



# Me first

Children and young people  
centred communication

## Me first Children and Young People

### Centred Communication



## Project Aims

**Me first** aims to improve health outcomes for children and young people by enhancing the knowledge, skills and confidence of healthcare professionals in communicating with children and young people.

## Description of the Programme

**Me first** has been designed to improve communication between children, young people and healthcare professionals through four primary components –

- The **Me first** communication model, provides a practical framework to support children and young people centred conversations in healthcare. We believe this is the first healthcare communication model of its kind, designed for and with children and young people.
- A suite of practical tips provides advice for how to communicate with specific ages of children and young people as well as those with communication impairments or learning disabilities.
- The **Me first** masterclasses, which are co-delivered with young people, support healthcare professionals to apply the **Me first** communication model to their practice. The training builds on attendee's existing skills and expertise, and utilises quality improvement techniques to enable healthcare staff to embed learning in their clinical practice.
- The **Me first** website ([mefirst.org.uk](http://mefirst.org.uk)) contains an interactive communication model to enable healthcare professionals to build their own conversations and apply the model to their practice; a resource hub, which enables users to share tools, projects, and ideas from throughout the UK; and practical advice and tips from children, young people, and healthcare professionals about how to put the model into practice.

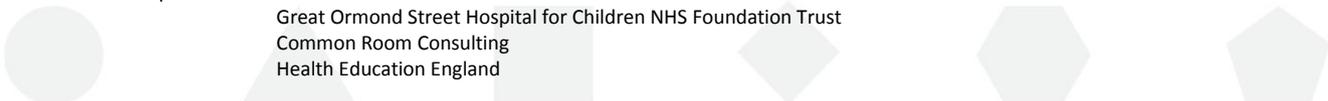
**Me first** has been created by Great Ormond Street Hospital and Common Room Consulting in partnership with young people. The programme is funded by HEE's local team in North Central and East London and was launched nationally in October 2015.

## Rationale for Me first

The Health Education England mandate (HEE, 2016) is clear that improved training in communicating with and involving children and young people in decisions about their care has a significant part to play in improving their health. The most significant enabler of shared decision making with children and young people is an ability to engage meaningfully with them, to explore their understanding and needs. The Care Quality Commission National Child and Young Person Inpatient Survey results showed that 43% of children and young people said that they were not fully involved in decisions about their care, while the Chief Medical Officer's report (DH, 2013) highlighted the need for improved communication with children and young people. It outlined the need for listening to children and young people, providing accessible information using an appropriate level of language and engaging and treating children and young people with respect.

**Me first** has been designed to meet the need for developing the workforce so that they are able to provide child and young person-centred services.

**Me first** partners:



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Common Room Consulting  
Health Education England

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## The Model

The **Me** first children and young people centred communication model is based on a review of the literature and research on person-centred communication in healthcare. It asks six key questions from a child or young person's perspective and this approach directs the worker's interaction to achieve engagement.

## Training

There are various training options available including

- Open-access one-day masterclasses
- Bespoke in-house training for teams
- Group bookings for CCGs or LETBs
- Train the Trainer programme to train your own staff

The masterclass builds on participants' existing skills and is aimed at all healthcare professionals including: Practice nurses, GPs, A&E staff, Staff nurses, Doctors, Dentists, and Allied Health professionals such as Physiotherapists, SALTs, OTs, Dieticians and Radiographers, and patient facing healthcare scientists such as Audiologists, Physiologists and Ophthalmologists.

The bespoke in-house training is tailored to the team's specific needs. This allows the team to focus on particular issues, key areas of communication and specialty-related challenges. With team training, there is also an option for a half day follow up to help embed changes in practice.

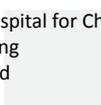
RCPCH has approved the masterclass for CPD in accordance with the current RCPCH CPD guidelines and future dates can also be endorsed upon request.

## Benefits for your organisation

- Ensure that your services are delivered by an educated and trained workforce, made up of highly skilled staff with improved skills and confidence in communicating and involving children and young people in decisions about their care.
- Ensure that your healthcare staff have the necessary compassion, values and behaviours to provide child and young person centred care which will enhance the quality of the patient experience.
- Be part of our growing network of **Me** first communication champions network so that your workforce will be supported to embed changes and continually improve their practice.

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## Prices

Session Type	1 session	2 sessions	3+ sessions
Full day	£2000	£1800 (10% discount)	£1700 (15% discount)
Full day + Half day follow up	£2800	£2520 (10% discount)	£2380 (15% discount)

Prices (per session) - each session is for a maximum of 20 people. If you require us to arrange a venue or catering, these would be charged as extra to cover the additional costs. Travel expenses for training outside London need to be reimbursed to the trainers and young advisors.

## Sustainability

### Me first Communication Champions

- **Me first** has established a free network of Communications Champions who meet three times per year and have access to a champion toolkit, specialist training and an email network. The purpose of the network is to share ideas with the aim of embedding departmental or organisational goals in practice and growing the reach of **Me first**. All masterclass participants are encouraged to become a communication champion to help sustain changes within teams.

### Me first Train the Trainer course

- **Me first** have a license programme so that you can train your own staff throughout your organisation in **Me first**, ensuring lasting improvements in your patients' experience and outcomes and saving you money.
- We run a 'train the trainer' course for healthcare professionals and young people to become **Me first** trainers, so that you can deliver the training in-house.
- In order for your staff to become a **Me first** trainer they will need to meet the person specification, attend a **Me first** masterclass run by **Me first** before attending a **Me first** 'train the trainer' course.
- **Me first** lead trainers will assess which candidates have demonstrated the skills required to become a **Me first** co-trainer. After a short period of co-training with one of the lead trainers, candidates will be signed off as fully competent and able to train in your organisation as long as they comply with **Me first** terms. These include ensuring you have a minimum of three **Me first** certified trainers with a minimum of one trainer who is a healthcare professional and one trainer who is a young person who has patient experience.

Price of Train the Trainer	1 candidate	6 candidates
Full day	£350	£1890 (10% discount)
Two days (incl. masterclass)	£495	£2673 (10% discount)

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## Impact, Outcomes and Achievements

98% of healthcare professionals attending the **Me first** masterclass rate the experience overall as four or five out of five (1= poor and 5= excellent).

The impact of the **Me first** masterclasses on children and young people centred care has been evaluated by the Evidence Based Practice Unit at University College London and the Anna Freud Centre.

Findings from this independent evaluation demonstrate a significant increase in healthcare professionals' attitudes towards collaborative practice with young people. This increase was maintained at the four-to-six week follow-up. It also showed that healthcare professionals' communication behaviours improved. Their exploratory listening, consensus-oriented listening, receptive listening, and action-oriented listening behaviours all significantly increased when scores were compared prior to the masterclass and four-to-six weeks after the masterclass. All attendees interviewed have made positive changes to their practice since attending the masterclass.

## Awards

**Me first** has gained national recognition from several sources for its programme design and its achievement of improving communication between children and young people and healthcare professionals. At the Patient Experience Network (PEN) 2015 National Awards held in Birmingham, **Me first** Children and Young People Centred Communication was the overall winner. It also received the 'Personalisation of Care' award and was runner up in the 'Communicating Effectively with Patients and Families' category. **Me first** was a finalist of the HSJ 2016 awards in the category 'Improving Outcomes through Learning and Development', a finalist at CYP Now Awards 2016 in the category 'Recruitment and Professional Development' and a finalist at the Nursing Times Awards 2016 in the category 'Team of the Year'.



**NATIONAL  
AWARDS  
2015**



## Me first team

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