



JOIN THE YOUNG HEALTH PROGRAMME UK

Call for Expressions of Interest. 14 Jan 2022

We are looking to work with Greater Manchester-based community groups and charitable organisations that are already delivering to young people in their area and would like to join the Young Health Programme UK (YHP UK) to co-design and deliver bespoke initiatives strengthening young people's resilience.

This is a unique one-off opportunity to join a large-scale, youth led, cross sector initiative that's using a Youth-Centred Design approach and principles of gender transformative programming to tackle growing mental health and wellbeing issues and concerns affecting young people.

We are looking for groups and organisations who can demonstrate a track record of success, have a true passion for youth voice and gender equality and are committed to collaborating with Plan International UK. The opportunity to join YHP UK will be exclusively offered to just three not-for-profit organisations in Greater Manchester.

About Plan International UK

Plan International UK strives to advance children's rights and equality for girls around the world.

Working together with children, young people, our supporters and partners, we're tackling the root causes of gender inequality and child poverty. We've been building powerful partnerships for over 80 years, and we're now active in more than 70 countries

Young Health Programme UK

The Young Health Programme UK (YHP UK), a partnership between Plan International UK and AstraZeneca, works with young people aged 10-24 to understand the challenges they face around mental health and wellbeing, and together design and deliver solutions that work for them. It supports young people to become and stay resilient, enabling them to have better wellbeing, connectedness and ability to cope with the challenges to their mental health.

The YHP UK uses the principles of Youth-Centred Design by placing young people at the centre of the design process to create solutions for the challenges they face. The YHP UK Team are employed by Plan International UK.

Context



Recent UK research shows that the health inequalities experienced by young people can lead to poorer long-term health outcomes and an increased likelihood of developing some non-communicable diseases (NCDs) in adulthood.

There is also growing evidence that links mental health challenges in young people (including stress, loneliness, and anxiety) with negative long-term health outcomes and that the needs of girls and young women can be overlooked.

Evidence shows that girls and boys experience puberty, wellbeing and health-related issues in very different ways. Other identity characteristics such as socio-economic background, sexuality, race and ethnicity and disability intersect and further compound health inequalities for girls in particular. The YHP UK ensures our approaches to young people's health inequalities are gender transformative, recognising the differing needs and lived experiences of girls and young women, boys and young men, and those who identify on the spectrum of gender.

Principles guiding our work

Gender Transformative

Plan International UK's commitment to gender transformative programming ensures that our work actively examines and challenges the rigid gender norms and imbalances of power that hold young people back. Gender transformative programmes move away from 'gender blind' approaches that fail to consider how gender norms and unequal power relations will affect the achievement of objectives, or how the programme will affect gender norms and relations.

This approach works with girls, boys, and the wider community to support our mission on an individual, interpersonal, institutional and societal level.

Co-creation through Youth-Centred Design

We use Youth-Centred Design methodology to inform our programmatic and wider work, ensuring young people's voices, ideas and needs are central to the programmes we design to ultimately create a meaningful journey of participation and co-creation. Youth-Centred Design is underpinned by a belief that youth are central to the design process and, as the experts in their own lives, must be fully engaged from the outset. This echoes a rights-based approach that acknowledges young people's right to a voice and goes beyond consultation to co-creation.



Effective Partnerships

Tackling systemic, societal issues requires large-scale interventions, diverse voices and ideas, and specialist skills and knowledge. We recognise the power of partnerships, working collaboratively to exponentially grow our collective impact. We seek to build effective partnerships with those who share our mission and values.

About the opportunity

By joining this opportunity, a small number of not-for-profit organisations from across Greater Manchester will collaborate with the YHP UK Team, to co-produce and subsequently deliver wellbeing interventions which support young people aged 10-24 to become and stay resilient.

We are looking for a maximum of three local organisations to join us, participate in a Youth-Centred Design Process where, along with, young people from within their organisation (in newly formed Design Teams) they will define, prototype and ultimately deliver solutions that support youth resilience.

What's exciting about this opportunity is that it not only gives organisations a chance to design their initiatives from scratch with young people they work with, but it also gives them access to funding necessary to delivery those initiatives in their local area.

Benefits of Getting Involved

Organisations participating in the Design Process will get a chance to experience and practice:

- The Youth-Centred Design methodology, gain understanding of how to apply the process within their setting in future programme design.
- How to undertake a full design process with young people present at every stage of the design journey.
- Ways to create simple prototypes of ideas and test those ideas with young people.
- How to launch designed initiatives and reach the young people who need the support the most.

Overview of the Engagement

Organisations joining the YHP UK will follow an engagement path based on the Youth-Centred Design methodology below:

1. **Find Them** – Find and create a group of a minimum of six young people who will develop ideas for your initiative (young people should be supported by a maximum of three members of staff/volunteers in the design process).
2. **Listen to them**- Carry out consultations with young people from your area to gain insights from their experiences around mental health and wellbeing. Consultations will be supported by the YHP UK Team and all consultation materials will be provided for you to share with your young people.
3. **Design with them**- Design unique initiatives with your group of young people at two innovation workshops. These are fun, interactive sessions that bring out young people's voices and enable them to generate many status-quo busting ideas, and eventually build relevant, testable solutions:
 - **The Ideation Lab** is about creativity and finding lots of great ideas.
 - **The Prototyping Lab** is about making those ideas work.

This is the stage at which the Design Process is completed and Activation Awards to organisations are considered.

4. **Deliver to them** – Deliver the intervention developed with your Design Team. These will be delivered over 2.5 years and will engage a minimum of 225 young people. Awards are available to cover the costs of this delivery.

Awards for the intervention delivery

To enable local organisations to fully engage in the YHP UK after the Design Process has been completed, we are offering Activation Awards between £12 000 and £15 000 (per organisation over 2.5 years) to cover the cost of delivering youth resilience initiatives coproduced in this engagement. **Activation Awards will be issued to successful organisations only upon satisfactory completion of the full project Design Process.**

What you should expect when joining YHP UK:

Initiative Delivery

- Each organisation receiving the Activation Award is expected to deliver a regular/periodical activity with a minimum youth engagement target [225 young people over 2.5 years].
- Each initiative should run for a minimum of 2.5 years.
- We plan to make our final decisions on which prototyped projects to deliver in Spring 2022 (at the end of the Design Process). Therefore, we would expect the projects we fund across Greater Manchester under this programme to start delivery in Spring 2022 onwards and within no more than six weeks of the award being issued.

Communications and partner visits

- In collaboration with Plan International UK Communications Team, each organisation will engage in creating content which celebrates the success and progress of their individual initiatives for both internal and external channels and audiences. This will include bringing the initiative to life through animation, illustration, and social media. Plan International UK will help organisations capture powerful imagery, film and case studies of young people. Additional costs associated with those opportunities will be covered by Plan International UK.
- The resilience initiatives designed and delivered will help inspire Plan International UK and AstraZeneca employees and wider stakeholders (including institutions, sector partners etc.), by welcoming periodical project visits. Those opportunities will be facilitated and organised by a dedicated YHP UK staff member. The costs of those visits will be covered by Plan International UK.

Monitoring and evaluation (M&E)

- Each initiative's monitoring and evaluation will be aligned with the YHP UK M&E framework but will remain tailored to the designed activities to ensure all impacts and benefits are captured, evaluated and celebrated. Plan International UK will support organisations on the M&E journey, lending our technical expertise.

Relationship

- We will work with you on a partnership basis offering our support and expertise, when possible, as well as listening and learning from you, to strengthen and showcase delivered initiatives. The support from Plan International UK will remain in place for the duration of each initiative to deliver a bespoke support package to each award recipient (tailored to their organisational circumstances and type of coproduced initiative).



Eligibility and use of the award

Eligibility

We are looking to collaborate with local organisations, community groups and clubs that are constituted and incorporated and have a not-for-profit legal form.

Only organisations with capacity to engage young people in their locality can apply.

Organisations will need to have a safeguarding policy in place. We might ask to see this policy.

We are unable to collaborate with:

- Individuals

- Sole traders/freelancers
- Organisations that are aimed at generating profits primarily for private distribution
- Organisations based outside Greater Manchester
- Individuals or organisations applying on behalf of another organisation (e.g., a CVS applying on behalf of their local youth club, however we would accept and application from a partnership between a youth club and their local CVS)
- Schools, colleges, or universities (however we would encourage and accept an application from a partnership between a community organisation and their local school/college/university)

The YHP UK will not support:

- Initiatives where the primary benefit is to enable a public body to carry out its statutory obligations
- Initiatives that are not charitable in law
- Initiatives that have already been designed/piloted/run in the local area
- Initiatives not intended for young people aged 10 – 24
- Any initiative that does not align with our values and objectives
- Salaries, general staff time or overheads, although an award can be used to cover the cost of sessional workers delivering the initiative
- Cost of staff participation in the Design Process workshops
- Projects not able to begin within four-six weeks of the award being issued
- Running costs and utility bills
- Construction/refurbishment or replacement of equipment
- Costs benefitting an individual (e.g., membership fees)
- Activities which evangelise (the practice of preaching or spreading religious beliefs) or proselytise (the practice of trying to convert people to one's own belief or religious views).
- Organisations which adopt a partisan political stance or activities which are party political

Safeguarding and Working with Young People



Plan International UK has zero tolerance against all forms of abuses and exploitation against children, youth and adults and will adhere to Plan International's Safeguarding Policy to ensure that no one (and especially children, young people, and adults at risk) is subjected to any form of harm as a result of their association/involvement with the organisation and its programme. We understand harm as any form of or threat of physical and emotion violence, exploitation including sexual exploitation, neglect.

Plan International UK has been a pioneer in child safeguarding and has invested resources in its mainstreaming across the organisation through development of minimum standards, procedure, and tools all using an intersectional lens.

All agencies undertaking work on behalf of Plan International UK will be expected to read and sign up to our Safeguarding Policy, as well as undertake Disclosure and Barring checks.

Process, Timeline & Budget

Application and on-boarding process

If you would like to be a part of the YHP UK programme, the first step is to apply via an expression of interest detailed below.

Expressions of interest will then be reviewed by Plan International UK and eligible shortlisted organisations will be invited to an interview with the YHP UK Team and our Youth Advocates.

The successful applicants will undergo a due diligence process before being accepted to take part in the Design Process.

All successful applicants will be required to participate in the Design Process led by the YHP UK Team.

Upon successful completion of the Design Process and after producing an eligible project prototype, organisations will get a chance to benefit from the Activation Award to deliver individual projects. **Successful expression of interest does not equal becoming an Activation Award recipient.**

Expression of interest

Please submit an expression of interest that includes:

- Details of your organisation, including scale, turnover, and reach
- Details of your current work with young people including examples of previous work on young people projects or similar
- Motivation for applying, including details of how joining the YHP UK will help you achieve your mission/organisational goals
- Resourcing for the project, including your ability to bring young people into the design process and deliver small scale youth consultations
- Details of the areas in Greater Manchester where you currently deliver work

Your expression of interest should be no longer than 3 pages, 11-point font. Please feel free to include any quotes or endorsements from young people you work with.

Expression of Interest should be sent via email to Agnieszka Korfel Agnieszka.korfel@plan-uk.org by 10am on Monday, **7 February 2022**.

In the shortlisting process we will be looking for organisations that are:

1. Mission Aligned

We seek organisations that believe in children's rights, equality for girls and strengthening young people's mental health and wellbeing.

2. Youth-Centred

Organisations should demonstrate a commitment to putting the young people they work with at the heart of their decision making.

3. Storytellers

We believe that telling stories has power to make change happen and want to build partnerships which allow us to tell compelling stories about gender inequalities, youth voice and youth wellbeing.



Timeline

17 Jan	Expressions of interest open.
7 Feb	Expressions of interest close.
10 Feb	Shortlisted organisations informed.
15 – 17 Feb	Interviews.
February	Due diligence, agreement, and consent forms in place.
1-6 March	Youth Consultations.
19 & 26 March	Organisations co-design initiatives with young people at the two workshops: Ideation Lab and Prototyping Lab – attendance at both workshops strictly compulsory for the groups.
April	Initiative prototypes assessed, and Activation Awards confirmed, contracts and budgets signed.
May	First tranche of the award issued. Initiative delivery begins.

N.B. Activation Awards payments will be made in three tranches across the 2.5 year engagement.

Contact

To discuss the opportunity please email agnieszka.korfel@plan-uk.org or call Agnieszka on 07707288912.