate decision making.

EEFO is aimed at 13 to 19-year-olds living in Cornwall and the Isles of Scilly. EEFO addresses the barriers identified by national and local research which prohibit young people from accessing the services they need. EEFO is responsible for implementing the EEFO Quality Standards which demonstrate organisations are providing a young person friendly service. EEFO has put its website (www.eefo.net) at the centre of efforts to improve information for young people in the county.

There are two main objectives for the website, to signpost young people to quality services in Cornwall and to provide information on issues young people face during everyday life.

Once a service has met the EEFO quality standards it will have its details entered on the EEFO website. This information is regularly utilised by professionals as a signposting tool.

Funding

The EEFO Programme is jointly commissioned by Cornwall and Isles of Scilly Primary Care Trust and Cornwall County Council and has a current budget of £70,000 per annum.

Staffing (inc. volunteers)

There is currently one full time Programme Coordinator and one full time Quality Assessor.



Nature of provision

Which groups of young people does the project work with?

The EEFO Programme works with all 13 to 19-year-olds from across the County.

What are the main health approaches used and activities offered? (Health means broadly sexual health, substance use inc. legal drugs, mental health and emotional wellbeing, healthy lifestyles).

The EEFO project was initiated to provide better local services for young people by increasing the available gateways to information and advice, by working in partnership and by ensuring young people were involved in the delivery of services to address poor access issues. Early on in the development of the project it was recognised that the project, although seeking to address health inequalities, would need to be holistic in its approach, acknowledging that young people should be able to get the most out of their lives by improving their health and giving them the opportunities to achieve their full potential and make informed choices about their own future. The focus of the programme would therefore be on all services that offer provision to young people.

The programme was seen as an

opportunity to both increase the number of young people's support networks available but also to provide a network of quality services that professionals would be able to signpost and refer young people onto. Any service that offers provision to 13 to 19-year-olds is eligible to be EEFO Approved and therefore the range of services that have been EEFO Approved is quite varied (see www.eefo.net for up to date list of EEFO Approved services).

How are young people involved in shaping the project/programme?

Consultation with young people has been used by EEFO as a basis for making access to services a far easier and more 'young person friendly' experience. The EEFO Programme involves the active participation of young people both in the development of the quality standards and in the evaluation of the performance of EEFO Approved services. During the summer 2007, the EEFO programme trained a group of young people aged 13 to 19 to evaluate a sample of services offering Sexual Health provision and who have met the EEFO Quality Standards. EEFO is a brand name which, along with the logo and the quality standards, was designed in consultation with a group of young people. There is an option for young people to feedback directly on the website about all EEFO Approved Services thus encouraging interaction.



There is also an option to comment on all articles published on the website.

How does the project respond to the needs of different young people, particularly the most marginalised?

EEFO is fully inclusive of all young people and responds to individual needs when contact is made.

Outcomes

How do young people benefit from their involvement in the project?

Young people gain skills and receive vouchers for their participation in project activities. They are also offered the opportunity to gain the Youth Cornwall 25 hour volunteering award.

How do others (other groups of young people, organisations or the wider community) benefit from the project?

The EEFO logo is synonymous with young person friendly services and is recognised across Cornwall and the Isles of Scilly. Since the re-launch of the website in February 2007 EEFO has been receiving increased correspondence from young people. Between 2,000 and 3,000 unique visitors per month access the EEFO website. There are currently 133 services who have met the EEFO Quality Standards. Young people have more confidence to access the services that they want when they want to because they are assured of their quality and know they are 'young person friendly'.

Does the project contribute to local health priorities? If yes – which ones, and how?

Increased numbers of young people accessing 'young person friendly' local services. Young people in Cornwall and the Isles of Scilly are actively engaged in decision making and the design of services in a real way, and empowered to develop a sense of trust and ownership.

EEFO contributes to the Standards for Better Health (fifth domain – Accessible and Responsive Care) and Standard 3 and 4 of the National Service Framework for Children, Young People and Maternity Services.

EEFO is the delivery mechanism for implementing the Department of Health 'You're Welcome – Making Health Services Young Person Friendly' national criteria across Cornwall and the Isles of Scilly. Local level 2 and 3 EEFO quality standards which incorporate You're Welcome

will be rolled out in conjunction with the national team timescales over the coming months.

How are young people's progress and achievements captured/measured and recorded?

Following the mystery shopper evaluation project, some of the young assessors have been involved in national consultation work with Brook and other local consultation events. Some of the young assessors will get involved in training other young people to become mystery shoppers. The young assessors had the opportunity to gain a local volunteering award.

Measuring effectiveness

How is the project's work assessed or evaluated?

As part of the EEFO programme's commitment to continuous service improvement, the active involvement of young people and in line with targets set out in the Cornwall and Isles of Scilly Sexual Health Local Area Agreement and the Reducing Teenage Pregnancy Strategy, EEFO trained a group of young people to become mystery shopper evaluators as part of a pilot project. This project has been a great opportunity for young people to be actively involved in providing constructive feedback on the issues that are important to them.

What are the findings of any evaluations to date?

Seventy-nine per cent of the group said they would use the service again and encourage their friends to do so, which reveals that there is some really positive work being carried out in contraceptive and sexual health services in Cornwall that should be replicated. The remaining 21 per cent of the sample who responded 'no' to this question will be addressed by agreed action plans with those services concerned.



What factors help the delivery of healthy youth work?

Working in partnership with other organisations that work with young people has greatly enhanced the work that EEFO does.

What factors hinder this work?

Ensuring young people across Cornwall and the Isles of Scilly are aware of the EEFO Programme and website is an ongoing challenge.

Partnership/multidisciplinary working

What other agencies do you work with on a regular basis?

EEFO is a part of the Cornwall and Isles of Scilly Primary Care Trust and is working in partnership with a wide variety of other agencies and works closely with the Children and Young People's Partnership (Support and Commissioning Team), Youth Cornwall, Reducing Teenage Pregnancy and Sexual Health Local Area Agreement Group. There are strategic links in place with the Department of Health 'You're Welcome – Making Health Services Young Person Friendly' quality criteria implementation team and EEFO is an honorary member of the 'You're Welcome' Advisory Group.



When working in partnership, what is the distinctive contribution of your organisation/project?

The mystery shopper evaluation pilot project was carried out by EEFO and shared with all key stakeholders across the County. This valued work is being used to develop a partnership approach to training young people as mystery shoppers. EEFO Approved Services have been validated as meeting the EEFO quality standards and are therefore offering young person friendly provision.

Has this partnership resulted in greater collaboration or increased understanding between partners?

The EEFO Programme has now been mainstreamed and it is intended that being an EEFO Approved Service will be incorporated into the commissioning process for Children's Services shortly. Meeting the EEFO Quality Standards has been written into both the Cornwall and Isles of Scilly Children and Young People's Plans and it is also contained in the Sexual Health Strategy.

Strategic impact

Do you consider this project to be innovative, in terms of healthy youth work?

The evaluations of EEFO Approved

Services were carried out by the young people following the training using evaluation forms developed by the group. EEFO along with the young assessors have revisited each EEFO Approved service that was evaluated to make them aware of the young people's views.

EEFO won the 'Best use of Information Systems' award at the Children and Young People Services Awards 2007. EEFO has been short-listed in the 'Reducing Health Inequalities' category at the Health Service Journal Awards 2008.

How do you disseminate the learning from the project?

Quarterly newsletters are distributed to subscribers and update papers presented to the



Cornwall Children and Young People Strategic Partnership, the Primary Care Trust Professional Executive Committee, the Equality and Diversity Committee and the Sexual Health Local Area Agreement group.



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