



BY EMAIL

28 June 2017

To: All NHS Trust and FT Chairs and CEOs

Dear colleagues

### **Growing youth social action across the NHS**

The [#iwill](#) campaign is a UK-wide movement, launched in 2013 by HRH the Prince of Wales, that aims to make involvement in meaningful social action (e.g. fundraising, volunteering and campaigning) part of life for 10-20 year olds by the year 2020. It is an independent cross-party campaign coordinated by the charity Step Up To Serve.

The evidence base confirms that volunteering provides a multitude of benefits to young people, local communities and Trusts. Volunteering increases young people's understanding of the health system, acts as an introduction to a range of career options, develops skills and increases wellbeing. By engaging young people, local services can provide higher quality care and offer additional support programmes to help improve the experience of patients and visitors, leading to increased community networks, resilience and better health outcomes. Increased social action opportunities also assist in addressing health inequalities and the campaign is actively encouraging organisations to reach out and engage young people from diverse communities.

We, alongside Sir Bruce Keogh of NHS England and Duncan Selbie of Public Health England, have pledged our organisations' support to the campaign, alongside a further 700 cross-sector organisations, to enable more young people to make a difference in their communities.

Social action opportunities within the health and social care sector are a growing area of focus for the [#iwill](#) campaign. We already have some great examples of young people playing an active part in health and social care settings. However, consultation with stakeholders has indicated that opportunities are currently not widely available, particularly to those under the age of 18. However, there is huge demand from young people themselves to get involved and we believe this energy and enthusiasm should be harnessed.

A key ambition for the campaign this year is to develop a clear understanding of what activity is already happening, to enable a focused strategy to be developed, and ensure that [#iwill](#) campaign partners can collectively drive this agenda forward most effectively.

As such, we are writing to ask you to share the following information on youth volunteering in your Trust:

1. How many young people volunteer within your Trust per year? (Aged 10-20);
2. The number of young volunteers broken down by age;
3. The roles that young people play in your Trust (e.g. volunteering on wards, co-producing services, peer educators, befriending);
4. Any further information/reflections you wish to share with us about youth social action in your Trust, highlighting any support you feel would be helpful.

I would be grateful if you could cascade this letter to the relevant individuals in your trust, and if they could send the information for your trust to us by 31st July 2017 using this short survey: <https://www.surveymonkey.co.uk/r/iwilldata>. We would like to share the results at the Health Innovation Expo in September, and to celebrate the impact young people are having across the NHS.

Thank you in advance for your support on this important issue. If you would like further information on the campaign and how you can get involved, please get in touch with [sophie.drechsler@stepuptoserve.org.uk](mailto:sophie.drechsler@stepuptoserve.org.uk).

We look forward to sharing the results of this research in due course and to working with you to enable the next generation to shape the future of the NHS.

Yours sincerely,



**Ed Smith, CBE, FCA**  
Chairman  
NHS Improvement



**Ruth May**  
Executive Director of Nursing  
NHS Improvement



**Sian Jarvis**  
Trustee  
Step Up To Serve