Participation & Communications update

MIDDLESBROUGH
CHILDREN
M A T T E R

Our mission is to show Middlesbrough children that they matter.

Middlesbrough Youth Council launch
January 2021

❑ **20 Young people aged 11-18 attended the launch meeting.**

❑ **Representatives from 13 education providers across Middlesbrough attended.**

❑ **The meeting was really well received by the young people and the group are keen to start making a difference in Middlesbrough.**

❑ **It was agreed that:**
- Meetings would take place every 3 weeks Meetings will take place fortnightly
- Young people will be allocated specific roles to support the group for example, Youth Journalist, a chair and a minute taker. This will be done by an election process.

Partnership engagement opportunities.

Cleveland Police Youth Commission

- Hate Crime and Online Crime focus group - This will allow young people to provide their experiences whilst helping to identify the forms of Hate and Online Crime. Young people can also suggest ways that Cleveland Police can help reduce Hate Crime and Online Crime.

- Drugs and Alcohol Issues- This survey explores addiction, helps to identify helplines whilst allowing young people to suggest ways to tackle this issue

- Exploring young people's relationship with the Police- Exploring how the relationship between the police and young people can be mended, whilst looking at their stop and search rights.

- Youth Activities and Preventing Offending – A discussion about how youth activities can be implemented in Middlesbrough area to reduce offending or re-offending? What else do young people think can be done?

- Mental Health Awareness - Especially in COVID, mental health issues are more prevalent as ever! What do young people think can be done by the Police to help this?

Public Health

- Sexual Health focus group – working with young people to help improve the Sexual Health services across Middlesbrough.

Engagement groups

- **Mini CICC**

5 members - *An internal email has gone out to all resource workers and social workers to encourage engagement of children and young people in this group. Sue Butcher has also encouraged staff to have conversations with young people about attending this group.*

- **Children in Care Council**

A virtual Children in Care Council virtual session ran by Care Leavers will take place in February 2021.

- **Care Leavers forum**

We have 6 active members of the group. We meet weekly and speak regularly via the Care Leavers forum Whatsapp group. A CAMHS worker attends every session to support any mental health needs

Recent tasks:
- The recruitment of the Participation Officer
- Supporting the Bid for the Digital Resilience – Online safety funding

Wider Children's services communications

Joyful January celebrates:

- ❑ The achievements of our looked after children and care leavers.
- ❑ The work in particular, that the Children Looked After team, and the Virtual School team have done to ensure that our children know they matter.

The achievements have come from staff who work directly with our young people, and wanted to share their good news.

This is shared via email to staff and via social media (Middlesbrough Children Matter Twitter account).

Channels

- New MCM Website

- New formats – podcasts

- Resident emailer distributed every 3 - 4 weeks to 16000+ residents and businesses.

- A long form editorial feature once a month distributed to local media.

- Ad hoc 'snip' stories to be used on main council social media platforms and partners social media platforms

- A social media takeover - Content supplied by the Youth Council. We suggest this is trialled on Middlesbrough Children Matter's Instagram and Twitter first then if successful this can be adapted to council's main social media platforms.

- Internal communications - Inclusion of the content above in to the weekly bulletin which is distributed to all staff.

- Town centre poster sites

MIDDLESBROUGH
CHILDREN
MATTER

Next Steps

- Create a Slido to gather the views of staff on communications.

- Appendix on how the team can support the directorate i.e. services and media assets.

- Link the communications delivery plan to the work plans for each strategic priority

Any questions?