

Barnet Children and Young People's Plan 2019 – 2023



Welcome

Written statement by children and young people (to be inserted)

Introduction to Children and Young People's Plan for 2019 - 2023

Since the last Children and Young People's plan we have worked towards the vision of creating a Family Friendly Barnet, enabling opportunities for our children and young people to achieve their best. Barnet's Family Services is improving with significant change being made to ensure the practice is of a high standard and the needs of children are well served.

We continue to maintain the quality of education in the Borough, ensuring that young people have the best start possible. 95% of our schools are graded Good or Outstanding and are a significant factor in making the borough a top destination for families living in London. Barnet was ranked second highest in the country based on Progress 8 scores which measures the

progress made by each student during their time at secondary school and fifth for attainment of pupils at GCSE.

Our work to raise awareness of travel safety using public transport has proved very successful with more young people feeling safer travelling in the borough. Wider concerns reported by young people about crime and violence are being tackled with the implementation of the Vulnerable Adolescents Strategy, ensuring that agencies work together across the Borough, and London, to share intelligence, best practice and ensure risk is managed effectively. Complimenting this work, our Resident, Engaged, Achieving Children Hub (REACH) team is achieving success with young people benefiting from a coordinated response to meet sometimes very complex needs.

A series of programmes for children and young people designed to promote mental health awareness have been launched. We have developed and rolled out delivery plans for schools as part of our Resilient Schools Programme, which covers support for pupils, staff curriculum development, digital resilience and several other key

strands developed through research. In June 2017, we launched the Kooth online counselling service for 11-25 year olds, with 176 Barnet young people using the service in the first three months.

We are the first London borough to work with UNICEF UK through the Child Friendly Cities and Communities programme. The programme, launched locally in May 2017, brings together the Local Authority, Voluntary and Community Sector, Police, Education and Health to focus on embedding a robust child rights-based approach across the borough. It is a continuation of our previously stated vision 'to make Barnet the most Family Friendly Borough by 2022', targeting developing families' resilience which evidence tells us is pivotal to delivering the best outcomes for children and young people. We've listened to a wide range of views from children and young people and professionals realising that it is not the end of the conversation but the start of a new chapter.

Councillor Longstaff

Lead Member of Children, Education
and Safeguarding Committee

The Children's Partnership is committed to improving outcomes for Barnet's children and young people, their families and their communities. Our ambition is to create a child friendly borough, where children and young people's rights are respected. A place where the voices, needs, priorities and rights of children are considered and taken seriously as an integral part of public policy, programmes and decision-making.

We recognise that the delivery of these outcomes will require universal services that offer support, build resilience and provide important protective factors. We also recognise the need to deliver high quality services for all our young people, particularly our most vulnerable, through the work of our partners. We understand that this will require a strong commitment work together effectively to secure the delivery of efficient, high quality and best value services.

Chris Munday

Strategic Director – Children and Young people

This plan can only be delivered through agencies working together across Barnet, with children at the centre of service planning and delivery. This signed pledge represents the commitment by partners and Barnet council to continue to work with children in a responsive, collaborative and empowering way.

"We the undersigned will ensure children have a meaningful say in any actions and decisions which affect them and how services are designed and delivered. Their rights are fundamental and will be protected and realised. We will enable access to what children need to develop, participate and flourish."

Signed by senior executives from each partner organisation on behalf of:

Barnet Council Elected Members

Barnet Children's Services

Barnet Schools (Cambridge Education)

Barnet Public Health

Barnet Homes

Barnet Community Mental Health (CAMHS)

Barnet Clinical Commissioning Group

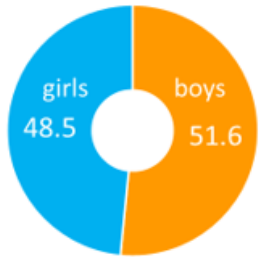
Barnet Metropolitan Police Service

Barnet Schools

Barnet Voluntary Community Sector

Barnet Multi-Faith Group

Key Facts



AGE OF YOUNG PEOPLE POPULATION

N=99,152 26% OF TOTAL POPULATION

15-19 y/o

21%

10-14 y/o

24%

5-9 y/o

28%

0-4 y/o

27%

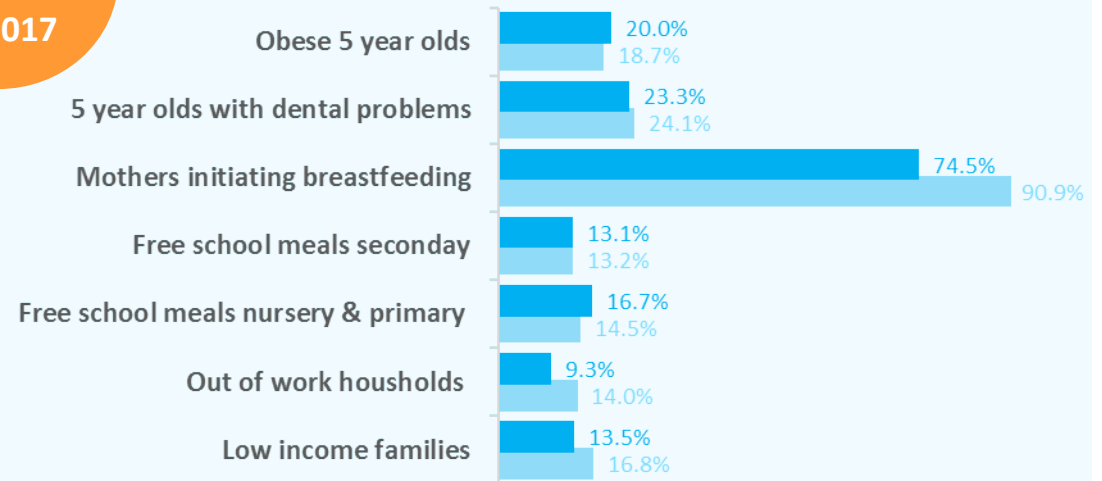
Children and young people from black and minority ethnic groups

England 30%

Barnet 52%

5190
Live births
in 2017

Children's households comparison Barnet and England



182

Languages other than English spoken as a first language by primary school pupils

Pupils with English as an additional language

51.2%

Primary

38.2%

Secondary

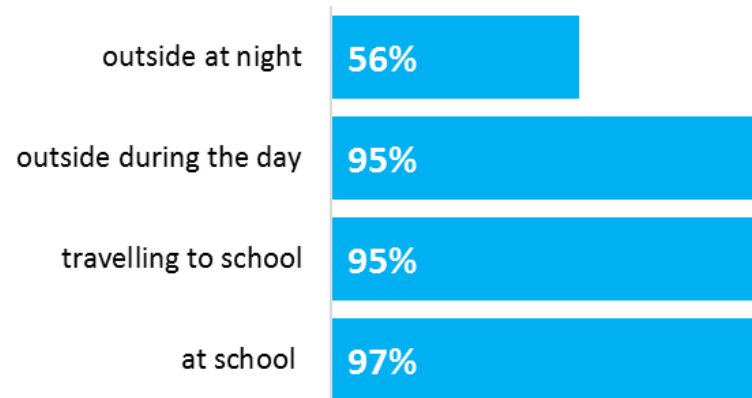
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Languages other than English spoken as a first language by secondary school pupils

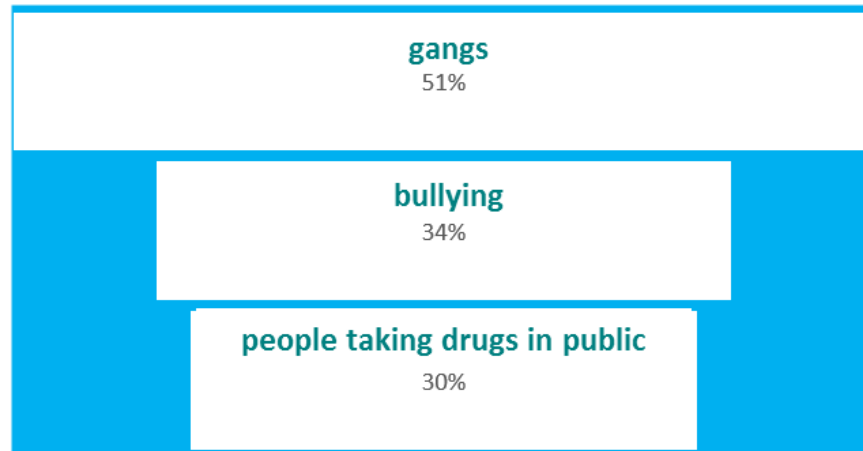
The children and young people who live in Barnet

Young People's Perception Survey 2017

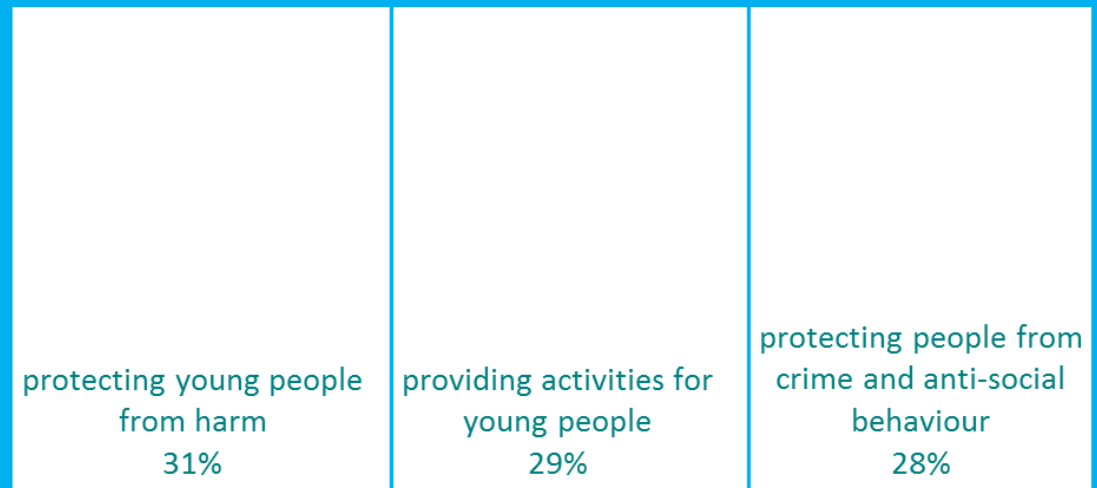
Young People in Barnet Feel Safe



Their top safety concerns are



Councillors and partners can improve the lives of children by



Top general concerns

Lack of jobs



Crime



Not enough being done for young people



Future Trends

- Barnet is forecast to have the largest number of children of any London borough by 2020.
- The population of children and young people in Barnet is estimated to grow by 3% between 2018 and 2025, when it is projected to reach 101,875
- Projections suggest that by 2025, the population of children and young people in Colindale will be the highest of any ward, although the wards with the highest proportions of young people aged 0-19 years old in 2025 are projected to be: Golders Green (32%), Edgware (30%) and Burnt Oak (29%).
- The overall number of children and young people with SEN statements or Education, Health and Care Plans rose by 26% between 2014 and 2017 and is expected to rise by a further 20% between 2017 and 2025.



Source: Joint Strategic Needs Assessment, London Borough of Barnet 0-19 Needs Assessment 2017-2020, Office for National Statistics (ONS), Schools Survey 2017, Young People's Perception Survey 2017, Greater London Authority

Our resilience based approach

Our aim is to make Barnet the most Family Friendly Borough by 2022. The strategy to achieve this is to focus on developing families' resilience, which evidence tells us is pivotal to delivering the best outcomes for children and young people.

Resilience is defined as “the ability to bounce back from stress and adversity and take on new challenges, leading to better outcomes” (Pearson & Hall 2006, adapted)

Why is it important to develop resilience?

Resilience makes a big difference in young lives. Children and families who respond to hardships with resilience are:

- healthier and live longer
- happier in their relationships
- more successful in school and work
- less likely to get depressed

What builds resilience?

Many of the things that support healthy development in young children also help build their resilience. These can include:

- a secure bond with a caring adult
- relationships with positive role models
- opportunities to learn skills
- opportunities to participate in meaningful activities

The role that Barnet council and its partners play in the life of children and their families provides a unique opportunity to promote and embed resilience. Resilience based practice sits at the heart of improving outcomes for children and young people; an approach that is based on looking for strengths and opportunities to build on, rather than for issues or problems to treat.

Our approach to embedding child rights



Over the next three years, the London Borough of Barnet, including all its delivery partners, will work with UNICEF to progressively achieve a number of core outcomes. The overarching ambition is for the borough to be recognised by UNICEF UK as a UNICEF Child Friendly Community in 2020.

Participation of children and young people is essential to the partnership and that is why the UNICEF work is critical. The first phase of the partnership has been dedicated to building an understanding of local context – Barnet’s strengths, priorities, challenges and areas that require improvement. It has been a

participatory process that included a broad range of stakeholders from the council and partners and, importantly, children and young people. Data and information obtained as part of that phase has informed the Children and Young People’s Plan. The three foundational outcomes stipulated by UNICEF are fundamental to the success of the programme, and will also form part of our Children and Young People’s Plan. In addition, our key partnership strategy focuses on health outcomes as a priority.

Outcomes

Over the next 3-5 years all 6 outcomes will be assessed by an independent panel of experts in children’s rights, well-being, local government and public policy.

Family & Belonging Families and children can be together and be part of a community that encourages resilience

Safe & Secure Children and young people are safe and protected from harm

Education & Learning Children and young people can learn about the world around them

Culture Our attitudes and behaviours enhance the way we work with and for children and young people

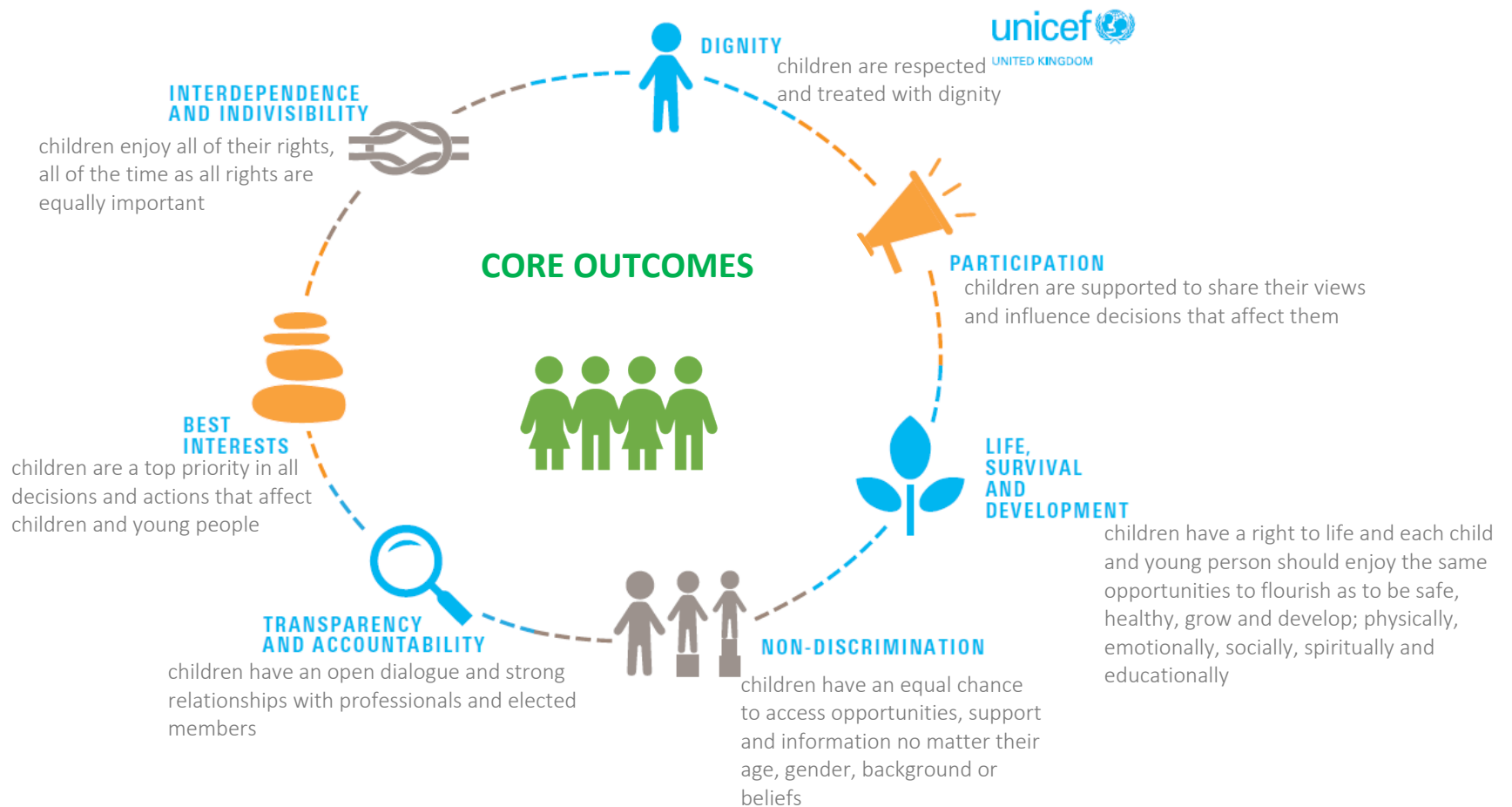
Cooperation & Leadership We include children and young people in decision making

Communication Information is shared effectively to children, young people and families across the borough

Health & Wellbeing Children are supported to achieve a healthy start in life, enjoy a healthy lifestyle and to build resilience

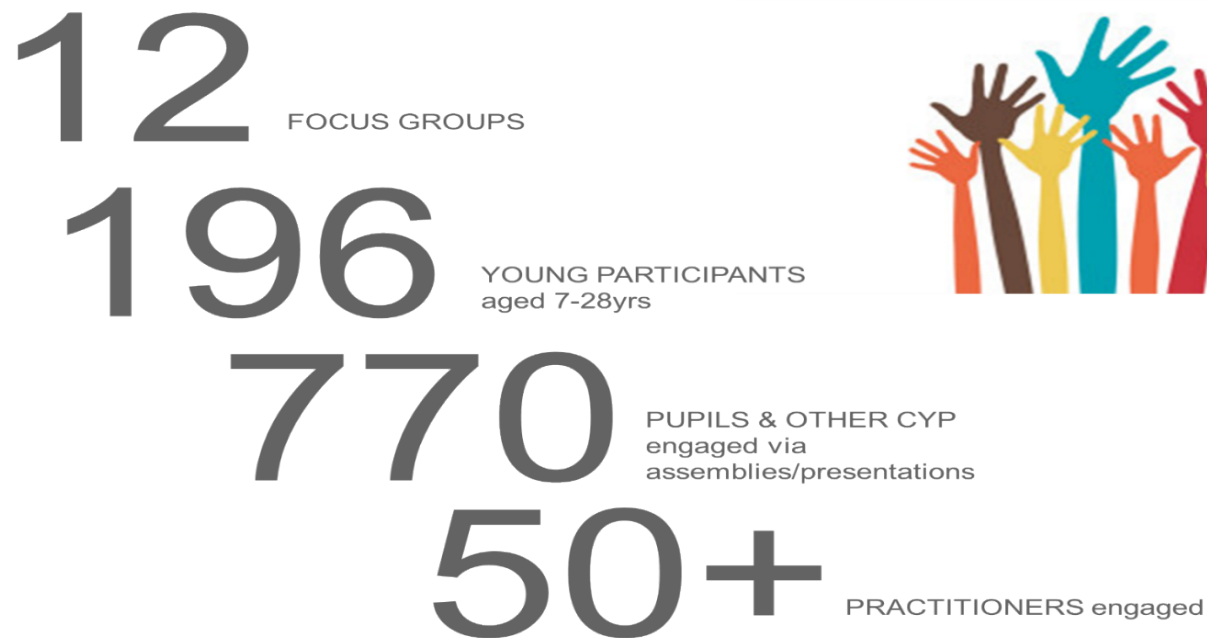
The seven key principles of a child rights-based approach

The principles will run through all our core outcomes and will enhance and improve the way we support children and young people to enjoy their rights in Barnet.



How we have involved children and young people

We have worked with children, young people and professionals to explore key themes and ideas understanding strengths, priorities, challenges and areas that require improvement



How we are addressing children's needs

This section of the plan details the objectives that we have identified under each of the outcomes, how these will be monitored and who is responsible for delivering them.

Family & Belonging

- Provide support that encourages and builds resilience
- Improve social, emotional and physical health and well being
- Provide play, leisure, culture and sporting opportunities

Safe & Secure

- Ensure the most vulnerable are protected
- Help children to live in safe and supportive families and communities
- Prevent young people from being drawn into violence, crime, exploitation and anti-social behaviour
- Strengthen engagement with professionals
- Enable environments to allow CYP to express their concerns

Health & Wellbeing

- Give every child in Barnet the best possible start to a healthy life
- Support children and young people to adopt health lifestyles to prevent avoidable illness and improve their social, physical and mental wellbeing
- Enable children and young people to build emotional resilience

Education & Learning

- Improve achievement and close attainment gaps
- Awareness and training in Child Rights for pupils, staff and alternative education settings

- Improve outcomes for CYP with special educational needs and disability
- Support children to have their best start in life and be ready for learning
- Support schools to improve attendance and minimise exclusions

Culture

- Encourage and highlight the contribution of children and young people in everything we do
- Embed child rights across policies and procedures

Cooperation & Leadership

- Opportunities exist to enable children and young people to have a voice in key decisions affecting their lives
- Young people have a platform to lead on programmes that benefit the lives of children and young people in Barnet

Communication

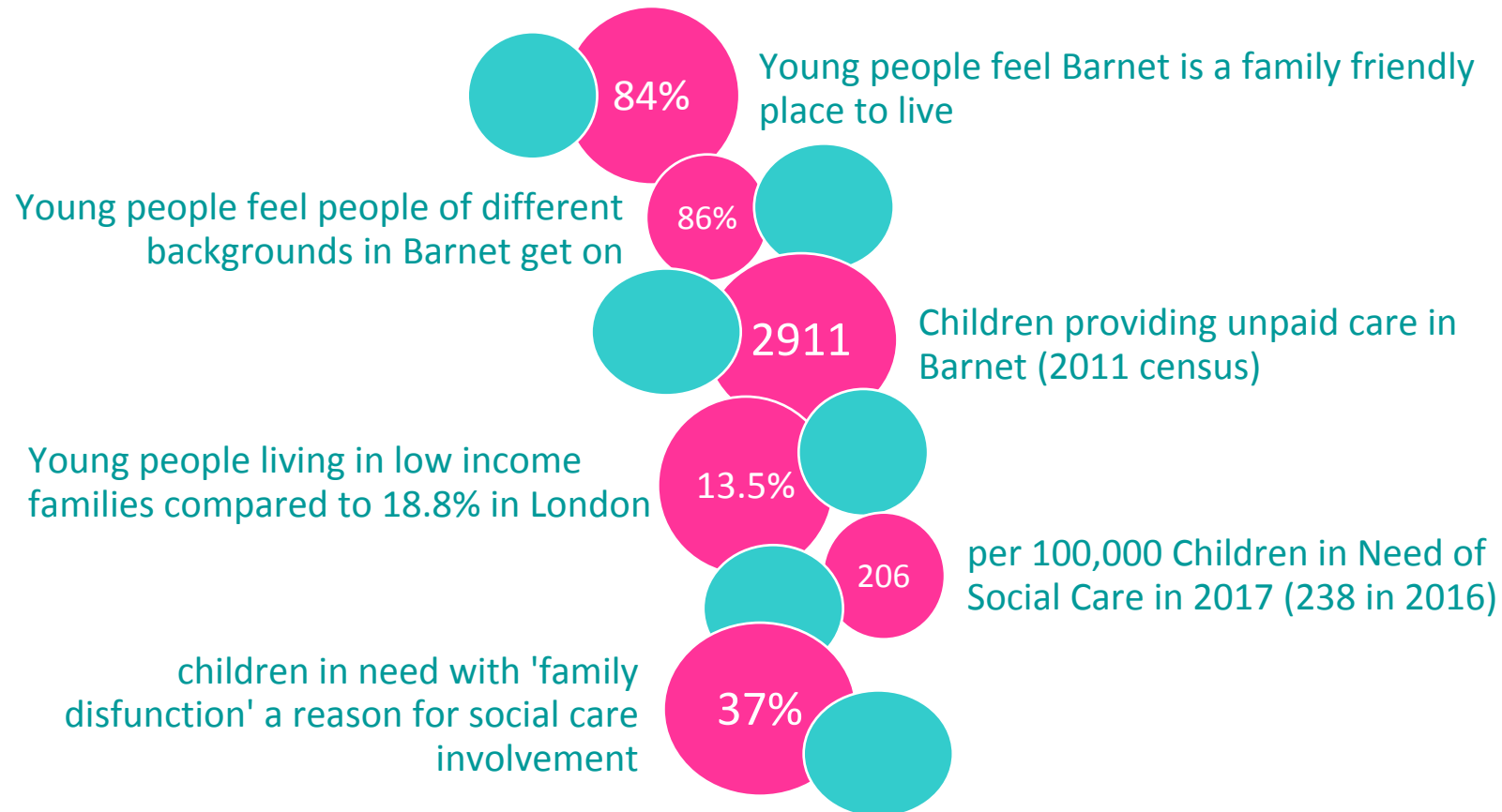
- Ensure children and young people are aware of the support and services available
- Effective communication channels to engage children and young people
- Ensure children and families know about and can influence decisions that affect them

Regular reports on each outcome will be presented to the Board throughout the year for review and scrutiny. These will highlight progress towards our objectives. This work will include and be supported by a UNICEF action plan providing a holistic approach to achieve the right outcomes.

Family and Belonging

Families and children can be together and be a part of a community that encourages resilience

What we know



What young people have told us

- Enhance partnership working across the sectors to provide access and support for children, young people and families
- Strengthen and tailor support for children and young people at key transition points including primary-secondary
- Increase access to community spaces when children and young people require them
- Consider designated no-smoking areas and no car zones or times on residential roads

What we are doing

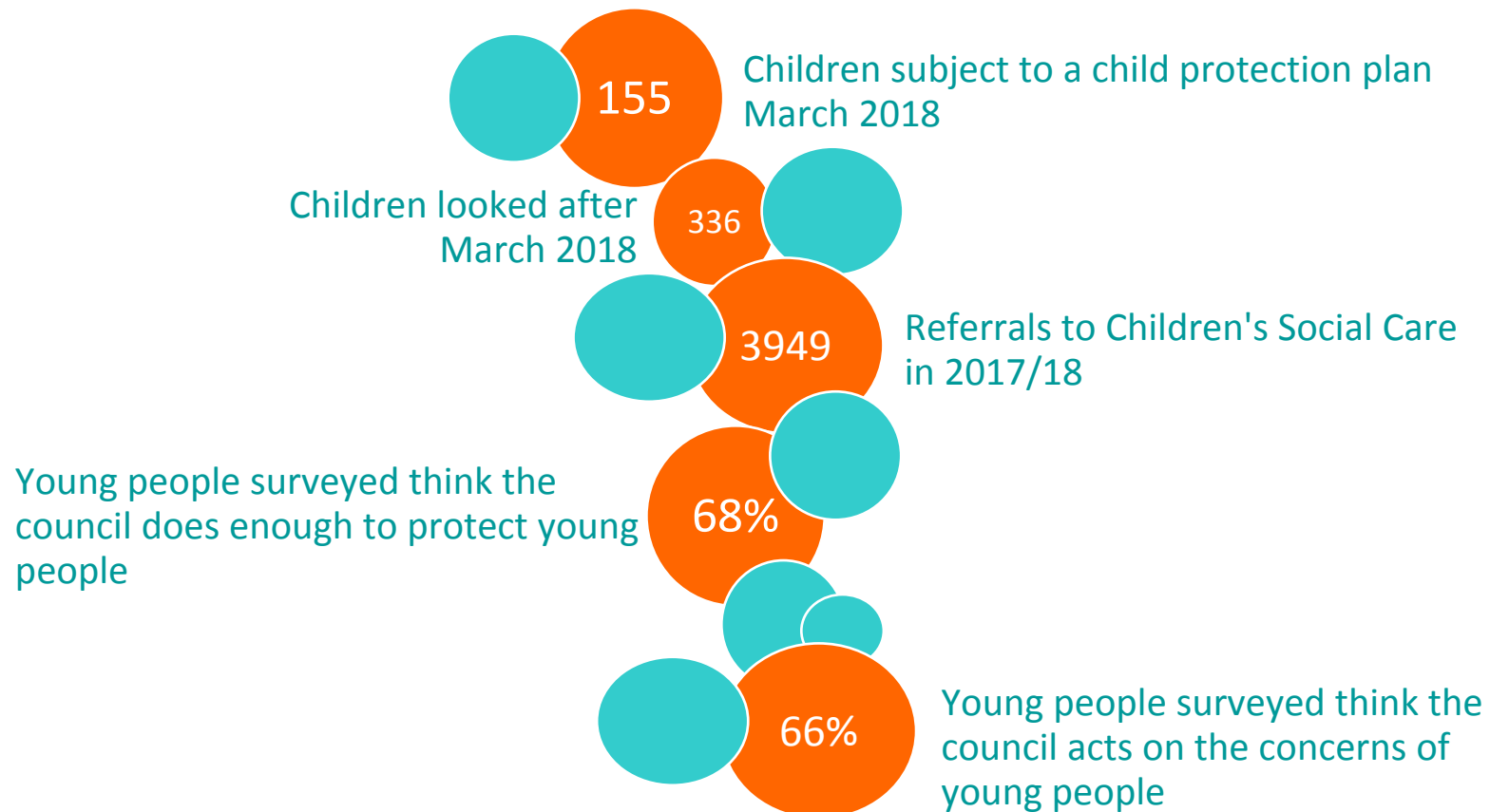
Provide support that encourages and builds resilience	Responsible	How we will monitor the priority
Continue to embed resilience based practice to build families' resilience in supporting the independence of children and young people	Family Services	Family Services Improvement Board Children, Education and Safeguarding Committee Ofsted reports
Enhance partnership working with the VCS across the sectors to support Children, Young People and their families	Young Barnet Foundation Inclusion Barnet	VCS Partnership
Improve social, emotional and physical health and wellbeing	Responsible	How we will monitor the priority
Enhance and relaunch the SEND local offer to provide information, advice and support to children, young people and families	SEND Partnership	SEND Partnership Board
Develop clearer education transition planning for young people across all key stages: Early Years to Schools to Adults	Cambridge Education	Education Strategic Partnership Board
Prioritise family sized housing in the development of new homes	Growth and Development	Regeneration Strategic Plan

Provide play, leisure and sporting opportunities	Responsible	How we will monitor the priority
Develop Barnet Youth Zone - a purpose-built facility for children and young people in Burnt Oak/Colindale area of Barnet	Family Services	Barnet Council/OnSide charity
Ensure children, young people and their families can access green and open spaces to enjoy - parks, gardens & landscapes	Green Spaces Family Services The Partnership	Green Spaces Master Plans
Provide free accessible and inclusive family events/activities that promote and enable greater community cohesion, including amongst Barnet's diverse cultures and faiths	VCS Community Participation Multi-faith forum	Voluntary Sector Partnership
Promote, grow and strengthen opportunities for CYP and families to access healthy lifestyle activities that enhance mental, emotional and physical activity	YBF & partners Fit & Healthy Barnet (FAB)	Voluntary Sector Partnership
Create community spaces that are open when children need them	Community Participation Family Services Cambridge Education	Barnet Council

Safe and Secure

Children and young people are safe and protected from harm

What we know



What young people have told us

- Consider young people as part of the solution to reduce youth crime and violence by linking in with the services that are working on the strategies.
- Build stronger trusted relationships with adults, support workers and leaders in the community
- Encourage the police to deliver existing workshops without police uniforms, and whether young people can deliver training to the police
- Increase services that support children and young people living with mental health issues, break down barriers and challenge stigmas.
- Assist young people with a greater understanding and context around safeguarding procedures – relevant to the setting they engage with
- More youth-led platforms that exist solely to gain young people's voices on issues/opportunities affecting young residents

What we are doing

Ensure the most vulnerable are protected	Responsible	How we will monitor the priority
Raise standards and effectiveness through implementation of Ofsted Improvement Plan	Family Services	Family Services Improvement Board Children, Education and Safeguarding Committee Ofsted reports
Intervene at the earliest stage of identified need so that children, young people and family's problems are resolved without the need for escalation to statutory services and interventions through our 0-18 early help approach	Family Services The Partnership	Family Services Improvement Board Children, Education and Safeguarding Committee Ofsted reports 0-19 Project Board
Ensure multi-agency work involving vulnerable adolescents is focused on the reduction of vulnerability through Vulnerable Adolescents Strategy (2018)	Family Services The Partnership	Vulnerable Adolescents Community Partnerships Board Safeguarding Adolescents at Risk Group Barnet Safer Communities Partnership Board
Improve and strengthen cross sector working and safeguarding procedures, training and updates	Barnet Safeguarding Partnership Board	Barnet Safeguarding Children Partnership

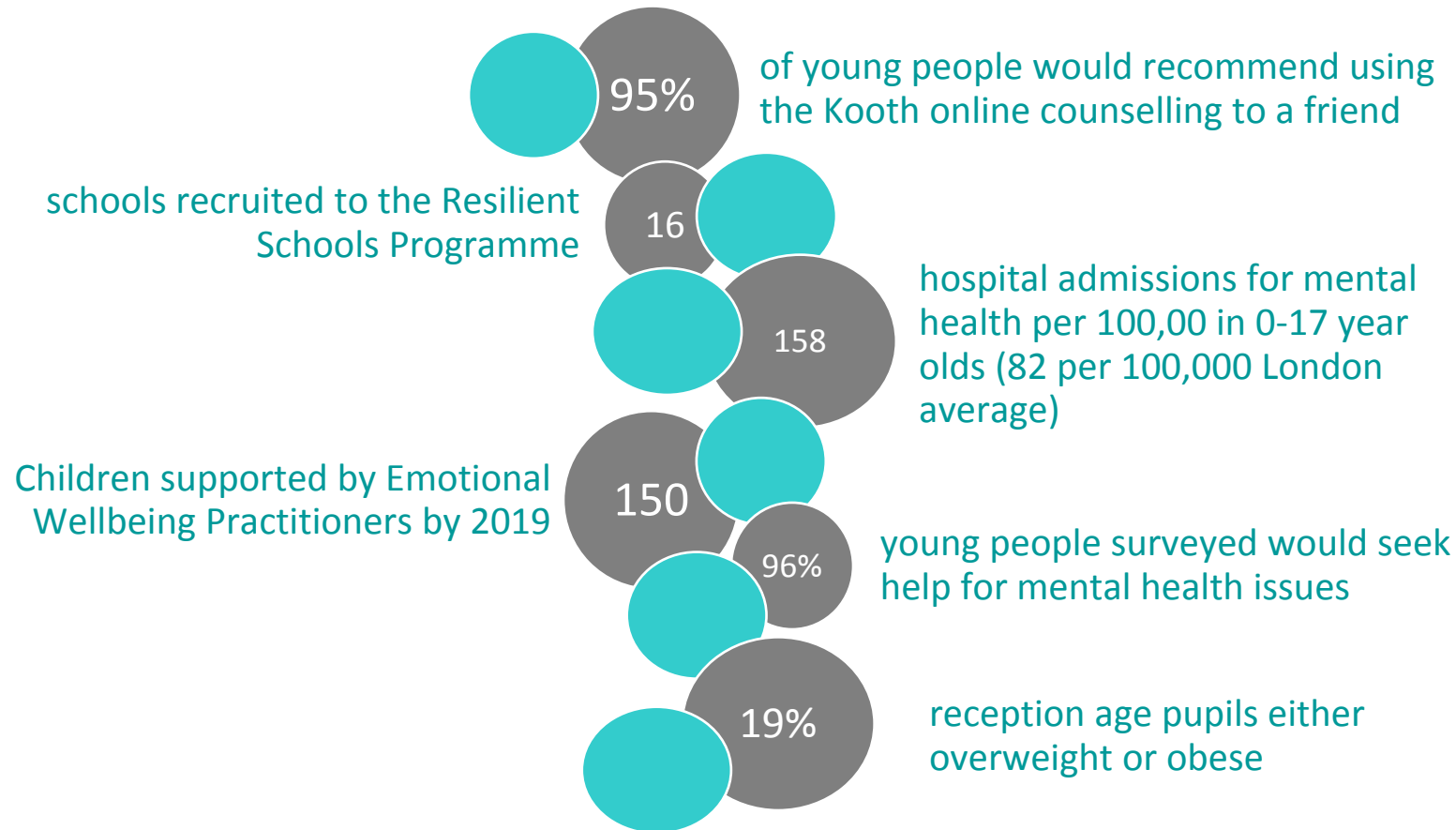
Deliver Care Quality Commission Action Plan across the whole system	Barnet Safeguarding Partnership Board	Barnet Safeguarding Children Partnership
Help children to live in safe and supportive families and communities	Responsible	How we will monitor the priority
Revise Housing Allocation Policy to ensure the educational needs of children are included	Housing	Housing Strategic Plan
Develop and deliver a new Youth Homelessness Strategy to help prevent homelessness and ensure young people receive appropriate advice and support	Housing Barnet Homes Family Services	Homelessness Strategic Plan
Prevent families from becoming homeless, Reduce the number of families in temporary accommodation and Adopt a collaborative approach to ensure families are financially secure to stay in their homes through the new homelessness strategy and action plan	Family Services Housing Barnet Homes	Homelessness Strategic Plan
Ensure Children in care and care leavers are appropriately prepared and supported to live independently	Family Services The Partnership	Corporate Parenting Plan Family Services Improvement Board Children, Education and Safeguarding Committee Ofsted reports
Prevent young people from being drawn into violence, crime, exploitation and anti-social behaviour	Responsible	How we will monitor the priority
Embed our collaborative approach towards early identification and intervention to protect vulnerable young people through implementation of Youth Justice Plan 2018-2020	Family Services	Vulnerable Adolescents Community Partnerships Board Safeguarding Adolescents at Risk Group Barnet Safer Communities Partnership Board
Deliver psychologically informed approaches to engage vulnerable adolescents and use intelligence to target disruption activity pertaining to child criminal exploitation, child sexual exploitation and serious youth violence	Family Services	REACH Team audits and evaluations

Build relationships and resilience of vulnerable adolescents through engagement with young people in creative community spaces, targeted specialist support in communities and in-school preventative evidence based programmes	Family Services	Reports and monitoring commissioned services from Mac UK and Art Against Knives
Collaborate with children and young people as key stakeholders in the work to reduce serious youth violence and crime	Family Services UNICEF The Partnership	Voice of the Child Coordinator reporting UNICEF action plan reporting Reports and monitoring commissioned services
Deliver PREVENT initiative in schools	Community Safety	UNICEF action plan reporting
Strengthen engagement with professionals	Responsible	How we will monitor the priority
Consistent delivery of co-facilitated group training and interviews with young people who have experienced care or the youth offending system	Family Services	Voice of the Child Coordinator reports
Implement the 0-19 Service including Hub delivery model of Early Help support	Family Services	Family Services Improvement Plan 0-19 Project Board
Deliver youth-led police training on youth engagement	Police Family Services	UNICEF action plan reporting Voice of the Child coordinator reports
Enable learning opportunities to allow young people to express their views in areas where they are affected by decisions	Barnet Council The Partnership	UNICEF action plan reporting Voice of the Child coordinator reports

Health and Wellbeing

Children are supported to achieve a healthy start in life, enjoy a healthy lifestyle and to build resilience

What we know



What we are doing?

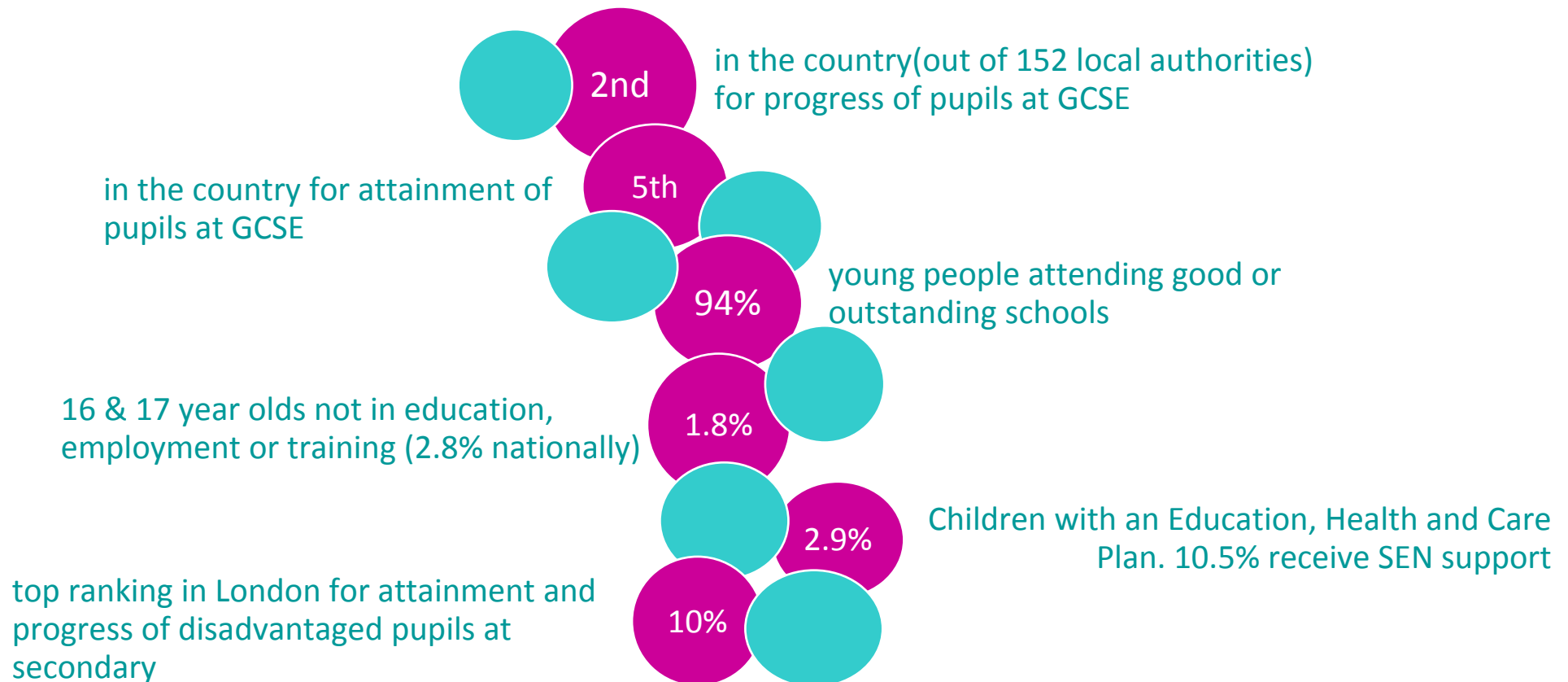
Give every child in Barnet the best possible start to a live a healthy life	Responsible	How we will monitor the priority
Deliver a comprehensive healthy child programme to provide children and their families with high quality universal health services and wellbeing advice from pregnancy and birth onwards.	Public Health	Health and Wellbeing Board
Increase awareness of immunisation rates among health, education and social care professionals	Public Health	Health and Wellbeing Board
Support children and young people to adopt healthy lifestyles to prevent avoidable illness and to improve their social, physical, mental wellbeing	Responsible	How we will monitor the priority
Deliver high quality Healthy Early Years and Healthy Schools Programmes, and an effective Healthy Weight Pathway for children	Public Health	Health and Wellbeing Board
Develop effective and efficient mental health referral pathways (internal and external)	Family Services	CAMHS Transformation Plan
Embed Integrated Clinical Services, including Child Well-being Programme (CWP) and CAMHS in schools (CiS), to assess and intervene early to deliver brief interventions to children and young people within community settings.	Family Services CAMHS	CAMHS Transformation Plan
Improve promotion of specialist mental health services for children and young people, and the indicators that young people might need to be supported to access them	Public Health	Communications Strategic Plan
Keep children and young people safe through the delivery of a Sexual Health Prevention programmes including outreach into community settings	Public Health	Health and Wellbeing Board London Sexual Health Strategic Board

Enable children and young people to build resilience	Responsible	How we will monitor the priority
Through the Resilient Schools Programme implement a whole school approach to increase mental health awareness, early identification of mental health issues, and appropriate access to mental health support.	Public Health	Health and Wellbeing Board CAMHS Transformation Board
Provide online counselling and well-being support for young people through KOOTH. Provide online counselling for educational staff and parents/carers of children and young people with SEND or SEMH through QWELL	Public Health Family Services CAMHS	Health and Wellbeing Board CAMHS Transformation Board
Ensure that all schools have a trained youth mental health first aider	Public Health	Health and Wellbeing Board CAMHS Transformation Board
Enable schools to educate children and young people to be digitally resilient by providing resources about how to stay online healthy and online safe	Public Health	Health and Wellbeing Board CAMHS Transformation Board

Education and Learning

Children and young people can learn about the world around them

What we know



What young people have told us

- Focus on peer-to-peer mentoring programmes for children and young people
- Concerns about the numbers of exclusions of pupils in schools
- Children's Rights training for children and young people in schools and alternative and informal education settings
- More support and advice for children and young people with SEND (and their families)

What we are doing

Provide support that encourages and builds resilience	Responsible	How we will monitor the priority
Make every school in Barnet good or outstanding	Schools Cambridge Education	Education Strategic Partnership Board
Enhance partnership working with the Voluntary Community Sector to support Barnet's supplementary school provision enabling better outcomes for children and young people	Young Barnet Foundation Inclusion Barnet	Voluntary Community Sector
Raise school performance of disadvantaged pupils	Schools Cambridge Education	Education Strategic Partnership Board
Improve the attainment and progress of children in care	Virtual School Cambridge Education	Virtual School Improvement Plan Family Services Improvement Plan Ofsted reports
Identify learners at risk of being NEET. Signpost schools and colleges to available support and resources including developing new provision to engage young people at risk of NEET	Schools Colleges Cambridge Education	Education Strategic Partnership Board

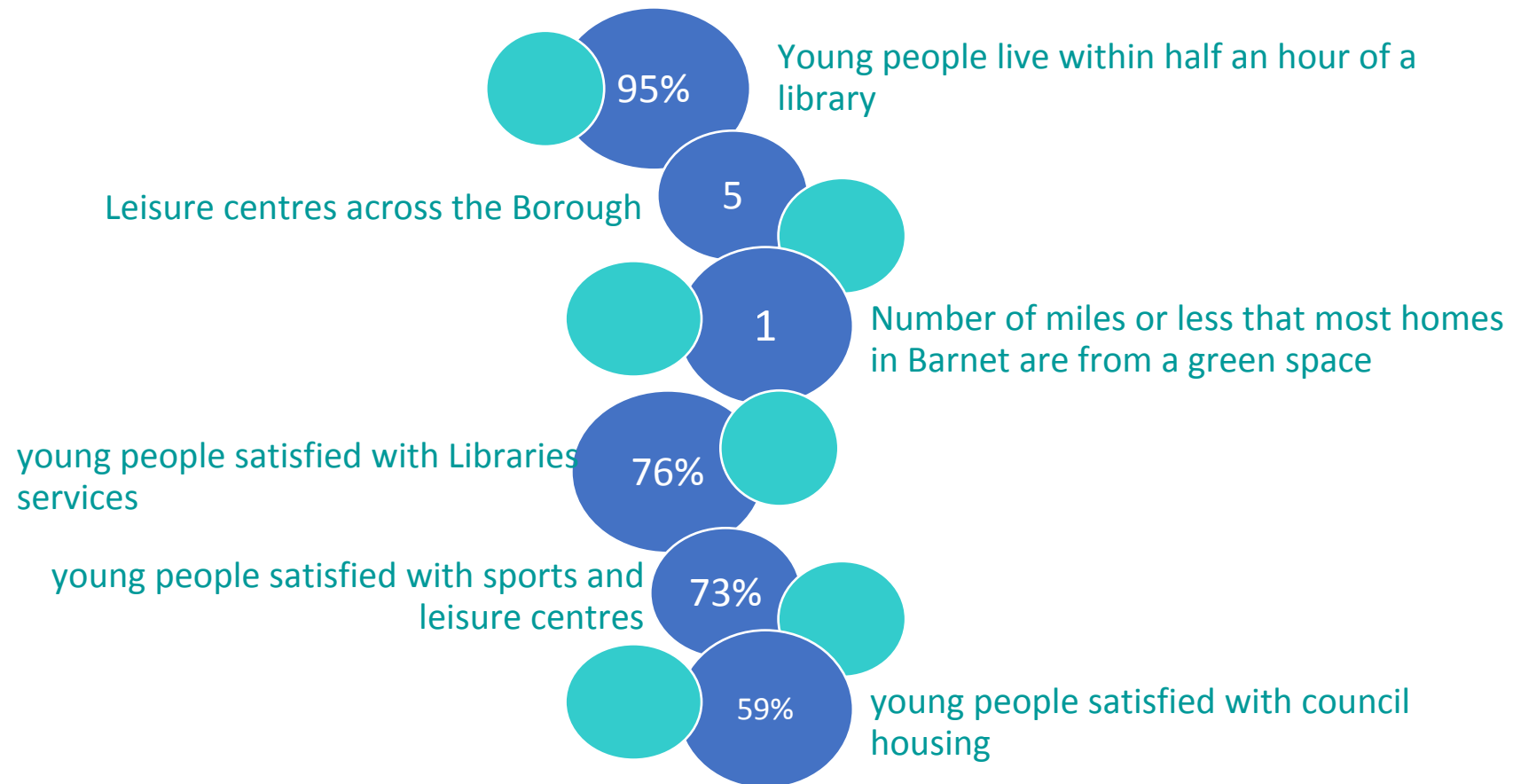
Awareness and training in Child Rights for pupils, staff and alternative education settings	Responsible	How we will monitor the priority
Deliver children's Rights training via UNICEF UK	Family Services	UNICEF Action Plan reporting
Implement 'Rights Respecting Schools' programme	Family Services Cambridge Education Schools	UNICEF Action Plan reporting
Improve outcomes for children and young people with special educational needs or disabilities	Responsible	How we will monitor the priority
Champion the educational progress and attainment of pupils with SEND	Parents Schools Cambridge Education	SEND Partnership Board
Ensure effective joint commissioning and integration of services from early years through to adulthood especially in relation to therapies	Schools Cambridge Education Family Services CAMHS	SEND Partnership Board CAMHS Transformation Plan
Improve participation in, and co-production with key partners, parents/carers, families, children and young people in decision making	Parents Schools Cambridge Education Family Services Barnet Clinical Commissioning Group	SEND Partnership Board
Promote independence and prepare children and young people with SEND for adulthood	Parents Schools Cambridge Education	SEND Partnership Board
Ensure Independent support and advice is available for children and young people with SEND	Family Services Schools	SEND Partnership Board

Support children to have their best start in life and be ready for learning	Responsible	How we will monitor the priority
Ensure there are sufficient high-quality school places to meet the needs of children and young people	Cambridge Education Schools	Education Strategic Board
Develop Intergenerational programmes - initiatives that aim to build better relationships between younger and older generation	Voice Of The Child	UNICEF Action Plan
Promote mentoring programmes to support young people and develop their potential	Voice of the Child Voluntary Community Sector Cambridge Education	UNICEF Action Plan
Support schools to improve attendance and - minimise exclusions	Responsible	How we will monitor the priority
Continue to focus efforts on improving primary attendance	Schools Cambridge Education	Education Strategic Board
Keep exclusions to a minimum through schools maintaining positive behaviour and working with each other and Barnet council	Schools Cambridge Education Family Services	Education Strategic Board
Improve attendance for looked after children	Cambridge Education Schools	Virtual School Improvement Plan

Culture

Our attitude and behaviours enhance the way we work with and for children and young people

What we know



What young people have told us:

- An annual award celebration recognising the contributions of children and young people to the community- lead with children and young people and Barnet LA and partners
- Commitment by organisations to ensure children's rights training is part of employees training plans
- Senior positions and Elected members to champion good practice relating to upholding children's rights across Barnet LA and partners
- Children and young people to review Barnet's Equalities Impact assessments to better understand the process and impact of policies, programme design and building works on their lives
- Respect and value of children and young peoples' participation to decision making processes

What we are doing

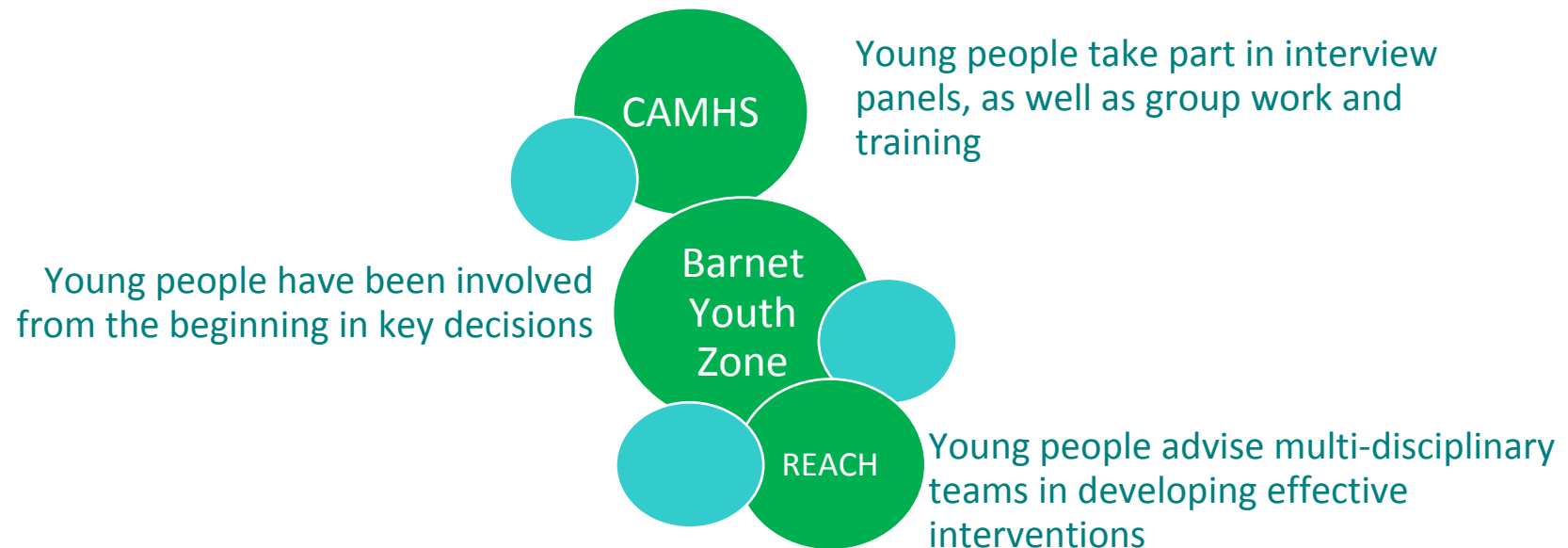
Encourage and highlight the contribution of children and young people in everything we do	Responsible	How we will monitor the priority
Widen the reach of the Youth Voice Offer	Family Services The Partnership	Voice of the Child Strategic Plan
Promotion of 'All About Me' initiative to ensure children and young people at the heart of all decisions made in Family Services	Family Services	Internal audit Ofsted reports
Ensure Children's Rights is a priority across the Council through improved communications and training for Elected Members	Barnet Council Family Services	UNICEF Action Plan reporting
Adopt Healthy Streets approach as part of Barnet Transport Policy - improve air quality and reduce congestion making streets healthier and inclusive places for children and young people	Transport	Transport Strategic Plan

Highlight the contribution of children and young people to their communities through events/awards such as Barnet Children and Young People Awards	Barnet Council The Partnership VCS	UNICEF Action Plan
Embed child rights across policies and procedures	Responsible	How we will monitor the priority
Share and champion good practice relating to Children's Rights across sectors	The Partnership	UNICEF Action Plan

Cooperation and Leadership

We include children and young people in decision making

What we know



What young people have told us

- LB Barnet policies and procedures reflect the child's rights-based approach
- Children and young people have a place on strategic boards to enable and enhance their voices
- Training in how to gain and use children's voices in service design and development- across the workforce
- Children and young people to be an important part of commissioning, consultations and strategies across the partnership
- Ensure a wider cohort of children and young people are being engaged to have their say in all areas of decision making

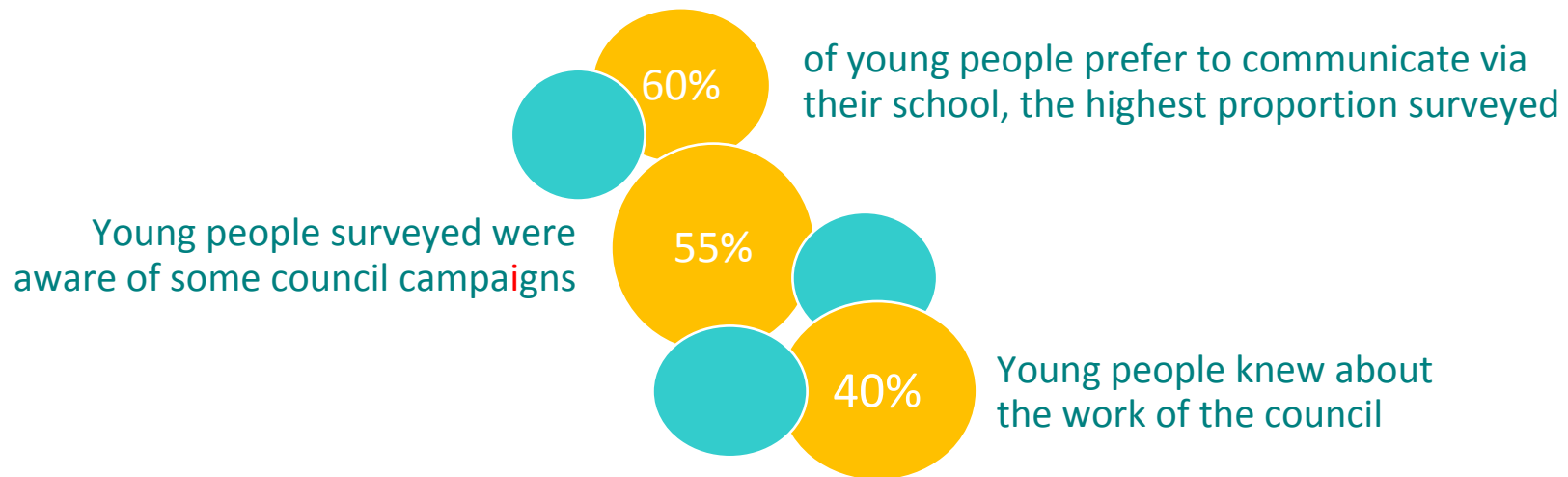
What we are doing

Opportunities exist to enable children and young people to have a voice in key decisions affecting their lives	Responsible	How we will monitor the priority
Youth Voice Offer Forums for young people	Family Services The Partnership	Voice of the Child Strategic Plan
Provide online and offline opportunities (surveys) for young people to share and their views to be captured	Barnet Council The Partnership	Voice of the Child Strategic Plan
Ensure LB Barnet policies and procedures are in line with child's rights based approach and include references to child's rights	Barnet council	Voice of the Child Strategic Plan
Young people have a platform to lead on programmes that benefit the lives of children and young people in Barnet	Responsible	How we will monitor the priority
Refresh Young Commissioners programme to ensure young people play a key role in the services commissioned and delivered for and to them	Family Services	UNICEF Action Plan
Children and young people to be supported to understand the impact of strategies and be part of consultations in the development of them	Family Services Barnet Council	UNICEF Action Plan
Promote children and young people's participation in Voluntary Community Sector platforms	Voluntary Community Sector	Voluntary Community Sector Partnership

Communication

Information about children's rights is shared with children and young people

What we know



What young people told us

- Consider promotion of advocacy services for children and young people
- Improve communication/promotion of specialist mental health services to local community, and promote awareness of early signs of mental ill health and where to receive early help
- Youth social media platform to communicate messaging by young people, for young people
- Directory of local services mapped and promoted effectively
- Develop a communications plan that lays out Barnet LA's approach to communicating effectively with children and young people

- Promotion of positive news stories about children and young people across local media
- Publish regular features written by and for young people as part of Barnet LA's quarterly magazine

What we're doing:

Ensure children and young people are aware of the support and services available	Responsible	How we will monitor the priority
Promote advocacy for children and young people to safeguard their interests	Family Services The Partnership	UNICEF Action Plan
Effective communication channels to engage children and young people	Responsible	How we will monitor the priority
Campaign promotion to increase awareness of child's rights across Barnet internally and externally.	Family Services Communications	Communications Strategic Plan
Undertake Strategic campaigns to address young people's top three quality of life concerns	Barnet Council The Partnership Communications	Communications Strategic Plan
Develop and implement effective council engagement strategy targeting children and young people, ensuring a feedback process is in place for all consultations	Family Services Barnet Council Communications	Communications Strategic Plan
Effective communication channels to engage children and young people	Responsible	How we will monitor the priority
Appoint a team of young people to be social media / content champions, and develop social media policies and procedures to enable effective engagement with children and young people	Family Services Communications	Communications Strategic Plan