

Plan International UK

Terms of Reference Young Health Programme UK – Youth-Centred Design

Call for Submissions April 2021

About Plan International UK

Plan International UK is a global children's charity. We strive to advance children's rights and equality for girls all over the world. As an independent development and humanitarian charity, we work alongside children, young people, our supporters and partners to tackle the root causes of the challenges facing girls and all vulnerable children, so that children can realise their rights.

At Plan International UK we believe that girls' rights are universal, but across the UK as well as internationally, girls' rights are threatened by poverty, gender inequality, violence, unfair policies and ingrained discriminatory attitudes.

As girls' lives and the world around them changes at an unprecedented rate, we need to be more responsive to their needs and have mechanisms in place that can channel their insights and experiences into our programme design, research, campaigning work and policy recommendations. Therefore, Plan International UK has established a UK Programmes team to design and deliver high quality, gender responsive programmes to promote girls' rights and gender equality.

Our programmes aim to ensure all girls can 'learn, lead, decide and thrive' by working with stakeholders to fulfil our vision of a society free from gender inequality where every girl can realise her rights and fulfil her potential.

For more information about Plan International UK's work visit www.Plan-UK.org

About the Young Health Programme UK

The [Young Health Programme \(YHP\)](#) was established in 2010 and is a global community investment initiative by the pharmaceutical company, AstraZeneca, in partnership with NGOs. The YHP supports Sustainable Development Goal 3.4: 'by 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.'

In 2020 Plan International UK partnered with AstraZeneca UK to bring the Young Health Programme to the UK, with the goal of supporting young people in the UK (aged 10-24 years) to realise their right to good mental health and wellbeing*, regardless of their gender. This programme will be conducted over five years from 2020 to 2025, providing young people with the knowledge, tools and support that they need to create and shape the future of their health and wellbeing, tackling health inequalities with a focus on mental health and wellbeing.

As global experts in gender equality and girls' rights, we will ensure our approaches to tackling 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 as non-binary or transgender.

To tackle poor mental health and wellbeing in the UK we will adopt bold and innovative solutions, engaging young people and professionals to understand the link between young people's wellbeing and mental health, and longer-term health outcomes. To do this:

- We will listen to young people and co-create gender transformative interventions with them;
- We will convene experts to lead a national conversation on the health inequalities experienced by adolescents, with a focus on gender.
- We will develop a joined-up approach that responds to the needs of young people at local and national levels.

To realise our ambitious vision, we will employ our proven models of change across three pillars: research, programmes and advocacy.

The YHP UK programme will utilise the principles of Youth-Centred Design to ensure the programme is co-created by those it seeks to serve, is iterative and adaptive to differing contexts, and is responsive to young people's changing needs.

Youth-Centred Design encompasses **find them, listen to them, and design with them stages**. These stages will be followed locally in programme delivery areas, to ensure mental health and wellbeing needs of young people within each community are met.

By applying the youth centred design principles alongside our advocacy experience, we will also amplify the voices of young people in spheres of power and influence, to ensure young people's needs are heard and acted upon.

*See **Appendix 1 for** definitions of Mental Health and wellbeing.

Background to the opportunity

Plan International UK are embarking on a phase of testing and piloting youth-centred design within the Young Health Programme UK. We are seeking a consultant or

agency to develop and pilot frameworks and activities for listening to young people's mental health and wellbeing needs, and designing with young people to create solutions to the challenges they face.

Following the pilot phase, Plan International UK will use this framework for listening and designing with them to enable young people to create relevant and testable solutions which promote good mental health and help to prevent poor mental health of young people within their communities.

This is a key part of the YHP UK in providing young people with the tools and support to shape and realise their right to good mental health, regardless of gender.

Through our existing research and engagement with stakeholders within the programme localities, we will complete the 'Find them' stage of youth centred design. We would like to work with an innovation expert to help us shape the 'Listen to them' and 'design with them' stages, which Plan International UK can then deliver within the programme localities.

Objectives and deliverables of the opportunity

The objectives are:

1. Listen to them: Develop a framework and activities to support a diverse range of young people to identify and voice the mental health and wellbeing needs of young people, and their suggestions for change.
2. Design with them: Develop a framework and activities to enable young people to design solutions which promote good mental health and help prevent poor mental health in young people, through a gender lens.
3. Pilot the listen to them and design with them frameworks and activities with c.20 young people and youth organisations and staff; monitoring and evaluating the success of the frameworks and activities.
4. For Plan International UK staff to be provided with the framework, resources and training to replicate the framework and facilitate the activities.

What we need from you (Project Deliverables):

[NOTE: we are open to suggestions on approach]:

- 1. Listen to them: develop a framework and activities which support a diverse range of young people to identify and voice the mental health and wellbeing needs of young people and their suggestions for change.**

- Conduct 'listening session(s)' with c.20 young people, utilising a range of interactive and fun activities to draw out insights and experiences that affect young people's mental health and wellbeing.
- Create insight on young people's mental health and wellbeing needs, which young people, programmes staff and community organisations can reflect on together.

These need to be created from the listening session(s) and insight provided by Plan International. We would also like select Plan International staff to be involved in the process of condensing insight to be reflected on, so staff can replicate this method in the programme.

- 2. Design with them: Develop a framework and activities which enable young people to design solutions which promote good mental health and help prevent poor mental health in young people, through a gender lens.**
- 3. Pilot the listen to them and design with them frameworks and activities with c.20 young people and youth organisations and staff; monitoring and evaluating the success of the frameworks and activities.**
 - Design and facilitate approximately two sessions with c.20 young people (and a small number of youth organisations and staff) which:
 - Are fun, encourage innovation and foster supportive engagement for the participants
 - Bring out young people's voices and their suggestions for change
 - Generates many status-quo busting ideas,
 - Eventually converge on and build relevant, testable solutions
 - Offers co-facilitation opportunities for Plan International UK staff which develops their knowledge and skills of facilitating innovation activities.
 - Collate the insight and innovation created throughout the project and present in an engaging and potentially externally facing format, which can be used by Plan International UK's media and communications teams.
 - Review, monitor and evaluate the frameworks and outcomes of the activities, alongside Plan International staff, including a short report/presentation on recommendations for future delivery.
- 4. For Plan International UK staff to be provided with the framework, resources and training to replicate the process and facilitate the activities.**
 - Provide Plan International UK with tested frameworks and activities to replicate in different UK localities.
 - Deliver training to Plan International UK staff to be able to replicate the frameworks and activities as part of the YHP UK.
 - Provide the resource templates for Plan International UK staff to be able to replicate the activities as part of the YHP UK.

Ways of working

The UK Programmes team takes a collaborative approach to its commissioned work, we like to work as a partnership and engage as fully as capacity allows us to in the project. As we are seeking to deliver these sessions ourselves, we are looking for a partner that has a similar approach to collaboration and values the contribution our team can bring to the project.

We imagine weekly communication with the consultant/researcher will be conducted throughout the project either by telephone call or through a weekly email note on progress, as well as key meetings and milestone moments.

At Plan UK we take the safeguarding of our programme participants very seriously, we are looking for consultants who will adhere to our safeguarding policy (statement below) and who can demonstrate experience in working safely with young people.

Budget and timeline

The budget is £40,000-£45,000 inclusive of any VAT payable and expenses. Payments will be made upon submission of an invoice, by BACS.

Application deadline	Tuesday 4 th May 2021 5 p.m.
Informal interview	7/10/11 th May 2021
Contract and safeguarding policies signed	Week commencing 17 th May 2021
Work commences	Week commencing 24 th May 2021
'Listening sessions' start with young people	Mid-late June 2021
'Listen to them' and 'design with them' YHP UK Activities	July & August 2021
Project ends	October 2021

Application Process

We welcome applications from consultants/agencies who meet the following criteria, which applications will be judged against:

- Experienced consultants with expertise in conducting similar projects
- Experience of consultation, co-creation and innovation with a wide range of young people

- Experienced and skilled in using effective listening tools, facilitating, and managing emotional or difficult conversations.
- An understanding of mental health and wellbeing
- Understanding of and commitment to gender equality
- Value for money

To apply, please submit an expression of interest that includes:

- Details of your organisation
- Your approach to the project
- Your relevant experience and expertise
- Ability to meet the deliverables and project timelines
- At least one example of previous similar work with young people
- Resourcing for the project
- Budget breakdown- We would need to understand costs for the different elements.

Deadline for applications Tuesday 4th May 2021 at 5 p.m.

Please submit applications or any queries to Plan International UK by emailing ukgirlsrights@plan-uk.org

Safeguarding and Working with Young People

Plan International UK has zero tolerance against all forms of abuses and exploitation against child, 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 will lead on overseeing and ensuring accountability for safeguarding during the project duration through the implementation of its policy, [Say Yes! to Keeping Children and Young People Safe and Protected](#). Plan International 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.

Intellectual Property Rights

Plan International UK retains Intellectual Property Rights of all the research, activities, tools and session plans but would always give credit to the consultants in any external publications.

Appendix 1:

Definitions of Terms

The following are provided as a guide to the terminology used within this Terms of Reference. Further clarification can be provided upon commission.

Definition of a Child, Young Person and Adolescent

Plan International UK defines a child as anyone under the age of 18 and a young person aged up to 25.

For the Young Health Programme adolescence is defined as those between the ages of 10-24. We recognise that in some instances it may be appropriate to consider issues for a wider age group.

Definition of Gender

The concept of gender refers to the norms, expectations and beliefs about the roles, relations and values attributed to girls and boys, women, and men. These norms are socially constructed; they are neither invariable nor are they biologically determined. They change over time. They are learned from families and friends, in schools and

communities, and from the media, government and religious organisations (Plan International UK).

Definition of Gender Equality

Gender equality means that all persons, regardless of their gender, enjoy the same status in society; have the same entitlements to all human rights; enjoy the same level of respect in the community; can take advantage of the same opportunities to make choices about their lives; and have the same amount of power to shape the outcomes of these choices (Plan International).

Definition of Health Inequalities

Health inequalities are avoidable, unfair and systematic differences in health between different groups of people. Health inequalities can involve differences in:

- health status, for example, life expectancy and prevalence of health conditions
- access to care, for example, availability of treatments
- quality and experience of care, for example, levels of patient satisfaction
- behavioural risks to health, for example, smoking rates
- wider determinants of health, for example, quality of housing (The King's Fund).

Definition of Mental Health

The World Health Organisation (WHO) defines mental health as 'a state of wellbeing in which the individual realises his or her abilities, can cope with the normal stresses of life, work productively and fruitfully, and is able to make a contribution to his or her community'.

Definition of Wellbeing

The UK Government's Department of Health provide the following definition of wellbeing:

"Wellbeing is about feeling good and functioning well and comprises an individual's experience of their life; and a comparison of life circumstances with social norms and values.

Wellbeing exists in two dimensions: Subjective wellbeing (or personal wellbeing) asks people directly how they think and feel about their own wellbeing, and includes aspects such as life satisfaction (evaluation), positive emotions (hedonic), and whether their life is meaningful (eudemonic).

Objective wellbeing is based on assumptions about basic human needs and rights, including aspects such as adequate food, physical health, education, safety etc. Objective wellbeing can be measured through self-report (e.g., asking people

whether they have a specific health condition), or through more objective measures (e.g., mortality rates and life expectancy).” Further information can be found at <https://www.gov.uk/government/publications/wellbeing-and-health-policy>

The Office for National Statistics (ONS) measures national wellbeing, across ten broad areas of life. Since 2014 the ONS have also measured children's well-being using 31 indicators within seven domains. These indicators were developed from the Measuring National Well-being debate and additional consultation. Their website includes a list of the indicators and domains.

The ONS propose the following domains for the children's well-being framework:

- personal well-being
- our relationships
- health
- what we do
- where we live
- household finances
- schools and skills
- future and voice

This is currently under further consultation and development. More information can be found at

<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/childrenswellbeingindicatorreviewuk2020/2020-09-02>