

REFERENCE PAPER FOR *VALUING YOUNG PEOPLE*

This paper provides background information on the individual elements of the nine pillars set out in pages 12 and 13 of *Valuing Young People*. The list of policies approaches outlined here is not exhaustive but is intended as a set of concise summaries to give partners, supporters and users of *Valuing Young People* an overview of policies and approaches that can support young people to achieve their potential.

This publication will be reviewed and updated periodically. If you have any feedback on this reference paper please email: ValuingYoungPeople@scotland.gsi.gov.uk

GIRFEC - Getting it right for every child¹

Getting it right for every child is a programme that aims to improve outcomes for all children and young people in Scotland. Over the coming years it will help practitioners working with children to remove obstacles that can block them from getting the best start in life and successfully moving to adulthood. The approach involves addressing obstacles that have developed over time to become rooted in the different cultures, systems and practices in single agencies. Changing these will be a long term commitment. Some alignment of practice across Scotland in recording and sharing information will also be necessary to provide the best possible services to children and families.

Getting it right applies to all children and young people, whatever their level of need, and to all agencies. At the heart of the approach are streamlined planning, assessment and decision making processes that lead to the right help being provided at the right time for children to address their needs and risks. The emphasis is very much on improving outcomes, putting the child at the centre and delivering a holistic approach to meeting the child's needs. Other elements of the *Getting it right* approach encompass common values, information sharing, risk assessment models and the development of a lead professional role.

Pathfinders

The *Getting it right* programme supports a number of pathfinders ranging from services for newborn children through early years and school transitions. The aim is to simplify processes, develop shared practice tools, break down professional barriers and help children and young people, no matter how simple or complex their needs.

e-Care Framework

Government's main role is to support, facilitate, promote and monitor change at local level while leading on areas that require a national solution such as the e-Care framework.

¹ <http://www.scotland.gov.uk/Topics/People/Young-People/childrensservices/girfec/programme-overview>

UNCRC²

The UN Convention on the Rights of the Child (UNCRC) outlines the rights of all children in a wide range of areas including health, education and justice. It applies to everyone under the age of 18. The Scottish Government is committed to the UNCRC and to promoting and supporting the rights of all children in Scotland as a key strand of our activity to improve outcomes for all, giving children the best possible start in life.³

In October 2008, the UN Committee on the Rights of the Child published their 'Concluding Observations' for the UK. These are a series of recommendations on the action the UK should take to secure full implementation of the UNCRC and the majority of them are directly relevant to Scotland. The Scottish Government has committed to responding positively to the Concluding Observations and we have recently consulted on a draft Scottish Government response through a written consultation, 4 consultation events and consultation activity specifically for children and young people. We aim to publish the final response in Summer 2009. It will inform future activity on children's rights and will be used to monitor progress over the next reporting period (2008-2014).

The Early Years Framework

The Early Years framework sits alongside *Equally Well* and *Achieving our Potential* in addressing the inequalities that adversely affect Scottish society. It is during the very earliest years and even pre-birth that a large part of the pattern for future adult life is set. The early years are therefore a key opportunity to shape a positive future for Scotland. This framework will maximise the opportunities for all our children to get the best start in life, no matter what their background or circumstances.

The framework sets out the case for action with regard to the early years and the importance of getting it right for every child in the early years. It sets out the vision that government in Scotland has for giving children the best start in life and the transformational change that needs to happen to deliver that vision. It is built on the principles of early intervention – a shift from intervening only when a crisis happens to prevention and early intervention.

The framework was developed through partnership and can only be effectively delivered through partnership. The Scottish Government and COSLA will continue to work together with other partners to implement and deliver the framework.⁴

² UNCRC official version: <http://www2.ohchr.org/english/law/crc.htm>

³ UNCRC CYP version: <http://www.scotland.gov.uk/Resource/Doc/217822/0058326.pdf>

⁴ <http://www.scotland.gov.uk/Topics/People/Young-People/Early-years-framework>

1. Curriculum for Excellence

1.1 CfE – Personalised Learning Experiences for All Young People

This is a highly ambitious programme of reform designed to improve educational outcomes. It provides a framework for all young people to gain the knowledge and skills they need for learning, life and work. It aims to offer

- a coherent, more flexible and enriched curriculum from age 3 – 18, firmly focused on the needs of the young person; and
- a better quality of learning and teaching and increased attainment and achievement for all children and young people in Scotland.

The breadth of delivery is recognised in *Building the Curriculum 3: A Framework for Learning and Teaching*, published in June 2008. It clarifies that children and young people are entitled to a curriculum that includes a range of features at different stages –

- a curriculum which is coherent from 3-18
- a broad general education, including the experiences and outcomes well planned across all the curriculum areas, from early years through to S3
- a senior phase of education after S3 which provides opportunity to obtain qualifications as well as to continue to develop the 4 capacities
- opportunities for developing skills for learning, skills for life and skills for work with a continuing focus on literacy, numeracy and health and wellbeing
- personal support to enable them to gain as much as possible from the opportunities which Curriculum for Excellence can provide
- support in moving into positive and sustained destinations beyond school

CfE will offer personalised learning experiences for all young people involving a range of partners including colleges, universities, employers and the youth sector (including voluntary organisations). There will be significant crossover between CfE and the More Choices More Chances agenda. CfE experiences and outcomes offer opportunities for young people to learn in exciting and engaging ways, in and out of school with the support that individually they need to fulfil their potential.

1.2 Skills

Building the Curriculum 3: A Framework for Learning and Teaching states that 'Every child and young person is entitled to develop skills for learning, skills for life and skills for work, with a continuous focus on literacy and numeracy and health and wellbeing. Curriculum for Excellence will support all children and young people in developing skills which they will use throughout their life and in their work, including the development of pre-vocational, enterprising and employability skills, personal skills, high levels of cognitive skills and the opportunity to put learning into a practical context. These skills for learning, skills for life and skills for work will be delivered through all areas of the curriculum, at all stages, including through practical or applied learning opportunities such as Skills for Work qualifications.

The Scottish Government is committed to publishing further guidance on the delivery of skills for learning, skills for life and skills for work through Curriculum for Excellence. This will be supported by a range of examples of good practice in the delivery of skills in a range of settings including opportunities for experiential or practical learning, as part of the wider Curriculum for Excellence programme.

1.3 Next Generation of National Qualifications

The Scottish Government wants to create a qualifications system that reflects the values, purposes and principles of Curriculum for Excellence and better equips young people and adult learners for the demands of the Twenty First Century. The views of young people were sought as part a national consultation on this topic in late 2008 and will shape the Government's response. An announcement on the next generation of National Qualifications is scheduled for June 2009. Plans have also been also announced for Scottish Baccalaureates in Science and Languages which will raise the status of S6.

1.4 Recognition of achievement

Work is being taken forward on Recognising Achievement as an integral part of the Curriculum for Excellence programme. Young people in Scotland are already involved in a range of activities and have developed skills and accomplished achievements. The Government is looking at ways in which greater recognition can be given to young people's achievements beyond formal qualifications, for a number of reasons:

- more effective recognition of achievements can increase self-esteem, improve motivation and keep young people engaged in learning;
- to encourage young people to reflect on their learning – where they are and where they want to go – and help them to articulate their skills gained in interviews with potential employers, colleges or higher education
- to help deliver aims, values, purposes and implementation of CFE – where planning opportunities for personal achievement is an integral part of the curriculum

Many education authorities, schools, colleges and other education providers across Scotland have already developed ways of recognising their learners' achievements, through the use of certificates and awards, school notice boards, online portfolios and awards ceremonies.

Many, however, are looking to develop their approach to this. As part of the Curriculum for Excellence programme, the Scottish Government is actively considering how to support local authorities, schools and other education providers in doing this. The Scottish Government and Learning and Teaching Scotland are working with 12 local authorities on collaborative enquiry projects on recognising achievement to explore issues involved at a local level. Links are being established with universities, colleges and employers to ensure they are fully involved in this area of work.

1.5 Youth work and schools

This programme of work is focusing on the youth work sector's potential contribution to delivering CfE and promoting the value of youth work in universal and targeted approaches to young people. Being taken forward by LTS-based National Development Officer appointed as a result of the Youth Work Strategy and driven by Youthlink's Youth work and Schools Group which includes both local authority and voluntary organisation representatives. Examples of good youth work/ schools practice are being drawn together with a view to compiling a report to be launched in June 2009 with accompanying roadshows and a conference. This work will be incorporated in the wider CfE programme of engagement which will also involve engagement with young people.

Another development which will support better youth work/ school links is the new model for secondary school inspections which began in autumn 2008 following pilots in June 2008. All secondary school inspections now include a Community Learning and Development element, with a simultaneous community based inspection of CLD in the school's catchment area.

2. Supporting Transitions

2.1 More Choices More Chances

Of the 32,000 young people in Scotland who are not in education, employment or training, around 24,000 need additional support to be able to move into learning or employment. More Choices, More Chances aims to do this in five ways:

- by ensuring that Curriculum for Excellence provides opportunities to young people;
- that are tailored to individual need, with flexibility and appropriate support for every young person;
- by ensuring that every young person has a clear pathway from school into learning post-16; with supported transitions and sustained opportunities;
- by ensuring that learning is a financially viable option, by considering the financial support and incentives available to young people;
- by ensuring that the right support is available to young people to find out about, engage with and sustain learning and employment;
- by making a joint commitment to action between central and local government, employers, learning providers and support agencies to develop the service infrastructure required to meet the needs of vulnerable young people.

All of these actions are about ensuring that young people are able to access the universal services from which they should benefit, aligning mainstream systems to cater for all young people including those who need additional support.

2.2 16+ Learning Choices

The Government is working with local authorities and their partners to ensure that every young person has an appropriate, relevant, attractive offer of learning made to them, well in advance of their school leaving date. Encouraging all young people to stay in learning post-16 is recognised as the best way of ensuring their long-term employability and contribution to society. That is why positive and sustained progressions post-16 is one of the indicators in the national performance framework.

The 16+ Learning Choices programme has three main elements:

- **the right learning provision must be in place** – a range of options, including staying on at school, entering further or higher education, participating in the national training programmes, or taking part in personal and social development opportunities offered through community learning and development, must be available to each young person. None are default options – the needs of each young person should determine the learning available. A very tailored package designed for a vulnerable young person is as mainstream offer an offer as staying on for S5 and S6, going to FE or HE or participation in the national training programmes is for young.

- **the right financial support must be available** to ensure that young people make choices based on the most appropriate learning for them, rather than on the amount of money offered.
- **the right information, advice and guidance must be available** to make sure that young people know what opportunities are on offer, how those fit with their own needs and ambitions, and how they will progress.

2.3 Determined to Succeed

This is the Government's Enterprise in Education Strategy. It aims to change the culture in schools, developing young people's enterprise and employability skills and ensuring they have the necessary attitudes and skills for work and life. Partnerships between employers and schools are helping make learning work-relevant and are contributing to a learning environment which will support the delivery of Curriculum for Excellence.

2.4 Information, advice & guidance (Skills Development Scotland)

Young people (aged 12-19), particularly those in need of more choices and more chance are a priority group for Skills Development Scotland. SDS will deliver, with partners, career information, advice and guidance services which will develop career agility and career self-management skills in people. In this way, they can use their career management skills time and again throughout their working lives, seeking opportunities to develop their career and engaging more easily in lifelong learning. Developing career management skills for young people will be essential for the successful implementation of 16+ Learning Choices.

Confidence is an essential component of a successful modern economy and SDS will work with individuals to enhance their levels of confidence and resilience so that they are better able to take advantage of opportunities in Scotland and beyond. Developing these skills in young people will help raise their aspirations and widen their career horizons.

3. Young People's Health and Wellbeing

The Government recognises the need for age-appropriate health and wellbeing services, including services for young people. Age & Health Guidance⁵ for the NHS in Scotland developed in conjunction with the youth organisation Fast Forward Positive Lifestyles reflects the requirements and benefits of health services appropriate for young users. Young people's health needs may not be considered complex in terms of general medical need but their access to appropriate services, especially preventative care, is as important as that of the wider population. They are identified as a key group in relation to improving health, due to risky behaviours which may result in ill health later in life. Many young people, particularly those in looked-after care, may suffer apathy, poor self esteem and low aspirations. If they place little value on themselves they may place little value on their health.

3.1 General Health Services for Young People

Health services need to be genuinely accessible and appropriate for young people, avoiding discrimination such as:

- young people being placed in adult wards, e.g. in the provision of mental health care
- services only available during school hours;
- information not accessible or not designed with young people in mind;
- stereotyping of need
- judgemental attitudes
- confidentiality and anonymity not respected.

Attitudes of healthcare professionals, particularly GPs as gatekeepers to wider services, are important in shaping young people's experience of health care. Having the confidence and skills to access healthcare is an issue for most young people using 'adult' services and negotiating with authority but a particular concern for vulnerable young people – most likely to exhibit risky behaviour - who have not had parental supporting accessing services previously. The attitudes of professionals - whether supportive and understanding or off-putting and judgemental - can have an impact on young people's long-term health. At a local level young people have been involved in delivering training for health professionals e.g. the training interactive resource developed by young people from *The View, Dundee* to help professionals deliver services for young people in a way that understands their concerns and achieves the best results.

NHS Health Scotland's Youth Programme⁶ includes the *Walk the Talk* initiative www.walk-the-talk.org.uk, which supports the development of youth-friendly services to:

- raise the profile of barriers affecting young people in accessing health care services and support work to increase incentives to seeking advice;

⁵ [http://www.healthscotland.com/uploads/documents/6299-fair-for-all-age-and-health-guidance\[1\].pdf](http://www.healthscotland.com/uploads/documents/6299-fair-for-all-age-and-health-guidance[1].pdf)

⁶ <http://www.healthscotland.com/young-people.aspx>

- support health care services in addressing the health needs of young people and to promote the needs of vulnerable target groups; and
- offer practical guidance for health care professionals in creating services that are youth-friendly.

There are now many **good practice examples of successful, youth-friendly health initiatives, approaches and services**. The *Text 4 U* text messaging service enables young people to access immediate and confidential information on sexual health services and sexual health definitions. It was piloted in the greater Easterhouse area as a partnership between NHS Greater Glasgow & Clyde health promotion department and H4U Teen, it has now been rolled out across Greater Glasgow and Clyde.

In some areas, healthcare providers work in **partnership with youth work providers** to improve the nature and accessibility of their services, e.g. through surgeries and drop-in provision staffed by healthcare professionals in youth centres such as *The Corner, Dundee*, and the *@home centre, Airdrie*. Local information for young people can also increase young people's confidence in accessing services. *The Borders Youth Health Forum* has produced a DVD for young people featuring a virtual tour of a local health centre with information on services and who is there to help them. Young people themselves are of course involved in peer education projects which promote healthy living and understanding of issues where young people may be reluctant to approach adults for information.

The **school health resource** also represents a key element of health services for young people and is expected to work closely with all agencies, parents and children, to increase the capacity to address children and young people's health needs. As part of the Government's commitment to increase the numbers of school nurses, work is being taken forward with a number of NHS Boards to increase the health resource available to schools, particularly in deprived areas.

The **school health resource** also represents a key element of health services for young people and is expected to work closely with all agencies, parents, children and young people, to increase the capacity to address children and young people's health needs. It is proposed to redesign services that will provide effective healthcare in schools by developing an integrated team approach by harnessing existing skills but at the same time develop new roles that will address the health & wellbeing of children & young people, ensuring that the most vulnerable get the right help when the need arises using the GIRFEC model of practice. Four NHS Board area have been identified as demonstration sites to test out the new models of practice.

In-patient care for young people is also important for those young people who need to access it. *The Age Appropriate Care Working Group* has produced a report which identifies the need for NHS Boards to review current activity patterns and to identify appropriate arrangements for the in-patient care of young people that address their particular needs. Young people's views are particularly important in shaping in-patient care. Young patients at Yorkhill Hospital have been involved in the planning and design of a new hospital through a range of youth-friendly methods. These included a youth panel set up to visit other Children's Hospitals, a

photography project for young people and a Talking Wall for younger children to draw pictures of what they would want to see in the new hospital

3.2 Mental Health Services

The Child and Adolescent Mental Health Framework for Promotion, Prevention and Care provide local agencies with a planning and audit tool, to identify goals and milestones for continuous improvement in the delivery of services and approaches to support and improve the mental health of children and young people in Scotland. This requires a co-ordinated input from health, education and social work services. It requires integrated approaches to children and young people's mental health across the continuum of promotion, prevention and care.

The Government's forthcoming policy on mental health improvement will also address specific actions to advance promotion, prevention and support for young people and will include the development on national indicators to assess levels of mental wellbeing and mental illness among this population. The **National Strategy and Action Plan to Prevent Suicide in Scotland** and Scotland's **national anti stigma campaign – 'see me'** both include a focus on young people

3.3 Support for young people with ongoing physical health problems

Despite real improvements in many aspects of the health and care of children and young people over recent decades there remain clinical conditions:

- where welcome improvements in survival are inevitably increasing overall patient numbers e.g. muscular dystrophy, extreme prematurity; and
- where some outcomes do not match those achieved in other countries for example some cancers⁷⁸, cystic fibrosis⁹¹⁰.

Around 7000 children in Scotland have been designated as having "complex needs". With this figure growing there will be an additional requirement to provide multi-agency support for their lifelong health and personal needs integrating physical and mental health care needs as required.

3.4 Young People and Health Improvement: Physical Activity, Healthy Eating, Alcohol, Smoking, Sexual Health and Health Inequalities

The Government is committed to improving young people's physical and mental health and wellbeing through a wide range of approaches and measures. The inclusion of **health and wellbeing outcomes and experiences in Curriculum for Excellence** presents a significant opportunity to embed positive physical and mental health and wellbeing into the lives of young people in a school and community

⁷ [Cancer Research UK: Childrens Cancer Statistics](#)

⁸ [EUROCare-3 publishes new childhood cancer survival figures](#)

⁹ [UKCCF Database, CF Trust, Annual Data Report 2004](#)

¹⁰ Canadian Cystic Fibrosis Trust, [Report of the Canadian Cystic Fibrosis Patient Data Registry 2002](#)

setting. It also has the potential to reduce health inequalities in the more deprived communities.

Health Inequalities and Young People

*Equally Well*¹¹, the report of the Ministerial Task Force on Health Inequalities, was published on 19 June 2008. It details the Task Force's 78 recommendations that will address the health inequalities that can be seen across Scotland. The recommendations focus on four primary areas for action: children's very early years; mental health and wellbeing; the harms associated with violence, drug and alcohol abuse; and the big killer diseases (heart disease and cancer), together with their risk factors, such as smoking.

Tackling health inequalities cannot be achieved through health policies and health care alone. Because the *Equally Well* recommendations cut across every part of community planning partnerships' activity, they need to be taken forward on a joint basis.

The report highlights the importance of an individual's earliest years in determining their health outcomes. Evidence suggests that future health and wellbeing will be determined by the ways children's brains develop. The inequalities experienced by the child's parents, coupled with lifestyle habit including alcohol and drug abuse can lead to long term harms in children, leading to poor health outcomes in later life. *Equally Well* aims to support these vulnerable parents to allow their children's physical and mental health to flourish. This is reflected in the early years framework which identified reducing inequalities as a key outcome. *Equally Well* also aims to deliver an education system where school-aged children are encouraged to develop their resilience, adaptability, aspirations and capacity to learn. By addressing the risk factors as early as possible, including pre-birth, we will ensure that our children are given the best possible start to life which will lead to improved health outcomes in later life.

We will also ensure that school-aged children are given the support they require to develop into healthy adults through Curriculum for Excellence. By addressing literacy and numeracy issues, ensuring children lead active and health lifestyles and by encouraging young people to remain in education after 16, we can ensure that children and young people are given the possible chance of succeeding and leading healthy and happy lives.

We will continue to support children outside school through the provision of quality and easily accessible drop-in services staffed by health care professional and youth workers.

- Ensuring that responsive and joined-up services exist for young people at risk of poor outcomes as a result of their health behaviours and life circumstances is fundamental to the drive to improve the health of young people. The Government is committed to allocating resources to target health inequalities and improve health outcomes. Policies aimed at improving physical and

¹¹ ¹¹ <http://www.scotland.gov.uk/Topics/Health/health/Inequalities/inequalitiestaskforce>

mental health should ensure that they impact on reducing health inequalities. ***Equally Well*** identified some specific areas for action focussed on vulnerable young people:

- Local agencies should provide high quality, consistent information to young people in a whole range of settings, including easily accessible drop-in services, staffed by health professionals and youth workers. These will support young people to make better decisions about things that affect their health significantly, for example sexual health matters.
- Each NHS Board should assess the physical, mental and emotional health needs of looked after children and young people and act on these assessments, with local partner agencies.
- Curriculum for Excellence should take a holistic approach to health and wellbeing outcomes, including active and health lifestyles, supported by the new school health team approach.

Healthy Eating, Active Living; An Action Plan To Improve Diet, Increase Physical Activity and Tackle Obesity, a new action plan targeting obesity, poor diet and the promotion of physical activity, was launched in June 2008 with an additional £40 million of new funding, making a total of £56 million, for the next three years. The plan will have a focus on tackling health inequalities through targeted healthy living initiatives to fit into different lifestyle demands. For children and young adults at school, sports, dance, walking and healthy cooking projects will be opened up to engage young people in healthy living activities .

The following developments are particularly relevant to young people's behaviour. They reflect a preventative approach designed to prevent long-term health problems in the future adult population as well as supporting young people live healthy lives now.

Physical Activity

Positive health improvement measures include promoting physical activity among young people with a particular focus on girls. Following the Comprehensive Spending Review the Government doubled its funding for physical activity from £2m to £4m per annum for 3 years to target in particular least active groups. **Physical activity targets** include a target for 80% of young people meeting the recommended level of 1 hour per day on most days of the week by 2022. As part of the increased funding the Government is investing in 3 separate national programmes designed to increase activity levels in adolescent girls. Several other programmes also directly target children and young people (e.g. Paths to Health, Junior Jogscotland).

The Government is also continuing to invest significant resources in the **Active Schools** programme. All schools are expected to provide at least 2 hours quality PE for children and young people every week. This commitment contributes to the wider Physical Activity Strategy to get young people participating in one hour of physical

activity on at least 5 days per week. In addition the Government funds school travel co-ordinators in all local authorities to promote the health and environmental benefits of active travel choices.

In partnership with Inspiring Scotland, the Government is considering the potential for investment in a possible venture philanthropy fund to support play. NPC (New Philanthropy Capital) were commissioned to produce a scoping report on how play opportunities can contribute to improving outcomes and children's quality of life, and the results and funding implications will be announced in the coming months.

Healthy eating

Schools offer a key opportunity to influence the dietary intake and attitudes of children and young people. A key focus of the ***Hungry for Success*** school meals initiative (now rolled out in all Scottish primary and secondary schools) has *been* establishing nutritional standards for school meals and encouraging healthy eating. It has adopted a successful school partnership approach involving pupils, parents, teaching, support and catering staff, with additional input from external agencies such as health promotion workers, dieticians and school nurses. Building on the achievements of *Hungry for Success*, the **Schools (Health Promotion and Nutrition) (Scotland) Act 2007** ensures that food and drink served in schools meets nutritional standards; promotes school meals and free school meals; gives Councils powers to provide pupils with healthy snacks and makes health promotion a central purpose of education.

To ensure that health messages are carried beyond the school gate, the Scottish Government is currently working with key partners to focus on the role of local government and other public sector bodies in shaping healthy environments through policy and practice. Information is being collated to map what is happening in Scotland across Local Authorities. The aim is to capture the policies and practices that are being used to create opportunities for young people and the wider population to access healthier food choices and increase physical activity. This could be about using licensing and planning powers to consider wider health outcomes or working in partnership with local businesses to support mutual objectives.

Healthy Weight

A new NHS Scotland 'HEAT' performance target has been set to initiate the development by Health Boards of healthy weight intervention programmes for children and young people aged between 5 and 15. These interventions will engage overweight and obese young people and their families in programmes designed to achieve behaviour change around eating and physical activity habits.

A handful of pathfinder Healthy Weight Communities will be introduced across Scotland in Spring 2009. The objective of these will be to demonstrate the ways in which gathering together diverse projects, under the shared purpose of tackling obesity, may have a greater impact on health outcomes than dispersed activity. Local communities, in particular young people and their families, will be engaged in programmes that embrace healthy eating, physical activity and healthy weight

initiatives from a wide range of delivery partners in all sectors. These programmes will take inspiration from the valuable lessons of the EPODE ('Let's Prevent Childhood Obesity Together') programme in France.

Smoking

A new **Smoking Prevention Action Plan - Scotland's Future is Smoke-free** was launched by Scottish Ministers on 21 May 2008 setting out a new longer-term approach to smoking prevention activity in Scotland. Smoking remains one of the principal preventable causes of illness and premature death in Scotland and is also a major contributor to health inequalities, disproportionately affecting those already disadvantaged by poverty. The focus on children and young people under the Action Plan is vital as 80% of smokers start in their teens and the younger they start the more likely they are to smoke for longer and die early as a result.

The action plan sets out an ambitious programme of measures, including further legislative controls, which are designed specifically to dissuade children and young people from smoking by making cigarettes and other tobacco products less attractive, less available, and less affordable. The Ministerial Health Inequalities Task Force Report – *Equally Well* – places a focus on preventing young people in deprived communities from smoking.

The Tobacco and Primary Medical Services (Scotland) bill was published on 26 February. It contains measures specifically designed to stop children starting smoking in the first place.

Alcohol

Changing Scotland's Relationship with Alcohol: A Framework for Action

(<http://www.scotland.gov.uk/Publications/2009/03/04144703/0>) was published on 2 March 2009. Following public consultation in 2008, the *Framework* sets out the Scottish Government's strategic approach to tackling alcohol misuse and reducing alcohol related harm.

The *Framework* highlights the need to better support families and young people to make positive choices in relation to alcohol and provides a commitment to action in a number of areas including: improved substance misuse education in schools; advice for parents and carers; continued youth work and diversionary activities; and better identification and assessment of those affected by parental substance misuse. The *Framework* also recognises the important role young people have in finding solutions to the problems caused by alcohol misuse.

During consultation Ministers asked Young Scot to run an online consultation for young people and also convened a Youth Summit on Alcohol and Young People in September 2008. At this event, the Minister for Public Health announced her intention to establish a Youth Commission to enable young people themselves to explore the issues they face in relation to alcohol misuse. The Minister has asked Young Scot to appoint Commissioners who will carry out this work over the course of a year from spring 2009. The Commission will report back to Ministers with their advice on actions which might be taken to address the issues they identify.

Drugs

The Road to Recovery: A New Approach to Tackling Scotland's Drug Problem was published in May 2008. It sets out a programme of reform focused on the concept of recovery with added emphasis on outcomes. The Strategy recognises that changes will be necessary in how services are delivered and how practitioners engage with individuals. It recognises too the links with Government's wider policies, recognising the importance of effective drugs education and information delivered in school and by youth work providers. Consideration is being given to how the drug information campaign, Know the Score, might be extended to young people under 16.

Sexual Health

Effective sexual health provision is particularly important for young people. Sexually transmitted infections, including HIV, affect people of all ages in Scotland, although the incidence is greatest among those who are under 25. While pregnancy and parenthood are positive choices for some young people, for others unintended pregnancies and parenthood are associated with negative social and psychological consequences such as incomplete education, poverty, social isolation and low self-esteem. **Scotland's National Sexual Health Strategy, *Respect and Responsibility***, which was launched in 2005, takes a holistic approach to improving sexual health incorporating the personal, social, emotional and spiritual, as well as the physical aspects of sexuality. Although aimed at all age groups, not just young people, the strategy aims to provide sex and relationships education for young people and parents and offer advice on contraception and information to avoid unintended pregnancy. This is being achieved through a focus on improving school-based sex and relationships education and providing increased access to services through local health drop-ins, GP surgeries, pharmacies and hospital settings and increased access to contraception.

Integrated information and health promotion services

The Government is keen to **promote social norms** among young people to reinforce the commonality of the majority of their experiences. Most young people are not getting drunk, smoking, taking drugs, involved in violence, getting pregnant etc. But there is a range of health services in place to respond to those young people engaged in risk-taking behaviour connected to sexual health, substance misuse etc. The Government is committed to providing holistic services which respond to immediate health issues as well as supporting interlinked aspects of young people's lives such as relationships, respect for others, respect for self etc.

Information is recognised as vital for young people and organisations such as *Young Scot* provide **health promotion information and signposting to NHS services**. The internet, mobile phone texting and social networking sites are all being developed to reflect the way young people are comfortable communicating. Key issues are around mental health and wellbeing (depression, anxiety, body image issues, gender and identity), sexual health (STIs, safe sex, family planning, healthy

relationships), diet, exercise, smoking cessation, weight management, alcohol misuse, drugs, acne.

3.5 Social Marketing Approaches

The Scottish Government has developed a new **Health Improvement Social Marketing Strategy**, which will present a range of health topics in an interconnected way that mirrors people's own experience and emphasises both the physical health benefits of behaviour change and the role of positive mental wellbeing in this. We recognise that messages targeted at an adults will not resonate with younger audiences. If we are to communicate effectively with young people within this strategy a self-contained youth strand, which presents health topics in a way that is relevant and accessible to young people, will be required. We are currently conducting research into the health concerns and media consumption habits of people aged 10-18 in order to develop this strand. The anticipated approach will use social marketing techniques to go beyond information provision and signposting to target identified priority groups and achieve behavioural change.

3.6 Young People's Voice and Influence on Health Services

Young people also have an important contribution to make to influencing and designing health services in their communities. Health Boards are already required to engage with people in the design, development and delivery of services in their **Patient Focus and Public Involvement, Equality Impact Assessment and Community Planning requirements**. Health Boards are also expected to recognise and reflect diversity among young people in the impact assessment of functions and policies. This means recognising, for example that some young people will have disabilities, be gay or will be disabled or from an ethnic minority background and reflecting this in provision e.g. providing sexual health information that is relevant to lesbian as well as heterosexual young women.

A good example of effective local influence is the East Ayrshire Community Health Partnership (CHP)'s Young People's Public Partnership Forum (YPPPF). This was established as part of East Ayrshire Public Partnership Forum to ensure the views of young people are influential in the development of services. Local young people, who have links to various youth groups and organisations, have formed a core group for the YPPPF to act as a pathway to bring young people's ideas and issues on health services to the CHP through East Ayrshire Public Partnership Forum. At national level, the Scottish Youth Parliament's Health Committee takes an active role. They have worked with health partners for example on mental health issues such as the See Me campaign and to raise awareness of the problem of self-harming by young people.

4. Services for Young People

4.1. Young People with Additional Support Needs

One example of targeted/ specialised provision within broader Children's Services provision is the approach taken to supporting young people with additional support needs. As a result of the Additional Support for Learning (Scotland) Act 2004, local authorities have a duty to make provision for the additional support needs of every child and young person who has any such needs, including those who are vulnerable or at risk. There is now greater emphasis on multi-agency working and local authorities are required to seek and take account of appropriate external advice e.g. from voluntary organisations like Barnardos.

4.2. Looked After Young People

An example of a specific need being identified and addressed within a universal policy context is the approach taken to improve the outcomes of looked after children and young people. ***Looked After Children and Young People: We Can and Must Do Better*** aims to improve outcomes and is intended for everyone concerned with looked after children and young people and their families.

The implementation of the Action plan has led to a range of developments including:

- the publication of training materials for professionals and carers involved in the lives of looked after children and young people and care leavers;
- training for trainer events to support the roll –out of these training materials;
- the publication of “*These are our Bairns*” a guide for community planning partnerships on being a good corporate parent;
- the publication of a list of core tasks for designated managers in educational and residential establishments;
- the publication of a template resource pack for care leavers.

Further information on looked after children can be found at the Looked After Children website: <http://www.ltscotland.org.uk/lookedafterchildren/index.asp>

4.3 Children affected by parental substance misuse (CAPSM)

The Scottish Government is committed to ensuring children affected by parental substance misuse receive the support, care and protection they need to share the same high aspirations and outcomes we want for all of Scotland's children. Chapter five of the new SG drugs strategy ‘*The Road to Recovery*’ outlines a range of focused actions intended to deliver this support to children and families. In partnership with COSLA and key stakeholders, Government is working to improve identification, assessment, and information sharing; to build the capacity, availability and quality of support services; and to strengthen the consistency and effectiveness of immediate risk management. This work is taking place in the connected contexts of the early years framework and framework for action on alcohol. The relevant

chapter of *The Road to Recovery* outlining the CAPSM approach can be found at: <http://www.scotland.gov.uk/Publications/2008/05/22161610/7>.

4.4 Young Asylum Seekers

Services may also need to be tailored for minority groups depending on specific need. The Scottish Government has provided support to Glasgow City Council to provide integration support to asylum seeker families to help them prepare for work, access benefits and build their confidence etc. Changes have taken place to widen access to full time FE and HE courses. Discussions are also under way to help improve support for unaccompanied asylum seeker children in Scotland.

4.5 Young Runaways

The 12 month national pilot on the effective delivery of Return Home Welfare Interviews for young runaways began in March 2009 in the Grampian area, led by Grampian police and partners. Its evaluation will be undertaken by Stirling University in partnership with IPSOS MORI. The findings will inform the development of national policy in this area.

Work is being undertaken in partnership with DCSF (Dept of Children, Schools & Families) to oversee a UK-wide research project on the commissioning, delivery and perceptions of emergency accommodation for young runaways. Amongst other geographical areas, the researchers will host focus groups in the Grampian and Greater Glasgow areas, as well as a national event to facilitate learning in this area. Findings are expected to be available by the summer.

The Scottish Government, in partnership with the Scottish Coalition for Young Runaways, is currently exploring the most appropriate means for raising public and professional awareness of young runaways. We are also continuing, through the implementation of GIRFEC, eCare and the Youth Strategy, to make progress with delivering the remainder of the national recommendations.

4.6 Young Carers

The Scottish Government recognises young carers as children and young people first and foremost. Our current approach to young carers policy is to better balance the inclusion of young carer messages in mainstream policy and guidance to support all children, with young carer-specific initiatives. These initiatives include the development of a young carers services self-evaluation guide¹² which focuses on ensuring positive outcomes for young carers and their families through partnership working.

The Scottish Government also provided funding to support the development of Scotland's first young carer festival. This inaugural event took place in September

¹² <http://www.hmie.gov.uk/documents/publication/isfc.pdf>

2008 and provided 350 young carers from across Scotland with a break. Most importantly, it also provided young carers with a voice, and a national platform to have their say about the issues affecting them. As well as raising the profile of this vulnerable group. Following the success of this event, the Scottish Government is providing funding to support two further festivals in 2009 and 2010.

Looking to the future, the Scottish Government will be revising the National Carers Strategy for Scotland, in partnership with COSLA, throughout 2009. This strategy will include a separate 'lift out' young carers section, focusing on the specific needs of this group. This section will be developed by a multi-agency Steering Group and will be informed by the issues raised by young carers attending the festival.

5. Preventing offending by young people

5.1 Youth Justice Framework (Preventing Offending By Young People – Framework for Action)

The Youth Justice Framework sets a shared direction for driving forward work to tackle offending by young people. It focuses particularly on the importance of prevention and early and effective intervention and recognises the support required for victims who are most likely to be other young people. The framework also recognises that the small but significant number of young people who present a high risk to themselves and others need high quality care so they have an opportunity to change their behaviour. The Framework encourages new ways of working that aim to provide young people who offend or behave badly with the help they need to turn their lives around. It presents a challenge to all who come in contact with them to act as a positive role model in supporting them turn their lives round and make a positive contribution to society.

5.2 Antisocial Behaviour Review¹³

The 18-month review of national antisocial behaviour policy concluded on 19 March 2009 with the publication of *Promoting Positive Outcomes – Working Together to Prevent Antisocial Behaviour in Scotland*. This Framework represents the shared vision of the Scottish Government, COSLA and a range of national partners, including YouthLink Scotland and the Scottish Youth Parliament. It signals a new approach by placing prevention and early intervention at the heart of action to tackle antisocial behaviour. Issues relating to young people were central to the review and specific information relating to these is contained in Annex H of the Framework and in Chapter 6, which deals with communications issues, such as addressing negative media perceptions.

5.3 Violence Reduction

A youth conference on violence and knife crime was held on 4 March where 80 young people between 14 and 18 from across central Scotland were given an opportunity to express their views on the action needed to tackle the problem. At the conference the Cabinet Secretary for Justice launched the Government's new Knife Crime Youth Engagement Initiative – a £500k initiative working with young people to prevent and reduce knife crime. The initiative will be delivered over the coming year and will be done so under our new brand 'No Knives Better Lives'. The initiative aims to engage and communicate with young people about the dangers and consequences of carrying a knife, using a range of communication mediums delivered through schools, in the community, the internet, or at conferences.

The Government has provided £80k to support the Violence Reduction Unit's new initiative called Medics Against Violence. This has been developed by the VRU and senior medics from Glasgow. The initiative is to help reduce levels of violence in Scotland by educating young people in schools about the dangers and consequences of carrying a knife and violent behaviour. The medics have decided

¹³ <http://www.antisocialbehavioursotland.com/asb/3143.201.445.html>

that the first project they will undertake is an education initiative in schools. The sessions will be influenced by the individual medic's particular field of expertise and will be supported by lesson plans which are currently being developed with the help of education professionals.

The Government is providing £1.6 million to support the Community Initiative to Reduce Violence (CIRV) project, which is targeting 55 gangs and up to 700 young men in the east end of Glasgow. This groundbreaking project is delivering a mix of tough enforcement and intensive services to turn around young lives.

5.4 Campus Police Officers

There are currently 52 Campus Police Officers in Scotland. They have a high visible patrol around the school, ensure safe travel, deal with bullying issues, mentor pupils, give classroom presentations and hold surgeries for local communities. They are having a successful impact in reducing offending, violence and anti-social behaviour. An evaluation of the current role of the Campus Officer is being undertaken.

5.5 Offender Learning Strategy

Skills for Scotland committed the Scottish Government to consider offender learning and skills. The work to develop an Offender Learning and Skills Strategy is currently being taken forward by 3 independent work streams looking at Youth Offending, Adults in Custody and Adults in the Community. The findings of the work streams will be given to Ministers in a single, cohesive, report with recommendations by the end of June 2009.

6. Accessible, youth-friendly services

6.1 Information for young people

Young Scot is the National Youth Information Agency and has a strong track record in working with partners e.g. health agencies to provide accurate youth-friendly information via their website and publications. They involve vulnerable and at risk young people in developing information and where possible include information for targeted groups e.g. young homeless people within the general provision. As part of the Youth Work Strategy Year of Action they recently launched their youth opportunities search engine Young Scot WOW (What's on where?). Improvements to their information delivery capacity are planned as part of their Young Scot Active proposal which includes 'A nation of informed young people' as one of its six key outcomes (see section 6.3).

6.2 Entitlement Card/ Universal Rewards Scheme

The Young Scot card is available to all young people in Scotland from 12- 26. It can be used to access discounts in Scotland and Europe, for proof of age on public transport and in pubs and as proof of identity for opening a bank account. An approach has been piloted at Abertay University to issue joint Young Scot/University matriculation cards which give all students (including foreign students) access to local authority services. An extended pilot is underway which could extend the scope of the Abertay approach to all foreign students in Scotland.

Young Scot Active aims to develop the Young Scot National Entitlement Card and Rewards Scheme to a new level. Young Scot hope to increase the number and value of national and local discount opportunities and to roll out a universal National Rewards Scheme where young people could earn points for participating in positive opportunities, volunteering etc and exchange those points for discounts or prizes. The purpose would be to recognise and reward young people who are contributing and act as an incentive to encourage more participation.

6.3 Young Scot Active

The First Minister launched Young Scot Active in October 2008 at Edinburgh Castle. It is a new and ambitious proposal led by Young Scot in partnership with the Scottish Government and COSLA to engage all young people and give them more opportunities and information to help them be successful learners, confident individuals, responsible citizens and effective contributors.

The outcomes or "impacts" of Young Scot Active are:

- A nation of informed young people;
- Increased opportunities for young people to participate at local and national level;
- Increased participation of young people in activities and decision-making;
- More young people with the capacity to act as leaders and activists in their communities;

- A step-change in the image and public perception of young people;
- A flagship programme which will be a leader in Europe.

2008-09 was year of preparatory work and 2009-10 will have a focus on initial implementation and delivery.

6.4 Transport

The Young Persons' concessionary travel scheme gives all young people aged 16-18 a third off adult single bus fares and a free Scottish Youth Railcard to obtain discounted rail tickets for journeys in Scotland, provided they have applied for and received a National Entitlement Card. Young people living on a Scottish island are entitled to 2 free ferry journeys to the mainland each financial year. The Young Person's railcard offers discounts for 18-25 year olds but with restrictions on peak travelling times.

Young people cite safe affordable transport as a key demand and concern. Even for those with access to good public transport routes, accessing transport when and where they need it can be an issue, both for college, work and leisure. Some youth projects successfully build transport into their provision and there are schemes which use community minibuses for a range of transport uses built round local young people's needs and bike schemes to give young people more sustainable transport options. To expand our knowledge of these practical, user-friendly options as well as understand better young people's views and concerns about transport Young Scot – as part of their Young Scot Active programme – propose that transport be a topic to be tackled by a future 'Youth Commission'. This model would involve a group of young people exploring a key topic in depth over a year, taking evidence locally, nationally and internationally, leading to recommendations for action.

6.5 Housing

Local authorities are expected to tailor their services to particular local needs so, if young people were identified as having specific needs the local authority would be expected to develop an approach to address these. Revised guidance for local authorities on developing local housing strategies has been issued jointly by the Scottish Government and COSLA. It emphasises the importance of considering the housing and support needs of all groups of people including young people. Authorities are encouraged to undertake comprehensive housing need and demand assessments, which will have analysed the needs of young people, to inform the development of their local housing strategies.

Some examples of positive engagement with young people and support for sustaining tenancies include

- Renfrewshire Council, concerned that mainstream tenants' groups were not engaging effectively with young people, set up a Young Tenants' Issues Group of young members of staff who could relate to issues affecting young people. This led to the establishment of a Young Persons' Housing Forum across Renfrewshire to represent the interests of young tenants.

- The *Canongate Youth Project* in Edinburgh is a drop-in service for young people aged 14-21 which offers advice, information and support on a wide range of issues with an emphasis on housing information and advice, preparation for independent living and in tenancy support. The provision includes one-to-one and group support on housing issues and 'survival' skills and tenancy support offered to clients throughout the city.

Local Housing Strategies are expected to incorporate arrangements for preventing and alleviating homelessness. Local measures relating to young people may include the delivery of homeless¹⁴ and housing education programmes in schools, the development of floating support services and supported accommodation for young people. Housing officers work jointly with social work and health partners to meet wider needs of vulnerable or at risk young people. Examples of projects include:

- HELP at Argyll and Bute Council provides housing support for young people aged 16-25 who are either homeless or at risk of becoming homeless on leaving care. They support young people to keep a tenancy, enter employment or training and increase their wider quality of life.
- An Innovation Fund- supported project in Glasgow piloted an innovative housing and employment package which linked safe and secure housing provision with employment opportunities

6.6 Regeneration

Young people also benefit from regeneration activity, for example through the Fairer Scotland Fund (FSF) which assists Community Planning Partnerships in addressing area-based disadvantage, tackling poverty and helping more people access and sustain employment opportunities. Two key principles of the fund are

- to make early interventions for and with vulnerable individuals, families and disadvantaged communities; and
- to focus action on improving employability.

A proportion of FSF activity is therefore focused on giving young people a better start in life through initiatives relating to educational attainment, health promotion, training and employment. The Wider Role Fund is for Registered Social Landlords who often work with other partners in the statutory and voluntary sectors to deliver local services and facilities, some targeted at young people. An example is:

- Link Housing Association and NCH Scotland Youthbuild project – an ambitious proposed pan-Scotland project which will provide opportunities for vulnerable young people to improve their employment prospects through placements with builders working on RSL house building projects.

¹⁴ www.scotland.gov.uk/housing/homelsschildren

7. Youth Work and Other Positive Opportunities for Young People

7.1 Youth work opportunities

A wide range of youth work opportunities are offered through local authority Community Learning and Development (CLD) provision and by a wide range of voluntary sector organisations. These range from uniformed organisations, whose focus is mainly universal, to organisations such as Fairbridge who are highly skilled at working with vulnerable young people. Organisations such as the Duke of Edinburgh Award and Ocean Youth Trust, while delivering programmes designed for all young people can adapt what they offer for targeted groups, e.g. young people with additional support needs or young offenders. Youth work opportunities can be delivered in a range of settings – including on trips/ exchanges abroad, and involving outdoor or outward bound activities. Sports and arts opportunities can be used to develop young people's confidence and skills in a youth work setting, often providing alternative opportunities for them to contribute to their communities or in representing young people's view on local and national issues.

The Government's guidance on CLD ***Working and Learning Together to Build Stronger Communities*** expects local authorities and their community planning partners, to work with all organisations with an interest in CLD to plan and deliver a range of CLD opportunities for young people that will support them to address important issues in their lives. Each local authority delivers for its young people in a different way to reflect local needs and circumstances. Some focus skilled staff and resources on areas of most deprivation, with targeted street-work a priority. Options for delivering universal opportunities are more broad and include building voluntary sector capacity and young people's own capacity to lead their own projects.

Young people participate on a voluntary basis in programmes which have informal learning and personal development benefits. Youth work can offer effective confidence-building, team-working and leadership opportunities which help young people develop under the 4 capacities. Youth work providers are working increasingly closely with Learning and Teaching Scotland as partners in the development and delivery of Curriculum for Excellence.

7.2 Sports Opportunities

Sport can also be a vital means of engaging young people and giving them opportunities to achieve. As well as traditional sports, midnight football, skateboarding and other street sports, dance and outward bound activities are often used to target and engage harder to reach young people. Sport forms part of the fabric of Scottish communities through a network of around 13000 sports clubs. It generates social capital and contributes to a reduction in crime, anti-social behaviour and drug abuse.

The sport strategy *Reaching Higher* aims to increase participation in sport and defines its potential to contribute to and complement work in a range of other areas. It defines a role for local authorities, the main providers of sport, in targeting policies which will stimulate an interest among harder to reach young people, strengthen

links between school and community based sport and support development of clubs where none exist.

The 2014 Commonwealth Games Legacy Plan has been informed by the Young Scot consultation exercise and the representation of the youth sector on each of the Legacy sub-groups. Health and sport will be the flagship programmes within the plan.

We are committed to continuing to involve young people across Scotland in the creation and delivery of a lasting a positive legacy. Whilst it is crucial that all parts of Scottish society and of all ages can get involved in and feel ownership of maximising the opportunities arising from London 2012 and Glasgow 2014, the active involvement of young people in helping to shape and deliver a legacy which is meaningful to them is vital to success.

To achieve this, the Scottish Government will work with Young Scot, YouthLink Scotland, Youth Scotland and the Scottish Youth Parliament and others in the youth sector to build effective partnerships with, and between, young people so that they can continue to engage effectively and be a part of creating a legacy for young people. This will involve developing a Young Ambassadors programme in Scotland in 2009-2010 to support young people within each local authority to act as ambassadors for the legacy and to act as peer educators with, and for, young people. We will also use the opportunity to showcase and build on the positive activities of young people across Scotland, reflecting the Commonwealth values of humanity, diversity and equality. Through this, we want to be able to showcase Scotland as a country which values and nurtures its young people and has a positive attitude toward them

7.3 Arts and Cultural Opportunities

Cultural opportunities too can offer young people exciting developmental opportunities and outlets to express themselves and to develop confidence and a wide range of life skills. Early access to new and diverse experiences and activities such as art, drama and music can support young people's creative, social and emotional development for success in later life. Participation in these opportunities helps young people achieve their potential under the 4 capacities. More specifically the Youth Music Initiative is delivered in schools in all 32 local authorities. It focuses on delivering one years free music tuition to all children by P6 (age 9-10) but also devotes a percentage of funds to support activities delivered by independent and national music/arts organisations outside school time in learning environments such as youth clubs or arts centres.

7.4 Opportunities through Cashback

The Cashback Initiative uses funds recovered from criminals under the Proceeds of Crime Act in a positive way to expand young people's horizons and increase the opportunities they have to develop in an enjoyable, fulfilling and supported way. The programme is supporting opportunities for young people in the areas of sports, arts

and communities (with a youth work element) with resources focused on areas with high crime rates and high proportions of young people. The opportunities are open to all young people. The Government recognises that most young people are not offenders but are keen to do more to give them opportunities which prevent them getting involved in crime or anti-social behaviour at all.

7.5 Youth Space/ Places to Go

Some local authorities are responding positively to demands from young people for their own 'space' which they can design and run themselves. These projects can provide multi-layered benefits for all involved. They range from well-equipped spaces with technological gadgets, soft furnishings etc to mobile youth space i.e. a bus which travels round outlying areas providing a service for young people who have no easy access to other clubs. Young people can develop valuable organisational and business skills in running their own projects while the sense of ownership that young people have provides a comfort zone for them to meet and deal with other professionals e.g. careers officers or health professionals.

7.6 Youth work sector capacity building and volunteering

The **Youth Work Strategy *Moving Forward: A Strategy for improving young people's chances through youth work*** was adopted by the new Government and over the past year has led to significant changes in how the sector operates. It aimed to build capacity in the sector through a range of measures which would ensure that all young people were able to benefit from youth work opportunities. Measures included a **Volunteering Action Plan** developed with the voluntary youth sector and delivered primarily by Youth Scotland; Community Planning Pilots led by Youthlink, designed to improve and encourage young people and youth organisation involvement; and a new focus on evaluation training for youth workers. It also committed to ensuring that the sector were involved more fully in influencing and developing Government policy at an early stage.

7.7 Peer education and mentoring

Peer-led provision is an increasingly a feature of delivering opportunities for young people in Scotland, with young people receptive to messages delivered through other young people. These young volunteers can be extremely effective and realistic role models for their younger peers, while at the same time enhancing their own development through their own contribution. The Government funds the Peer Education Network in Scotland through Fast Forward Positive Lifestyles.

Mentoring offers another way of introducing positive and appropriate role models in to young people's lives. In 2007/08 the Scottish Government funded LGBT Youth Scotland to develop a **Mentoring Model for Minority Groups** which is now available for use by other groups. The development of this model took forward a Youth Work Strategy commitment to support mentoring opportunities for minority groups.

7.8 Role Models for young people

The review of the Anti Social behaviour strategy has as one its strategic recommendations the need to “counter negative stereotypes and promote positive role models”. Each of these strategic recommendations is supported by a best practice case study a national action and a local recommendation.

In terms of national action the review states “the Scottish Government, COSLA and other national partners will, by autumn 2009, outline a range of measures aimed at encouraging more people to act as role-models and mentors”. These measures, which will build on existing volunteer schemes, will include seeking the support of high-profile and successful individuals to endorse opportunities for engaging in positive behaviour and providing funding for the development and testing of new ways of recruiting, training and developing local role models and mentors. Particular attention will be paid to addressing the lack of young male role-models and mentors and the Scottish Government is planning to work with Youthlink Scotland to develop practical support for people who act, or find themselves acting, as role models for young people in their communities.

8. Youth voice and communications

8.1 Engagement at national level

The Government is keen to listen to young people and engage with them on issues which affect or interest them. They now consult with young people where possible in ways which genuinely engage them. Examples are the specific consultations for young people being taken forward by Young Scot on behalf of Government are the Commonwealth Games Legacy, the National Conversation and the setting up of Youth Commission to enable young people themselves to explore the issues they face in relation to alcohol misuse.

Young Scot are using a mix of online consultation, bebo social networking site, local cyber café events and local investigation teams who then bring and present their findings at a National Conversation Day event. The CG2014 legacy event in June 2008 involved groups of young people – including a group of visually impaired young people from the RNIB and a group from the Children's Parliament.

Government can also involve young people as expert contributors in the development of highly specialised policy approaches. A recent example is the *National Domestic Abuse Delivery Plan for Children and Young People* which has involved (and will continue to involve) a group of young people with whom Women's Aid had been working over a significant period of time.

The Scottish Youth Parliament's role is to represent the view of young people in Scotland. Their membership is drawn from most local authorities and a selection of voluntary youth organisations. Ministers work with them on a regular basis, particularly with their subject committee chairs which mirror those of the Scottish Parliament. Following feedback from young respondents during the Youth Work Strategy consultation they have made very good progress in building links with schools and becoming more clearly representative of young people generally. The Children's Parliament supports children aged 9 to 14 years old to engage in local, national and international democratic processes. The Children's Parliament has recently completed, on behalf of the Scottish Government, a project exploring children's rights in family life called the *Wee Democracy Project*.

8.2 Engagement at local level

Local authority areas engage with their own young people in different ways ranging from structured regional or city forums to informal text messaging engagement designed to involve or communicate with large numbers of young people directly. Community Planning Partnerships (CPPs) have a duty to engage with young people in their area. It will be particularly important for them to do this effectively when, from 2009, all Single Outcome Agreements are to be developed with Community Planning Partnerships. The National Standards for Community Engagement have been endorsed by Audit Scotland as good practice and will be helpful to CPPs when planning youth engagement activities.

Youthlink's Community Planning Pilots offer examples of how local authorities have been working to improve their youth engagement. The Young Scot Active (see

section 6.3) proposal, which has already attracted support from COSLA, includes relevant measures including a Young Scot/ Community Planning Network of cross-sector intermediaries to take forward knowledge exchange and practice development as well as a range of consultation tools which participating partners could use to engage young people in their area.

8.3 Addressing Media Perceptions

Young people are increasingly unhappy about how they are depicted in the media, feeling unfairly demonised with little recognition of positive achievements. One of the Young Scot Active outcomes is to achieve 'a step-change in the public, media perception and image of young people through partnership working with the media and the establishment of a Youth Media Unit to promote a positive image of young people. Young people would also be trained to act as spokespeople (see also section 7.10). The anti-social behaviour review (section 5.2) is also proactively addressing the negative stereotyping of young people with plans to establish a Media and Communications Network to that will look for ways to sell local success stories, deliver consistent messages, and encourage balanced, evidence-based reporting in the media.

A complementary initiative being taken forward by Government is the Anti-ageism campaign which challenges stereotype thinking about younger and older people through provocative TV and media advertisements.

8.4 Anti-ageism campaign

The Scottish Government 'See the person, not the age' anti-ageism campaign was launched in July 2008 and ran till end September. This combined TV and radio advertising, and public relations work. There was a second phase of TV and radio advertising from 23 March to 26 April 2009.

The overall campaign objective is to challenge existing negative stereotypes based on age by:

- challenging negative perceptions towards both older and younger people cross all age groups
- demonstrating the positive contribution and role that older people make to society
- encouraging older people to get involved in the huge variety of opportunities that exist at local level.

'See the person, not the age' picks up neatly the point that ageist attitudes work both ways, and that younger people should not be judged by their image or their clothes.

9. Workforce Development

9.1 Social Services – Continuous Learning Framework Social Services Leadership Framework

The workforce covers the entire spectrum of social services from, for example, early years and childcare through to the adult residential sector and management of offenders. It includes social workers and other front line practitioners working with children, young people and families, including looked-after children. Many, but not all relevant groups of staff are registered with the Scottish Social Services Council (SSSC) which is driving up levels of qualification and training in the sector. *Changing Lives: the 21stC Social Work Review* identified a need for further support to improve skills in the sector, including in relation to leadership and career development. In response a Continuous Learning Framework was published in December 2008 and is currently being rolled out. A leadership framework and a Research and Development strategy are being developed and products will emerge throughout 2009.

9.2 Infrastructure Support – Centres of Excellence

The Government is supporting effective partnership working among key stakeholders by supporting the workforce development infrastructure and investing in practitioner training through Centres for Excellence and other training grants. Centres funded by Government are improving practice in the residential child care workforce (SIRCC), among practitioners working with children and families affected by substance misuse (STRADA), supporting people with disabilities (SCLD) and those operating in the field of youth justice (CJSWDC).

A partnership is currently being established in order to take forward a review of workforce planning in the social services sector. The aim of this work is to set out a vision for workforce planning which will describe the policy and service delivery context driving workforce planning, clarify roles and responsibilities and set out expectations of the wide range of relevant agencies, including employers, and identify areas for further development, for example, in relation to workforce data.

9.3 The Standards Council for Community Learning and Development for Scotland

A new professional body has been established for those active in the field of youth work, community-based adult learning and community capacity building, known collectively as community learning and development (CLD). The CLD Standards Council for Scotland discussed initial proposals with employers, practitioners and training providers before recruiting over 50 people from these groups to sit on its four committees. It is now working with the sector to establish and maintain high standards of practice across all aspects of CLD. £4m is available to support the development of the CLD workforce between 2008 and 2010.

The three main functions of the Standards Council are the approval of training courses at all levels, CPD and registration of practitioners and. The Standards Council will:

- Approve CLD training, skills and development opportunities;
- Consider a system of registration for CLD practitioners;
- Work with Lifelong Learning UK to ensure high quality workforce development strategies, including initial training and continuing professional development;
- Advocate on behalf of the sector and advise government on matters relating to its remit.

More information can be found at www.cldstandardscouncil.org.uk

9.4 NHS Education for Scotland (NES)

NES will carry out a training needs analysis in 2009/10 to identify the generic skills involved in adolescent care and inform the content of educational programmes for health service professional working with young people

9.5 Skills Strategy

The Government wants to build a self-confident, outward looking, ambitious nation with opportunities for everyone to contribute and benefit and make a positive contribution to Scotland's prosperity. A smarter Scotland is at the heart of everything the Government wants to achieve.

Published in September 2007, the skills strategy, Skills for Scotland, sets out the Government's ambitions for skills from cradle to grave. While Scotland's economic circumstances may have changed since the strategy's publication, the essence of what the Government wants to achieve has not. The strategy set out three major areas where the Government wants to effect change:

- an improved focus on individual development;
- a clear and direct response to the needs of the economy and the demands of employers; and
- the creation of straight forward and cohesive delivery structures.

The skills strategy has been updated electronically. A detailed summary of the wide range of activity that the Government has undertaken in collaboration with partners can be found at the website www.scotland.gov.uk/skills.

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