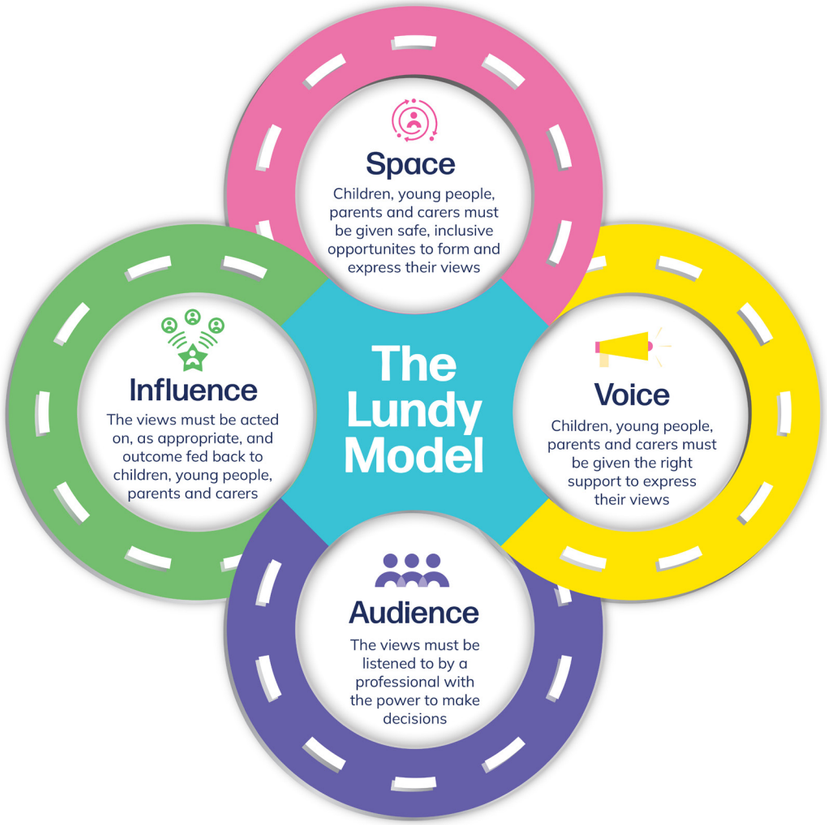
Anna Freud's Participation Strategy



Anna Freud
building the mental wellbeing of the next generation

Partcipation at Anna Freud

How young people, parents and carers inform our work



Why does participation matter?

It's important for me to feel respected and treated like an equal when I'm involved in participation work. I want to feel listened to, as if my input is meaningful and will help bring about change for the better.

Young Champion

Our vision is a world where all children and young people are able to achieve their full potential. A world in which they and their families get support that is designed with their input, available at the right time, and meets their needs, so that they can develop their emotional and mental health.

That's why children, young people and families are at the centre of all we do. We hear and act on their voices at every stage of our work, and their perspectives influence the decisions we make.

Participation at Anna Freud is everyone's responsibility. So to embed it across our organisation, we've adopted a new practice model: **The Lundy Model**. The model uses the four domains of **Space**, **Voice**, **Audience** and **Influence** as a framework to ensure those we work with play an active role in what we do.

This model also ensures we meet our duty under Article 12 of the UN Convention on the Rights of the Child (UNCRC): that every child and young person has the right to express their views, feelings and wishes on all matters affecting them and to have those views considered and taken seriously.

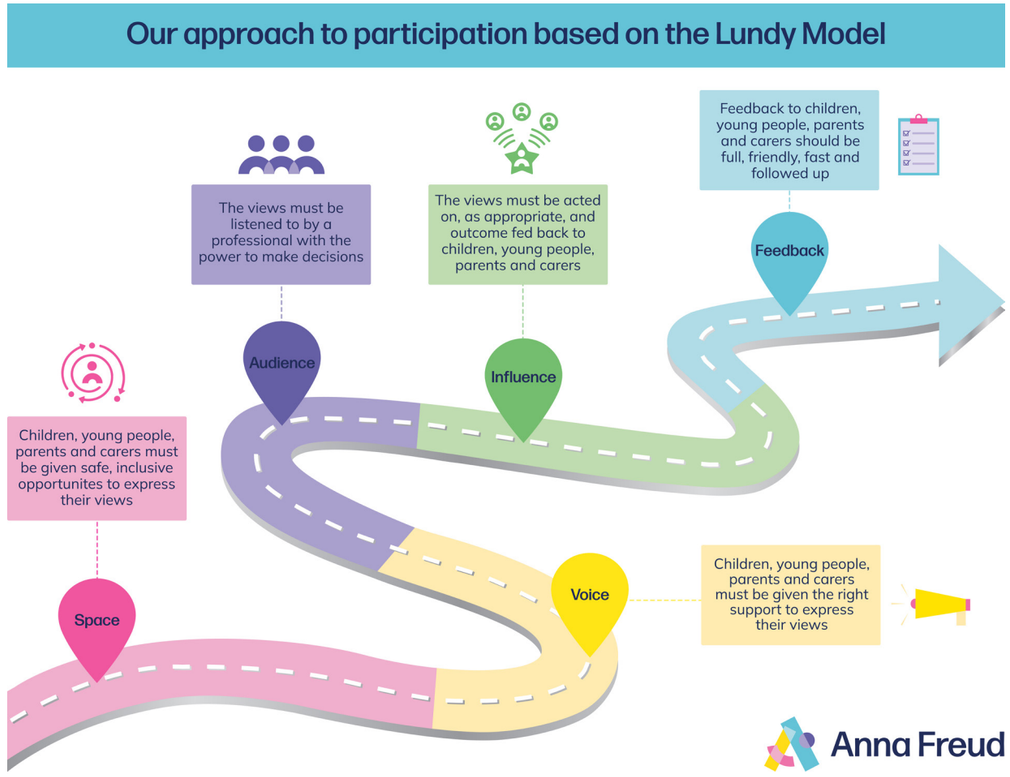


Figure 1. The Lundy Model of Child and Youth Participation

Participation at Anna Freud

How we will implement the Lundy Model



When creating opportunities for young people, it's important to be accessible and not gatekeep opportunities. When considering space, keep young people and their parents and carers informed of what opportunities are out there.

Young Champion

We will:

- ensure our teams offer opportunities for children, young people, parents and carers to be involved in their work
- increase opportunities for children, young people, parents and carers to work with our Executive board and Trustees
- ensure all opportunities are safe and inclusive.



We should have access to as much information as possible beforehand. It's also vital to facilitate other forms of communication and help young people, parents and carers to express themselves if they are unable to speak up.

Young Champion

We will:

- offer training to all children, young people, parents and carers who work with us
- train all professionals in our practice model
- co-create resources and tools for participation.



It's important for young people, parents and carers to feel listened to, and to actively consider their input and ideas. It's important that where participants can't reach an audience directly, a trusted adult can advocate on their behalf and share their ideas for them.

Young Champion

We will:

- introduce a new Chief Executive Advisory Group
- offer Takeover opportunities with directors and managers
- communicate how decisions are made and by who.



An important factor of influence is ensuring feedback is given and participants are clear on the outcomes of the project, even if it's not what they expected. Keeping participants in the loop and informing them of what they've achieved with participation work can help build their confidence and make them realise their opinions do matter.

Young Champion

We will:

- provide feedback to children, young people, parents and carers on how their voice influenced our decisions
- celebrate all those engaged in participation activity
- publish data on all participation activity for public access.

I feel the Lundy Model helps by focusing on the human rights of a child [...] I don't think participation is about making unrealistic promises about what changes can be made or how much control a young person can have, but is instead about remaining transparent with the young person and keeping them informed at every stage of the project

Young Champion

We'll involve children, young people, parents and carers in our work through:

- **Participation:** supporting them to shape decisions about the services they or others receive.
- **Co-design:** working together to define a problem and create solutions.
- **Co-production:** involving them in the planning, design, delivery and evaluation of a process or project in its entirety.
- **Consultation:** asking for their views on a piece of work or at a certain point of policy or strategy development. This involves 'you said, we did' feedback.
- **Leadership:** training them to lead on project or programme delivery.

The scope of the Lundy Model

The UN Convention on the Rights of the Child does not give a minimum age for when children can start to express their feelings and wishes. We recognise a child's evolving capacity to engage, and our approach will align with their stages of development.

Although the Lundy Model is a children's model, the same principles apply to our work with parents and carers too. They will be afforded space, voice, audience and influence, and professionals working with them will be expected to evidence influence and provide feedback.

Who we work with

Anna Freud Champions

Volunteer parents and carers and young people (aged 14–25 years) from across the UK with experience of mental health services. Some have received services from Anna Freud before, some have not.

They meet monthly and support by sense-checking service plans and taking part in one off consultations and focus groups.

Participation Programme Assistants (PPAs)

A pool of lived experience consultants. These are paid posts, available to work on projects that require more input from a young person, parent or carer than is viable on a voluntary basis

Lived Experience Posts

Posts dedicated to individual teams or projects.

Include Network

A network of diverse young people, parents and carers from across the UK with lived experience of mental health services. This is for those who can't commit to being a Champion or PPA but may have time to get involved in specific projects.

Usually one-off surveys, questionnaires, or focus groups.

Digital Champions

Young Champions and Parent or Carer Champions who are supported and trained to shape digital transformation work.

Research Champions

Young Champions and Parent and Carer Champions who are supported and trained to support research at Anna Freud, such as defining proposals, peer research and analysing data.

Associated Advisory Groups, Expert by Experience Panels and Patient and Public Involvement and Engagement Groups

Participation groups supporting individual projects or teams. These are both internal groups and those which support external commissions.

Guest speakers

Individuals invited to share lived experience testimony on teaching courses, training events or conferences.

Apprenticeships and internships

Opportunities for people with lived experience and those from underserved communities to gain experience in mental health research and training across Anna Freud services and teams.

Experts by profession

Individuals from organisations in receipt of Anna Freud services who co-create or shape our service design.

How we recognise participation activity

Every contribution from the children, young people, parents and carers who work with us has value. And to recognise this transparently and consistently, we'll follow this framework:

Incentive

Something to motivate participants to get involved.

Such as:

- learning new skills and meeting new people
- building self-confidence
- learning about decision-making processes and seeing some of their ideas come to life.

Reward

A gift to recognise participants' involvement.

Such as:

- a meal out
- tickets for an event
- a group leisure activity
- access to other developmental activities.

Recognition

Acknowledging the impact of participants' involvement or specific skills gained.

Such as:

- certificates
- references
- nominating individuals or groups for any appropriate award schemes
- accreditation.

Remuneration

Payment for participants' time and expertise.

Such as:

- an employment contract
- cash or voucher payments.

This may have an impact on benefits and tax.

For more information see the Anna Freud Payment for Involvement Policy

Who is responsible for participation at Anna Freud?

Everyone at Anna Freud has a role to play in:

- incorporating participation into our work
- embedding a culture of meaningful opportunities to influence our work
- evidencing the difference children's, young people's, parents' and carers' voices make.

How it works

Children, young people, parents and carers

Sharing expertise and lived experience insights to work at all levels.

Board of Trustees and Trustee Sponsor

Providing supportive and constructive challenges to the CEO and Exec Team.

CEO and Exec Team

Providing visible leadership and role modelling principles for rights-based participation.

SMT

Setting work priorities to define and promote policy and good practice. Provide narrative by connecting data into a single story.

Line managers

Addressing any capacity issues within their staff teams. Monitor practice and actively provide space for reflection and learning.

Participation working groups, huddles and panels

Amplifying practice and examining our work with a critical lens.

All staff

Lead by example with the principles of our practice model, champion participation activity across teams, and actively seek new ways to engage with children, young people, parents and carers. Provide feedback on activity and participants' scope of influence.

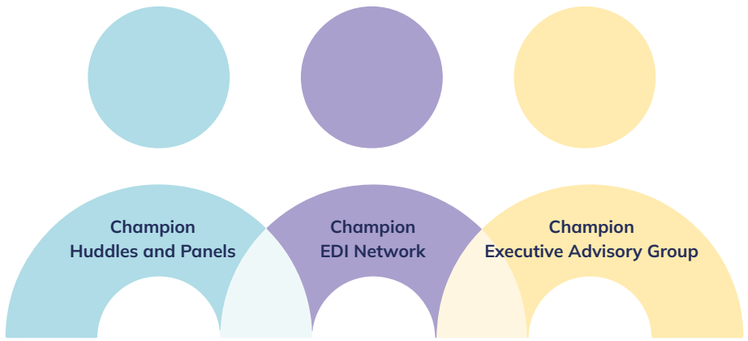
The Lundy model provides a structured, practice and results-oriented framework for participation. When correctly applied, this approach ensures that the views of children and parents are not merely heard but acted upon, thereby facilitating meaningful improvements in services

Parent Champion

Assessing and monitoring participation

We will assess our performance and manage change using staff and young person, parent and carer forums.

For Anna Freud young person, parent and carer participants:



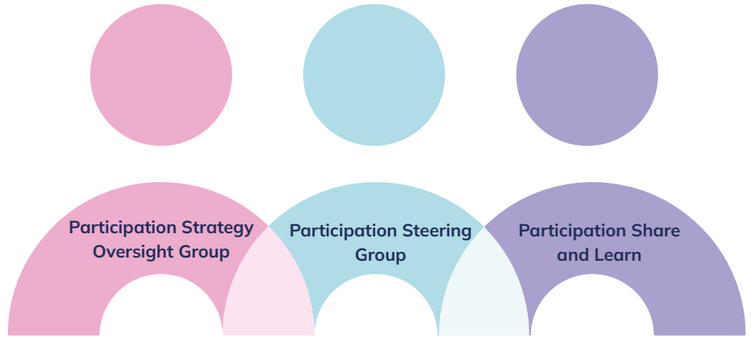
Champion Huddles and Panels: Anna Freud colleagues meet with young volunteers and parent and carer volunteers every 4-6 weeks to offer opportunities for Champions to shape our work, co-design services and take part in consultations.

Champion EDI network: a Parent, Carer and Young Champions network embedded within our EDI governance structure. The network provides a space for our Champions to discuss EDI-related interests and concerns, and share insights to inform the agenda of our diversity networks and divisional EDI Champions.

Chief Executive Advisory Group: termly meeting with the Chief Executive and Young and Parent and Carer Champions, providing space to explore participation experiences and set participation priorities.

Trustee sponsor: We have appointed a Trustee sponsor to meet with young people, parents and carers regularly. They will champion and advocate for participatory work at the most senior decision-making spaces of the organisation.

For Anna Freud staff and Participation Programme Assistants (PPAs):



Participation Strategy Oversight Group: all divisional participation champions meet termly to scrutinise organisation-wide participation activity, facilitated by the Head or Deputy Head of Participation. This group is responsible for the 'Anna Freud Annual Big Conversation' (our yearly survey of children, young people, parents, and carers) and workforce training.

Participation Steering Group: all colleagues who manage participation staff or participation activity meet every 12 weeks to standardise processes, monitor dashboards, and reflect on practice.

Participation Share and Learn: all colleagues responsible for the delivery of participation activity meet every six weeks to solve problems and explore and celebrate practice, facilitated by Participation Officers.

Assessing and monitoring participation

Building a participation community

Our commitment to participation extends beyond the work we do with children, young people, parents and carers.

We're leading the first National Community of Practice on the Lundy Model – working together with partner organisations to share learning and showcase our practice.

The Leading Lundy Community of Practice aims to:

- amplify and unite participation leads' voices
- demonstrate the impact of the model to funders, educators and government departments
- create resources about the Lundy Model
- provide quality participation opportunities for children, young people, and families across the UK.



Figure 2. Leading Lundy Gathering 1 notes.

Case study

D-CYPHR (DNA, Children + Young People's Health Resource) Young and Parent Ambassadors

The project: Led by the NIHR BioResource, D-CYPHR aims to support research into how genetics and environment influence physical and mental health. By combining DNA samples, health and lifestyle information and medical records from children and young people (aged 0-15), D-CYPHR will become a resource to facilitate new discoveries, new treatments and better care for children, young people and their families. We're working with NIHR BioResource to engage schools in the project and recruit children and young people to take part in the programme.

Our participation team established an ambassador programme to support young people's, parents' and carers' involvement in the project. The programme currently has 26 Ambassadors shaping and influencing the D-CYPHR programme, and having their say in decisions affecting them.

Space: The participation team worked with D-CYPHR colleagues to design the Ambassador programme and negotiate the role and influence of Ambassadors. We also recruited two paid Participation Programme Assistants – one young person and one parent - to bring lived experience insight to the programme's planning and delivery. Ambassadors were recruited via social media and partner networks following the launch of D-CYPHR.

Our Ambassadors 'youth proof' documents and resources, advise staff members, shape recruitment waves, co-create media assets, and contribute to media and social media activity. This takes place in an inclusive and safe space to encourage idea sharing.

Voice: Ambassadors contribute ideas for recruitment, promote the programme through their local networks and will test resources for schools. They're encouraged to express their views in a mode of their choice, and the participation team help facilitate this.

Ambassadors receive ongoing training to support them to contribute. Their training programme covers participation and the Lundy model, skills for Ambassadors, media training and more. Alongside this training, Ambassadors take part in social events like quizzes, a trip to the National Science Museum and meals out.

Audience: Young Ambassadors and Parent or Carer Ambassadors meet with D-CYPHR colleagues to discuss the programme and for social activities.

The participation team holds monthly meetings for Ambassadors to discuss training opportunities, visiting professionals or experts, planning future activity or reviewing programme decisions or resources.

Influence: The D-CYPHR programme monitors the reach and impact of their campaign on a daily and weekly basis.

Ambassadors will present their work to programme leads and senior decision makers at agreed times, and children, young people, parents and carers will have regular dialogue and input in these forums. Outcomes are fed back to Ambassadors to make them aware of their impact on the project.

Building a participation community



Anna Freud
building the mental
wellbeing of the
next generation