

Young Health Champions Said, We Did



Service	YHCs said	We did	Next steps
Youth Stop Vaping	Young Health Champions found it difficult to locate clear, youth-specific information about vaping cessation online. There was no obvious central website and searches such as “Youth Stop Vaping” or “Youth Vaping Cessation” produced limited or unclear results, often directing young people to smoking-related pages instead. Accessing the service relied heavily on having the correct contact number. Self-referral forms could not be easily found online. Text-based contact was unreliable: some messages failed to deliver and others went unanswered for one to two days. Where replies were received, communication felt impersonal and inconsistent, with phone calls offered initially but not followed up later.	A dedicated youth vaping section has been added to the Healthier Slough website. This includes clear information about support available, referral routes and access to forms. The service and council are also working with IT teams to improve search engine optimisation so young people can find support more easily. Alternative referral routes, including requests for support via social media, are being developed and piloted to better reflect how young people communicate.	-Monitor accessibility and user experience of the new web content -Improve response times and consistency for text-based support -Make initial contact more personable and youth-friendly -Continue testing alternative digital referral routes, including social media

Kooth	Young Health Champions reviewed the Integrated Digital Pathway (IDP) referral process, which was the route for accessing Kooth in East Berkshire at the time of the mystery shop. Young Health Champions felt the Integrated Digital Pathway (IDP) referral form was too long and detailed, which could feel overwhelming for young people who are distressed. They felt that at the point of seeking help, young people may prefer to share minimal information, such as a name and contact number, to access support quickly. YHCs reported inconsistent follow-up after referral. Some received missed calls or voicemails they were unable to respond to, including voicemails where email addresses were unclear. Others tried to call back but could not reconnect with a counsellor, leading to uncertainty about whether call-backs were possible. One YHC experienced a two-week delay before being contacted after submitting the IDP referral. There was also confusion between Kooth.com and the IDP referral pathway. Even when given direct links, some young people accessed Kooth.com instead of the IDP and struggled to find their local area, registering with nearby locations instead. YHCs suggested clearer links between Kooth.com and the IDP, and options to choose preferred contact times, to improve access and reduce confusion.	Kooth has introduced the ability to send SMS messages to users across the Integrated Digital Pathway. Following conversations with Young Health Champions, and focus group with Together As One young volunteers, the East Berkshire offer has also moved onto Kooth's core delivery pathway, removing the requirement for non-anonymous self-referrals. This has improved access and made it easier for young people to engage with the service. In East Berkshire, young people can now access both Kooth.com and be referred to through the IDP route.	-Continue monitoring engagement and access following the pathway changes -Use SMS communication to improve responsiveness and continuity of support
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Number 22	Young Health Champions found the website clear and easy to navigate, with a well-explained service offer and reasonable waiting times compared to other services. However, young people noted the absence of a 24/7 chat or emergency line and suggested clearer emergency signposting and more visible referral information.	Following reflection and safeguarding discussions, the service reviewed its Support Line. As Number 22 is a counselling service rather than a crisis service, the decision was made to remove the Support Line. This has allowed the service to increase face-to-face counselling capacity across Slough, Windsor and Maidenhead. The referral form is clearly available on the website homepage, labelled “sign up here for counselling,” and internal testing confirmed referrals move directly to triage. Young people requiring urgent or 24-hour support are signposted to Samaritans or emergency services.	-Continue developing the website as the service grows -Strengthen face-to-face and community-based work with young people into 2026
The Garden Clinic	A) Young Health Champions highlighted several areas for improvement. Online, they suggested clearer messaging using key phrases such as “Free, Confidential, Non-Judgemental,” updated opening times, improved urgent help pop-ups, better accessibility, and a ‘Meet the Team’ page. B) Digitally, young people recommended greater use of social media, particularly TikTok, to address myths and reassure young people about confidentiality. C) In person, they raised concerns about privacy at reception and the need for more discreet check-in and private consultation spaces..	A) Website updates are underway to improve clarity, accessibility and key messaging. B) Plans are in place to create TikTok content and embed social media on the website to better reach young people. C) The service is exploring options for more discreet check-in processes and private spaces to improve confidentiality. Post the mystery shop, The Garden Clinic has created a Youth Patient Forum, involving YHCs and other young people.	-Continue refining online and in-person services based on feedback -Increase engagement through young people’s forums, patient forums and social media campaigns -Involve the next cohort of Young Health Champions in the Patient Forum

CAMHS	Young Health Champions reported significant challenges finding the CAMHS website and self-referral form. Searches without location settings often led to the wrong service (e.g. Wokingham CAMHS or general NHS pages). Young people tended to search by town name, such as “Slough CAMHS,” which did not reliably produce the correct site. The referral form was difficult to locate and had to be completed in one sitting, with no auto-save function. The amount of information on the referral page felt overwhelming, particularly when young people were distressed. Some questions were vague, such as “What are you hoping for?”, and young people suggested prompts or examples. They also noted that special characters could not be used in the form.	Feedback was shared with senior leads and is being used to inform service development alongside an ongoing Berkshire Healthcare Foundation Trust (BHFT) website development project.	-Improve search visibility and navigation to the correct CAMHS site -Review referral form structure, clarity and accessibility -Consider prompts, examples and functionality such as auto-save
Getting Help Team (CAMHS)	Young Health Champions found the referral form difficult to locate due to multiple links and dropdown menus. Some questions required lengthy written responses or used professional jargon such as CBT, MHSTs and Gillick competency, which was unclear to young people. Questions like “What do you want the outcome to be?” felt vague, and it was not clear which questions were mandatory or intended for professionals. The form did not display well on mobile devices.	The referral form is now accessible directly from the CAMHS Getting Help Team page on the BHFT website, which has improved accessibility and increased referrals. The service clarified that referrals are never dismissed due to missing or brief information. Where needed, staff follow up with young people to gather further details before discussion at allocation meetings.	-Continue improving clarity and accessibility of referral information -Reduce professional jargon where possible -Strengthen engagement and community awareness of service

	YHCs could not find clear information about waiting times. Young people also noted that the service was not well known in the community.	The service is designed for emerging, mild to moderate mental health needs and is not intended for crisis situations. Waiting times vary depending on demand, but the team works within weeks or months rather than years and communicates directly with young people and families once a referral is accepted. The team regularly attends community events and reviews awareness-raising activity to improve visibility across Slough.	
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