

Teenage Resource:

Understanding the design preferences of young people in Gateshead

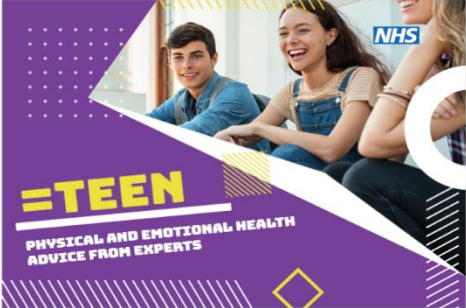
May 2022

Introduction

- The Children, Young People & Families Team (Gateshead) is developing a Teenage Resource for young people aged 13 to 25.
- The resource will contain advice and information around topics such as mental health, body image, weight difficulties, bullying, smoking, sexual exploitation, drugs & alcohol etc.
- The development of this resource has been driven by young people. Previous engagement activities in 2021 explored the content they would like to see included, its format and some ideas around what it could be called. From this information mock-ups of the front cover, including a name, strapline and images were developed.
- This report presents the findings of six focus groups Involve North East held with 37 children and young people aged 13-25, living in Gateshead (See Appendix 1). They shared their views of the potential design, name and description of the resource during April 2022.
 - We are grateful to the following young people for sharing their views: Gateshead Youth Assembly; Gateshead Young Inspectors; Gateshead SEND Youth Forum; One Voice Youth Network; Skills 4 Work; PLUS (People Like Us) Group at Children North East

Design

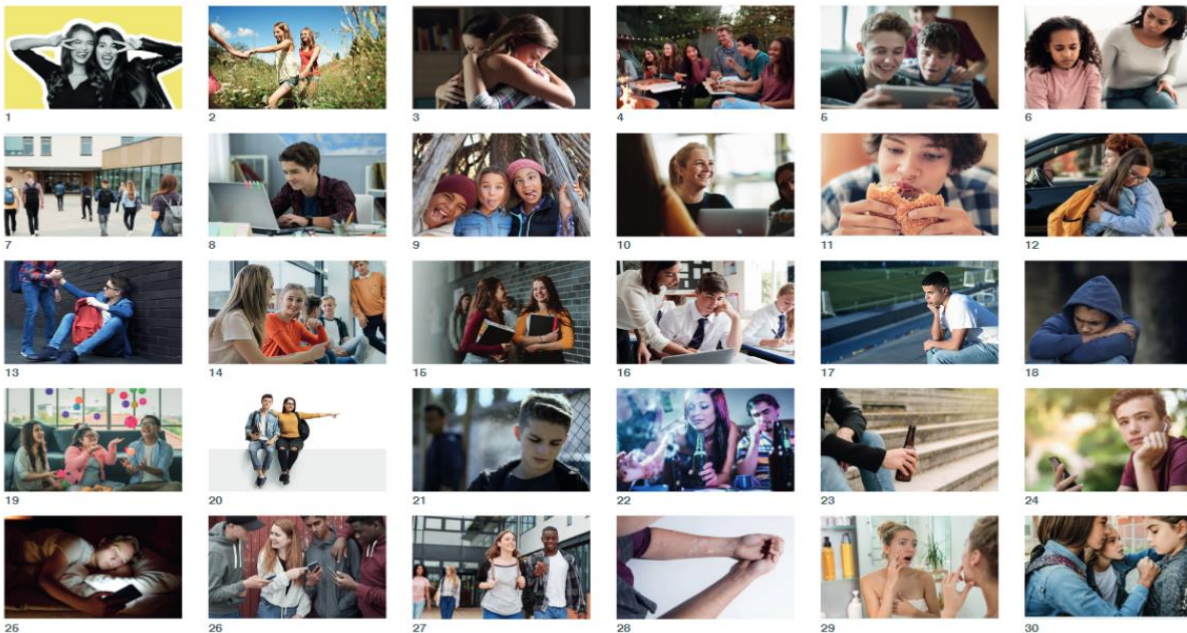
Concept		Positive comments			Negative comments			Votes
Image		Design	Colour	Font	Design	Colour	Font	
		• Does not include photos of young people – unless you have photos of every ‘type’ of young person it is exclusionary/not attractive to pick up • No picture helps draw you in/it is ambiguous • Discreet to hide from carers who may not support use • Simple/basic/to the point • Middle banner is effective	• Blue/green - chilled/neutra l/coordinated (x22 people) • Purple/yellow (x4 people) • Orange (x1 person)	• Liked ‘blocky’ typeface • Subtle but also very clear	• Too much writing, would like photos to help with accessibility • No pictures – they help show people what it is about • Looks boring	• Don’t like any of the colours (x5 people)		18

 Concept 2.1  Concept 2.2  Concept 2.3	• Shapes • Photos of young people to identify with • Different sections	• Blue /green (x2 people) • Purple (x2 person) • Blue (x1 person)	• Easy to read	• Jagged/wonky design • 80s design - overused • Stands out too much/may attract interest from carers • Dull • Cheesy • Photo is "cringey" • "Looks like a PowerPoint"			4
 Concept 3.1  Concept 3.2  Concept 3.3	Concept 3.1/3.3 • Tool symbol easy to recognise/matches with name • Less ambiguous than the other concepts • Looks factual Concept 3.1 • Eye-catching • Photo makes it approachable/know who it is for • Photo cool and makes sense Concept 3.2 • Like list of topics Concept 3.3 • Simple – doesn't overload your mind • Feels grown-up • Tools are a good metaphor	• Like silver design (x8 people) • Like the orange and contrast (x8 people)	• Easy to read	Concept 3.1 • Photos are cheesy/stereotypical/stock – need to look normal and diverse (consider images with real young people from Gateshead) • Photos look like Year 7 aged children Concept 3.2 • Too wordy • Hard to read		• Dislike font	15

NHS logo

- The young people all recognised that the NHS had produced the resource.
 - They felt it was important to know who had produced it as it makes it more reliable and trustworthy and therefore, they would be more likely to use it.
 - It is helpful to know the resource is from the NHS and “it’s not just someone making it all up.”
 - Some young people also said that seeing that the NHS has produced the resource is good as it shows the service is looking out for them (they don’t feel supported by other statutory organisations).
 - Several young people felt that knowing the resource was from the NHS would help them in GP appointments, as they could apply the phraseology used in the resource.
 - The point was also made that if you were unable to read the resource title, you would still know it was from the NHS.
 - They therefore felt that it was important to have the NHS logo on the front of the resource and that the size used in the mock-ups is appropriate.

Stock photos



- The young people appreciated that images help to illustrate information and there was support for most of the ‘positive’ images as opposed to those portraying a ‘negative’ scene.
- Some young people however felt that the images looked “too staged” and “not authentic.”
- They cautioned that they needed to be representative, inclusive, and therefore relatable.
- They suggested that to make them more relevant there could be more selfies and Snapchat style images.
- Some highlighted specific images they liked or disliked:

Liked		Disliked	
Image	Comment	Image	Comment
Image 3	"Shows someone supporting someone else"	Image 1	"Too cartoony"
Image 4		Image 2	
Image 5 & Image 7	"Realistic"	Image 9	"Too silly"
Image 13	"Caring"	Image 11	"It is about healthy living so it should show someone eating fruit and vegetables"
Image 18	"Could be used in mental health"	Image 20	
Images 22 & Image 23	"Subtle but gets the point across"	Image 22	"Young people could copy the behaviour"
Image 25		Image 25	"Showing unhealthy habit" but could work if illustrating better sleep patterns
Image 26	"Realistic"	Image 28	"This could be triggering"
All the ones with school children in them as they were more relatable		Image 29	"Over the top," "cheesy"
		Image 30	"Distressing and negative"

Design key points

- Concept 1 is the most popular design (slightly ahead of Concept 3).
 - Young people particularly like the fact that there is no photo as it was felt that the image used in other Concepts was exclusionary; they felt that the young people pictured did not represent them or all young people.
 - They also did not want something that explicitly illustrated the resource content and feel that this design is more discreet.
 - The blue/green colouring was most liked as it gave a chilled and neutral vibe.
- It should be noted that there was also a lot of support for Concept 3 and for the use of the tool symbol in particular.
- The NHS logo should appear on the front of the resource to show who has produced it and that it is from a reliable source.
- Images should be used to illustrate information within the content of the resource.
 - They must be relatable to young people living in Gateshead – also consider images such as selfies or Snapchat style and developing images using local children and young people.
- Positive imagery should be used over negative, and some images should not be used as they could be triggering or encourage young people to copy behaviours.

- Titles including 'teen'/'teenage'
 - Some young people like 'teen' and 'teenage' but most agreed that these words did not work as the resource is not just for teenagers – it excludes those aged 18-25 and therefore they may not look at it.
 - 'Teenager' it was felt has negative connotations.
 - It was felt by some that it is better to use the term 'young people' this has replaced 'teenager' in recent years and is used a lot.
 - Some did say they had no issues with the terms and that 'young people' people did not resonate with them.
 - A minority also stated that they did not like the term 'young adult.'
- Titles including 'toolkit'
 - When considering using this word in the title, responses were split.
 - Some people felt that 'toolkit' made sense as the resource is providing tools to fix something.
 - It is direct: "I read it and think, this is going to help me."
 - "It's like gathering resources so that name makes sense."
 - Some felt that in using the word 'toolkit', it was telling them what they should be doing rather than offering information for you to choose to use.
 - Several people reported that the word had negative connotations for them as Child and Adolescent Mental Health Services often use the word in their resources.
 - One person felt it was patronising as it was suggesting "you must do this to be better."
- Other suggestions
 - Some young people suggested it should be a short, stand-out title.
 - They felt that having a single word as the title might lead to it being colloquialised e.g. "Have you got your Thrive Book with you?"
 - One word would work well for a social media hashtag too.
 - Shorter titles are easier to read for some.
 - Some would prefer a more vague title with a clear description/tagline of what it is about underneath
 - Other suggestions put forward during the sessions were:
 - Help In Hand
 - Health Pack
 - Something with 'map' in it
 - Teenkit
 - Youth Toolkit

Young people voted on their favourite names from a pre-defined list chosen by young people during the previous consultation exercise:

Title	Positive comments	Negative comments	Votes
Helping Hand	• Provides the human aspect • Symbolism of someone holding out their hand • Suggests help is there if you want it but you do not need to take it • Giving people a hand • Inclusive • Alliteration	• Been done before; same titles you always see	17
Teen Toolkit	• Sounds grown up		12
Be Kind to Yourself	• Strong message • Something which is said a lot • Could be used as a subheading for the mental health section		10
Finding Your Way			10
The Little Book of Useful Stuff	• Cute but not cheesy • It sounds right • Not forceful, the advice and information is there if you want it		10
Teenage Toolkit	• Assertive • Stand out		8
Young People's Advice	• Clear who it is for and what it is • There if you want it		7
Advice for Life	• Stands out		7
Thrive	• The purpose of the book is about thriving so this title fits well • Does not box people in with one term and can be for anyone	• Younger participants felt that it was vague • Like a PHSE lesson name	7
Your Health and Wellbeing			6
Here 4 U	• Catchy name • Specifies that it wants to help you	• Cringey	4
The Little Book of Youth			4
The Guide to Teenage Problems	• 'Guide' is good as it offers support but only if you need it		3
The Little Teen Book	• Simple and says what it is • Nice	• 'Little' and 'teen' should not be together • Sounds like it is for little children • Cringey	2

Young, Fit and Healthy	• That is the aim of the resource		2
Growing Up	• Shows a transition from secondary school to the 'real world'		2
Health Buddy	• Clear what it is about		1
Teen	• Know exactly who it is for		1
YOLO		• Vast majority of people (especially younger participants) had no idea what this meant • Strange choice • Cringey • Cheesy • Sounds like a parcel delivery service • Strong dislike	1

Title key points

- 'Helping Hand' is the most popular name, it:
 - Provides the human aspect
 - Suggests help is there if you want it but you do not need to take it
 - Is inclusive
- 'Be Kind to Yourself' and 'Finding Your Way' were the next most popular (excluding titles which include 'teen'/'teenage')
- Young people felt that titles which include 'teen'/'teenage' are exclusionary for young people aged over 19 and may result in them not using the resource.
 - Some felt 'teenager' had negative connotations.
 - If the target cohort is included in the title, there was a preference for 'young people'.
- Young people were split over the use of the word 'toolkit' some felt that it was logical to use this word as the resource is providing tools to fix something, other felt that it was too directive and they would only get better if they followed the book's instructions.
- Other things to consider when choosing a title for the resource are:
 - It should be a short, stand-out title, maybe just one word.
 - This is easier to read.
 - This might help it to be used in everyday conversations/advertising/on social media
 - Some would prefer a more vague title with a clear description/tagline underneath.

Strapline

Young people were shown four potential straplines that had been included in the mock-ups:

- Physical and emotional health advice written by experts for young adults

- Physical and emotional health advice from experts
- Physical and emotional health advice for young adults
- Expert physical and emotional health advice for young adults (including list of some of the topics)
- Most felt that all of the descriptions make clear what the resource is about, but no one specifically supported a particular strapline.
- Some had concerns with them:
 - Many felt that the descriptions were very wordy – “it’s like a big essay” “it’s a mouthful.”
 - “The shorter the better.”
- Physical health
 - Most young people knew what the term ‘physical health’ refers to.
- Emotional health
 - Some were unsure what this term means.
 - Some made the point that they liked the reference to ‘emotional health’ as having health on its own, most people would think it was just about physical health issues and they should be equal as they impact on each other.
- Experts
 - Most young people felt that it was not particularly important to include the word ‘experts’ as the NHS logo is enough.
 - Some felt ‘health professionals’ should be used instead.
 - Several said that ‘experts’ seems arrogant and questioned, “what makes you an expert?”
- Young adults
 - As with ‘teen’/‘teenager,’ it was felt that the phrase ‘young adults’ will exclude some people and they may not think the resource is for them.
 - It was felt that instead of a label the strapline should just include the target age group – 13-25.
- Listed topics
 - Most people felt that the topics should be listed but that they could be on the back cover:
 - It would be too crowded on the front cover.
 - It is more discrete.
 - It is unnecessary as there will be a contents page.

Strapline key points

- It was felt that the suggested straplines are quite wordy, and a shorter description would be preferred.
- Most people understood the terms ‘physical health’ and ‘emotional health.’
- There is no need to include the word ‘experts’ in the strapline as the NHS logo shows who has produced the resource.
- The term ‘young adults’ is exclusionary for younger children.
- A list of topics should not be included on the front cover but could be placed on the back, making it more discreet.

Content considerations

- The young people suggested that the contents page should have trigger warnings as the resource covers topics that could be upsetting or remind them of current or past issues.
- There could be an acknowledgement of the input young people have had in developing the resource.

Recommendations

It is recommended that the Gateshead Children, Young People and Families Team and the resource Designer take time to consider the above findings ahead of the development of the resource, however from the feedback some recommendations have been made.

• Design

- Consider using Concept 1.1 as the resource design.
- Include the NHS logo as per mock-ups.
- Use positive images to illustrate topics as opposed to negative images.
 - Ensure that images are inclusive.
 - Consider creating and using images involving local young people as opposed to less relatable stock photos.
 - Use selfies and Snapchat style images.

• Title

- Consider calling the resource 'Helping Hands.'
 - If another title is used ensure that it is short and does not explicitly describe its content.

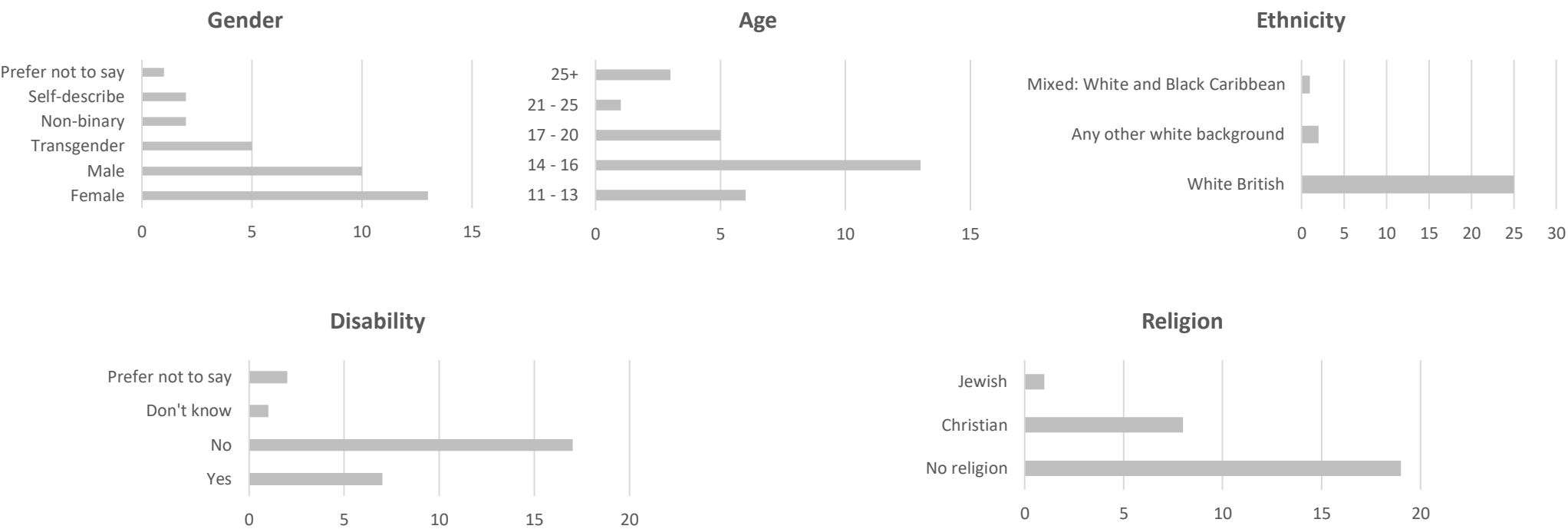
• Strapline

- Try to keep the strapline short.
- Include the words 'physical and emotional health.'
- Include the age range 13-25 rather than labelling 'teen', 'young person', 'young adult' etc.

• Other considerations

- Consider including a list of topics on the back cover of the resource.
- Include a trigger warning on the contents page.
- Include an acknowledgement that young people were instrumental in the design of the resource.

Appendix 1 – Focus group participant profile*



* Not all participants chose to complete a monitoring form