

On Target: Psychological Support Website

Summary

Young people worked collaboratively with professionals to develop the content, design and functionality for an online emotional support website. This was achieved using a variety of techniques including design studio events, co-design sessions, focus groups, 1:1 meetings and e-mail correspondence. These brought together the ideas of young people, healthcare professionals and website developers to create 'Help!' a multi-media based information and advice website designed for young people, by young people.



Young people's involvement

Co-creation/co-design methodology was used to develop the intervention. This shifts the focus from professionals delivering care to one in which patients are fully engaged.

- A questionnaire was developed based on recommendations made by young people. This ensured a collaborative approach from the beginning.
- Co-design events were run at each phase of development, allowing evaluation of the website as it evolved, and on going identification of changes needed to functionality and content.
- Feedback mechanisms were in-built to the design of the website allowing patients and professionals to evaluate content using a 'star rating' system, and to trigger email messages directly from the website.

The experience demonstrated that young people can engage consistently with service development, working with healthcare professionals to design and deliver complex interventions.

Tackling inequalities

The website offers:

- The provision of psychological support across a large area.
- Support that can be accessed anywhere, on any device, and is available 24/7.
- Content written with TYA to ensure that language and delivery are age appropriate.
- Audio/video information delivery.
- Text translation and read aloud in different languages.

TYA staff are engaged and have had training to support patients in the use of the website.

Promoting early intervention

The website can be accessed from diagnosis, offering psychological level 1/2 support at the earliest opportunity.

Successful implementation of learning

- Sustained and growing cohort of co-creators.
- The development of an intervention that demonstrates the benefits of co-creation.
- Opportunities for application in other aspects of young people's health