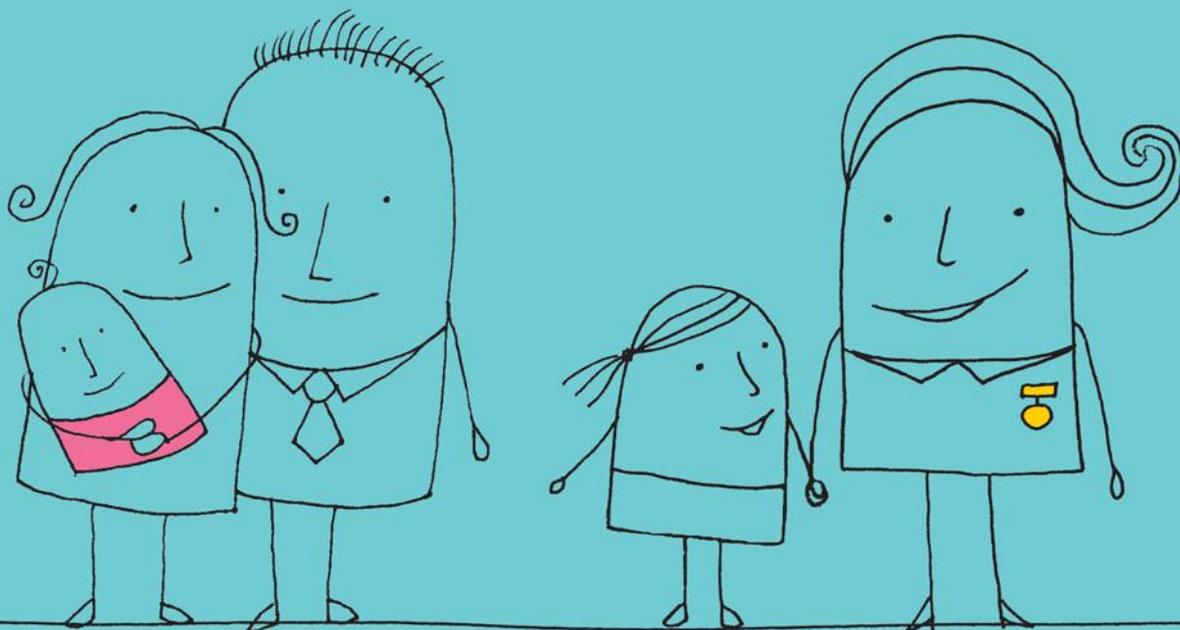## Patient and Client Council

Online Mental Health Information for Young People

What young people said about Health and Social Care Trust websites

August 2011

Your voice in health and social care

This information is available in other formats

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Foreword

It is with great pleasure that I introduce this report of young people's views on web-based mental health information.

As someone who has experienced mental health problems personally, I understand the need to get information and advice easily. I strongly endorse the need for young people to be involved in the design and development of information and advice services.

I would like to extend my sincere thanks to all the young people who contributed to this report. It provides a unique insight into the difficulties posed by existing services. Barriers include; the use of difficult terminology such as "CAMHS" which young people do not recognise; and information being too many 'clicks' away.

Clearly, much work needs to be done to ensure information is more accessible for young people.

Paul McFall
Bamford Monitoring Group Member

Summary

The purpose of this report is to allow young people to voice their views about the information on mental health services for young people available on the Health and Social Care Trust websites and to determine if young people are able to access this information independently.

20 young people in **2** groups took part in a 'mystery shopper' exercise evaluating the five Health and Social Care Trust websites.

Young people identified a number of positive aspects of the information provided. One group found the 'CAMHS IN BRIEF' leaflet extremely useful. Others singled out the facility to enlarge text as a helpful feature.

It is evident that most young people had difficulty finding relevant information on mental health services for young people when visiting Health and Social Care Trust websites for the first time. A considerable amount of guidance was necessary in order for people to find what they were looking for. Without this assistance, "*nobody would spend that length of time looking for it*".

Furthermore, most young people were not familiar with the terminology 'Child and Adolescent Mental Health Services' or the acronym CAMHS, so when these links came up they were not always recognised as relevant. Those taking part questioned the target audience for the information found on the Trust websites.

In summary, the information on mental health services for young people on Health and Social Care websites must be:

- easy to understand and relevant to young people
- written using terms young people recognise
- accessible within a few quick clicks
- written By and FOR young people

Background and Purpose

1.1 The Patient and Client Council

The Patient and Client Council provides a powerful, independent voice for people. The Patient and Client Council has four main duties. They are to:

- listen and act on people's views;
- encourage people to get involved;
- help people make a complaint; and,
- promote advice and information.

1.2 The Bamford Monitoring Group

In 2002 the Department of Health, Social Services and Public Safety (DHSSPS) carried out an independent review of mental health and learning disability law, policy and service provision. It was called the Bamford Review of Mental Health and Learning Disability, now known as the 'Bamford Review'.

Between June 2005 and August 2007 the review produced a series of 10 reports that made over 700 recommendations to improve mental health and learning disability services. It represented a far reaching vision for reform and modernisation of mental health and learning disability services in Northern Ireland. The Equal Lives report (DHSSPS, 2005) focused on reviewing policy and services for people with a learning disability.

In October 2009, the DHSSPS published the report 'Delivering the Bamford Vision: The response of Northern Ireland Executive to the Bamford Review of Mental Health and Learning Disability. Action plan 2009 – 2011' (DHSSPS, 2009). This sets out the specific actions that Government Departments and their agencies are committed to take during the period 2009-2011 to improve mental health and learning disability in line with the Bamford Review recommendations.

The Bamford Monitoring Group has been set up by the Patient and Client Council to monitor how changes being made to law, policy and services arising from the Bamford Review of Mental Health and Learning Disability are affecting people and communities.

The role of the group is to find out from people with mental health needs, learning disabilities, parents, carers, family members and communities whether these changes are making a positive difference to them. We want to know if people have experienced any changes to services in their area, if so what has been the effect of the changes on their health and wellbeing. We aim to make sure that the voice of people who have mental health needs, learning disabilities, families and carers is heard and acted upon.

The Bamford Monitoring Project Team of the Patient and Client Council carried out the field work for this project, information about the team is in Appendix 1.

1.3   What is the purpose of this report?

The purpose of this report is to share what young people said about the information available on Health and Social Care Trust websites about mental health services for young people. The aim is to find out if young people are able to find **relevant** information independently.

Young people need to be able to access clear, accessible, and easy to understand information about what help and support is available to them in their area if they are experiencing mental and emotional distress. It should tell them:

- **WHO:** Who can help young people if they are in mental or emotional distress;
- **WHERE:** Where to go if they need help i.e. what support is available;
- **WHAT:** What can be done to help young people;
- **HOW:** How to go about getting the help they need;

- **WHY:** Why young people might need help from specialist mental health services;

Help and support available to young people can come from a range of sources, including voluntary organisations, community groups, GPs and also through HSC Trusts. Health and Social Care Trusts in Northern Ireland provide specialist mental health services for young people. They are commonly called 'Child and Adolescent Mental Health Services' or CAMHS for short.

It is recognised that there is a need for clearer information about mental health services for young people. Delivering the Bamford Vision (DHSSPS 2009) stated the following:

> *"Additional information and advice services for mental health services users and carers".*
>
> *(DHSSPS, 2009)*

2.0   Our Approach

A member of staff from the Patient and Client Council ('facilitator') met with two groups of young people and carried out a 'mystery shopper' style web information evaluation exercise.

'Mystery shopping' is a social research tool used to measure the quality of a service and to gather opinion about a service. The mystery shopper's identity is generally not known by the service being evaluated. The mystery shopper then performs specific tasks such as purchasing a product, asking questions, or behaving in a certain way, and then provides detailed feedback about their experiences.

For this exercise, each of the young people involved were given access to a computer with the internet. They were all asked to begin at the homepage of each Health and Social Care Trust websites and spend 10 minutes trying to *"find information about mental health services for young people".*

HSC Trust	Web address
Belfast HSC Trust	www.belfasttrust.hscni.net
Northern HSC Trust	www.northerntrust.hscni.net
South Eastern HSC Trust	www.setrust.hscni.net
Southern HSC Trust	www.southerntrust.hscni.net
Western HSC Trust	www.westerntrust.hscni.net

A short multiple choice questionnaire was used while people looked at the websites. Then when the exercise was over, there was a short discussion about what people found out about mental health services for young people through searching Health and Social Care Trust websites. Young people also gave suggestions about how the information available on these websites could be improved.

All of the young people were familiar with computers; the first group of five young people (Group 1) was undertaken during an IT class with teacher present. The second group was comprised of fifteen year 12 students (Group 2) and the exercise took place with support from the Head of IT.

2.1   Selecting the data

The multiple choice responses from the questionnaire do not accurately reflect the experience of the young people in accessing information, as expressed in their group discussions after the exercise, or in the comments fields within the questionnaire. Therefore, the multiple choice element of the questionnaire should not be included in this report for the following reasons:

1) In most cases the groups answered the questionnaire having been assisted to find relevant information. Therefore, they often reported positively about locating information, which did not truly reflect their independent efforts;

2) The facilitator indicated the potential for the questionnaire responses to be completely misleading. For example, when answering the question *'Were you able to find information about mental health services for young people?'* Group 2 students (who could tick *yes*, *no*, or *don't know*) ticked yes in respect of their first website. Thirteen said yes, and only one said no. The students clearly did not take into account the high level of guidance they had received when answering the question. Therefore, the questionnaire result does not reflect the true difficulty experienced by the students when they attempted to access the information. Other questionnaire responses have produced similarly misleading outcomes. Raw data from the multiple choice questionnaire unfairly represents the experience of young people when accessing the websites;

3) The general discussions and comments written on questionnaires by the young people provided a clearer sense of the relative usefulness of the various Health and Social Care Trust websites than the potentially misleading responses to the multiple choice element of the questionnaire.

3.0   Our Findings

This section presents findings based on the individual comments and group discussions of two groups of young people tasked with acting as 'mystery shoppers' on the Health and Social Care Trust websites.

A reflection of how the young people managed when first trying to access information about mental health services is also important to the study. The facilitator was interviewed by the author of this report, in order that she could give an account of her observations when administering this survey. This was to obtain her appraisal of the young people's ability to navigate the Health and Social Care Trust websites, and for a clear description of the way in which guidance was given at the two group sessions.

Through both their written comments in the questionnaires and the group discussions, the young people addressed questions concerning:

1) What information is available?
2) What was the process and how many clicks did it take to find the information?
3) How easy/difficult is it to find information about mental health services and support on the various HSC Trust websites?
4) Once found, is the information clear and useful for young people?
5) Are there any suggestions for improving the information contained on the websites?

The following section provides feedback from the young people according to each Health and Social Care Trust. Initially, the report explains the facilitator's observations as the two groups of young people first attempted to find information concerning mental health services for young people. The others are then discussed in no particular order.

3.1 Viewing websites for the first time: Observations

It was to be expected that the young persons from both Group 1 and Group 2 would experience the most difficulty accessing information from the first website that they encountered; this was certainly the case.

The people in Group 1 visited the website for the Northern Health and Social Care Trust first and the Group 2 visited the website for the Western Heath and Social Care Trust first. The young people were steered to the homepage of each Trust, and then asked to look for information on *'mental health services for young people'.*

Some members of the groups clicked the various tabs and links on the homepage in an attempt to find relevant information, whilst others chose to use the search box (generally using the exact terms mentioned by the facilitator from the Patient and Client Council, noted above).

In the case of both Group 1 and Group 2, most of the young people had not found the specific web pages relating to Child and Adolescent Mental Health Services (CAMHS) within the allotted ten minutes. Some lost interest in the search for information. Others found information about adult mental health, or links to associated information on mental health issues, but no specific information for young people.

For most people in each group, the facilitator, or the IT teachers needed to guide the young people in their search so that they could navigate to the correct page. They provided this help on an individual basis, moving around the class and helping the people to tailor their search terms (if using the search box), or encouraging them to click tabs and links that would result in finding the correct information. In the first exercise, a significant level of support was provided to enable the groups to navigate the websites.

It was the opinion of the facilitator that it *"may not have mattered which Trust website the students began with"*, as the most successful processes for finding

the information are similar for each Trust. In fact, because the same techniques are successful on each website, the process of finding the information generally became easier each time the young people explored a new Trust website.

During the discussions which followed the exercise, members of both groups agreed that **had they not been provided with assistance, they would NOT have continued trying to find information**. This is a fundamental failure in the design of the websites aimed at providing mental health information for young people.

"Nobody would spend that length of time looking for it".

This exercise only involved two groups of young people. Therefore it could only assess the first 'blind' search for information in respect of two Trust websites.

A future study of this type should attempt to gauge how young people find the process of navigating each of the five Health and Social Care Trust websites are from the perspective of a first-time user.

3.2   Northern Health and Social Care Trust

The Northern Trust website was the first to be viewed by the Group 1, and the last to be viewed by Group 2. Both groups began their searches from the Trust homepage.

The levels of familiarity with the process of accessing information through Trust websites explains the very different experiences the two groups had in locating the 'Child and Adolescent Mental Health Services' (CAMHS) information. Group 2 were generally positive about their ability to find information, and only one of the participants in the Group 2 described it as *"hard to find"*:

> *"Quick to find"*   *"Very easy and simple to find"*
>
> *"It was quickly found"*   *"Was easy because I knew were to go"*

Group 1 had an experience that contrasts completely. Group 1 expressed great difficulty in negotiating the website and finding relevant information. Two out of five people in Group 1 who said that they did find information on young people's mental health both commented on the difficulty of the process:

> *"...it took quite a while before I did [find information about mental health services for young people]"*
>
> *"With loads of clicking"*

The fact that members of Group 1 struggled to find information on the Northern Trust website indicates the general difficulties that might be experienced by first-time users of this web facility, and the Health and Social Care Trust websites more generally.

With support from the facilitator and the IT teacher the group proceeded in various ways to find information. Two people tried using the search box at the top right corner of the homepage. One person typed 'child mental health support'. The list of results included 'Child and Adolescent Mental Health Services' fifth in the list of search results. Clicking on this directed the person to the appropriate information.

Another person typed 'mental health for young people'. In the list of 151 search results the person did not identify the information he/she was looking for. Next

he/she tried clicking on 'Our Services' → 'A-Z of Services' → 'Child and Adolescent Mental Health Services'.

Another person tried clicking on 'Live Well' → 'Mental Health Services', but did not see information for children and young people. Then he/she tried clicking on 'Mental Health Contacts' but this did not provide any specific information about help and support for children and young people. This did not identify another appropriate link on the page and became frustrated by not being able to find information quickly. With direction from the facilitator this student then found a link to 'Child and Adolescent Mental Health Services'.

During discussion, Group 1 thought that it took too long to locate the information they were looking for. It took "*a lot of clicks".*

They also said that the web user was required to know the term 'Child and Adolescent Mental Health Services' to know to click on it. Most of the Group 1 knew of 'Child and Adolescent Mental Health Services', but still did not initially type this into the search bar or immediately recognise this term.

The Northern Trust was the last website to be searched by Group 2 who found the correct information with relatively little fuss, using the following routes:

- Services → A-Z of Services → Child and Adolescent Mental Health Services = 7 people;
- Services → Our Services → A-Z of Services → Child and Adolescent Mental Health Services = 1 person;
- Search box = 3 people:
    - "typed in CAMHS";
- A-Z of Services Guide (located on homepage) = 3 people.

Group 2 were also positive about the content of the 'Child and Adolescent Mental Health Services' webpage on the Northern Trust website. However, few

people added further comments and when they did, they were generally not positive.

Responding to one question *'Were there links from the Trust website to other useful contacts and help in relation to mental health?'* a young person who ticked yes, queried the amount of information on offer, *"there was only one link"*.

This response was echoed by another young person, who suggested that whilst the information had been accessed easily, there was little of it:

> *"I found a small amount of information about CAMHS and I had to go through a small amount of clicks to get there"*.

The comments from the group discussions by both the Group 2 and Group 1 suggested that these young people felt that there wasn't enough information and that the information that was provided was not particularly useful:

> *"not a lot of information"*   *"very brief"*
>
> *"Weren't as many links to more information"*
>
> *"addresses and phone numbers are there, but normally young people wouldn't want to ring"*
>
> *"Weren't as many links to more information"*
>
> *"Dull looking – more colour needed"*

3.3 Western Health and Social Care Trust

The Western Trust website was the first viewed by Group 2 and the third to be viewed by Group 1. Both groups began their searches from the Western Trust homepage.

Young people in Group 2 found it extremely difficult to find information, and most depended on support from the facilitator and IT teacher to access the 'Child and Adolescent Mental Health Services' webpage. In their questionnaire responses most of the group said that they were able to find the information, but many recorded the difficulty involved:

""I had to use the search box as I couldn't find it at first"

"It took me a long time to find the mental health for children information. It took a few clicks to get there"

"I had to type it into the search bar, I found it hard to find"

"It was hard to find but got there eventually"

"I found it but it took ages to find"

With guidance, the young people from Group 2 found the information through a number of routes:

- Our Services → Carers information = 1 person;
- Our Services → Services A-Z → Child and Adolescent Mental Health = 5 people;
- Our Services → Services A-Z → CAMHS Community and Voluntary Groups = 1 person;
- Search box = 6 people:

- - "typing in the search box mental health"
  - "typing in the search box mental health for young people"
  - "I clicked search, then I clicked on another link – Mental Health for young people".

During discussion the point was raised by one group member that he/she did not know the term 'CAMHS' or 'Child and Adolescent Mental Health Services'.

At this point in the exercise, people from the Group 1 were gaining good experience in navigating Health and Social Care Trust websites, and found the information with relative ease. Most of the group navigated to information as follows:

- 'Our Services' → 'Services A – Z' → 'C' → 'Child and Adolescent Mental Health Services'.

One person navigated the same way but clicked 'Child and Adolescent Mental Health' and was directed to information about the CAMHS Psychology team. There was no link to the main 'Child and Adolescent Mental Health Services' section on the CAMHS Psychology team information. This made the young person stop. They did not continue to search for further information, as he/she thought that this was all the information that was available.

One person navigated the same way but clicked 'CAMHS Community and Voluntary Groups'. They thought this was the only information about mental health services until the facilitator helped to re-direct her to the main 'Child and Adolescent Mental Health Services' section. As they did not see the section, others responded to their questionnaire to say there were no links from the Western Trust website to other useful contacts and help in relation to mental health.

One person tried clicking on 'Health Living' → 'Mental Health and Emotional Wellbeing'. However, there was no information for young people and there were no links to information for young people.

When all the Group 1 members had arrived at the 'Child and Adolescent Mental Health Service' section on the website one student commented that the information was:

> **"still not aimed at young people".**

One person said that the Western Trust 'Child and Adolescent Mental Health Services' page was the worst so far; it was said that the webpage had *"nothing at all on it…it didn't give addresses or anything".*

When the facilitator directed this person to the links and to the leaflet he/she found this information very good and liked it. The person said that this more useful information should be on the webpage itself as well as the leaflet – "*what if people didn't realise it was there*?"

The group found the 'CAMHS IN BRIEF' leaflet extremely useful. Until this point, the feedback was more negative. The facilitator had to direct people to click on the link in the 'Child and Adolescent Mental Health Service' section to get to the leaflet; otherwise they would not have clicked on it. Young people found the leaflet very helpful due to the questions and answers, that it was colourful and because it *"provided an insight into CAMHS".*

Some of the comments from Group 2 praised the information on offer. These comments tended to refer to mental health information found on searches beyond that offered on the CAMHS webpage, such as information for carers or psychological therapies:

> **"It gives you an amazing collection of information to read about carers with someone with a mental health problems at the age of 18 and under, it**

> *gives you numbers and lots of places where you can go to or phone up and have a chat with";*
>
> *"It tells you about phone numbers and the CAMHS and tells you about the psychology"*
>
> *"It tells you on when you can find helplines and advice"*
>
> *"Yes I have found this information easy because it was in bullet points – mental health and emotional wellbeing page"*

However, there was a general sense of frustration in finding the 'Child and Adolescent Mental Health Services' page and with the amount and usefulness of the information available. This came through in both the questionnaire comments and in the group discussion:

> *"Not easy" "Hard to read" "Our Services was difficult and frustrating"*
>
> *"But [it] isn't very clear and there isn't much information"*
>
> *"No and there's not enough info"   "Wasn't a huge amount of advice"*

3.4   Belfast Health and Social Care Trust

The Belfast Trust website was the fourth to be encountered by Group 2 and the second navigated by Group 1. Both groups began their searches from the Trust homepage.

Group 1 found the 'Child and Adolescent Mental Health Services' information with relative ease in comparison with their initial search. One person said this time it was much easier to find information, *"I found it straight away"*. Having already navigated the Northern Trust website, the group knew where to start with the Belfast Trust website.

Most of the group navigated to information as follows:
- 'Services' → 'Children's Services → 'Child and Adolescent Mental Health Services'.

One person tried the following method of navigation:
- 'Services' → 'Mental Health Services'.

This brought the person to a section which contained information about mental health services. However, it did not state that this section and all of the associated links with information were for adults only. So the person continued on to 'One point of referral for Mental Health' and began reading the information. It was very frustrating when it was realised that this information was for people 18 – 65 years old. The person felt that:

> *"young people won't know how to get information".*

One person also attempted to navigate the 'Protecting Children' section on the homepage. This did not direct them to the relevant information.

No one tried navigating the 'Healthy Living' section on the homepage.

Now on their fourth search, the young people from Group 2 found the information with little difficulty:

"Easy" "It was easy to find, it was in a services bar"

"Once you know what to do it becomes easier" "Very easy to find"

"...easy to find"   "2 clicks"

They navigated to the site in several ways. Ten people took the following route:

- Services → Children's Services → Child and Adolescent Mental Health Services.

Two people employed the A-Z list of services. A further two used the search box facility:

"I typed mental health services for young people – it didn't work I couldn't find information"

"I went to the search box and typed CAMHS – it worked, I found information"

When all the Group 1 students had arrived at the 'Child and Adolescent Mental Health Service' section on the website, they made the following comments about the information they found there:

> *"pretty good"*   *"tells you more than the last one"*
>
> *"tells you about the specialists employed"*
>
> *"it tells you that they work with people with complex specialist needs, about drug and alcohol"*
>
> *"the help for young people was on the front of the website which made it easier to get details"*

One person said that the information was very poor because it was not aimed at young people, but was written for adults and social workers. This was said particularly about the 'How to Access this Service' section. On the questionnaire this person said there was *"no information provided"*. In terms of understanding information provided:

> *"professionals would understand it more"*.

Another person said that the links were useful as you might want to try other services rather than just the 'Child and Adolescent Mental Health Services'.

The young people in Group 2 had positive and negative experiences. A feature singled out in one comment (and which was further endorsed in group discussion) was that the text could be enlarged – *"good for people who can't really see the writing"*. In fact, the ability to easily enlarge text is a feature of the Northern, Western and Belfast Trust websites.

The information was generally well received, though there was an issue with whether there was enough of it provided:

> *"It gives you a lot of info on what you need to know. I found info like phone numbers and addresses"*
>
> *"Gives good information, easy to find. Gives a little but not a lot of information about it"*

In discussion, both groups noted that the information provided by the Belfast Trust was more interesting to look at, and the website was described as being *"brighter", "colourful"* and *"eye-catching".* Most people in the Group 2 (8 out of 15), stated that they thought that the Belfast website was the best of all.

Both groups also felt that the website was easier to search, and that the search box worked better than that on other sites.

Group 1 returned to the issue of the website's target audience in the group discussion. They believed it was written for adults, and they suggested that the information should be directed at young people. In the 'How to Access Services' section of the main 'Child and Adolescent Mental Health Services' webpage the students knew they were not being addressed directly:

> *"'How to access services' – written for adults. Not saying to a young person, 'if you need help'"*

3.5   Southern Health and Social Care Trust

The Southern Trust website was the second to be viewed by Group 2 and the fourth viewed by Group 1. Because of time pressures, two people from Group 1 looked at the Southern Trust website, whilst the remaining group members tested the South Eastern Trust website. Both groups began their searches from the Trust homepage.

The two people form Group 1 who looked at the Southern Trust website found information about mental health services for young people by the following method:

- 'Our Services' → 'Child and Adolescent Mental Health' → 'Child and Adolescent Mental Health Services'.

Ease of navigation, may again be explained due to the experience built up exploring previous Trust websites. They went straight to 'Child and Adolescent Mental Health Services' link, and did not look at the other sections listed under 'Child and Adolescent Mental Health'. This meant that they missed the 'CAMHS in brief' link which brought up a similar leaflet that people had found so useful on the Western Trust website.

This was one of the last websites viewed by Group 1, so knowledge had built up about where to go to get information. Success in accessing information through 'Our Services' was achieved quickly as people knew to look for 'Child and Adolescent Mental Health Services'. Had this not been the case, the organisation of this section through not being alphabetised and having a mixture of geographic areas and services listed might have been a barrier to the young people.

While Group 2 had learned from their first experience of searching the Western Trust website, they still encountered a number of problems in trying to find information. Although one person said that it was easier to find after their

experience on the Western Trust website, a number of people complained in the questionnaires about the difficulty in finding information:

> *"Was not clear about what it was [I was looking for]. Had to ask helper"*
>
> *"It was hard to find it by myself, I had to get help"*
>
> *"Its hard to find* [using the contents page]*....Took me about 10 clicks to find it before I got help then it took two clicks"*
>
> *"Very hard to find"*
>
> *"Too many pages. Too much writing. Hard to find"*

When Group 2 did reach the 'Child and Adolescent Mental Health Services' page, they used two main approaches:
- Our Services → Child and Adolescent Mental Health Services = 9 people;
- Search box = 6 people

The 6 people who used the search box found that general search terms would not result in successfully finding the correct information:

> *"You have to type in the search box perfectly"* [Child and adolescent mental health services].

Although most of the multiple choice questionnaire answers were positive about the information provided, the comments demonstrate that the group had

encountered a number of problems. Several were concerned that some of the information opened in documents and wondered why the information couldn't simply be included on webpages. Others said that they didn't fully understand the material that they had found in 'Child and Adolescent Mental Health Services':

> *"Too hard to understand"*
>
> *"Not clear if you don't understand"*
>
> *" [I understood the information] a wee bit"*

Nevertheless, there were a few positive comments in both the questionnaires and as part of the group discussion:

> *"This website gives me information about helplines"*
>
> *"It has lots of links to children and adolescent."*
>
> *"Leaflet was good – colourful and bright"*

3.6   South Eastern Health and Social Care Trust

The South Eastern Trust website was the third which Group 2 visited and the fifth and final website visited by the people from the Group 1. Both groups began their searches from the Trust homepage.

Despite the fact that both groups had gained experience of searching Health and Social Care Trust websites, many people found it difficult to access the 'Child and Adolescent Mental Health Services' information:

"it's too difficult to find information"   "too much clicking"

"But it was hard to get onto"   "Was hard to find"

"Very hard. Had to use the search bar, found eventually"

"Very similar to Southern Trust website design. Couldn't find information easily, didn't have a lot of information. Had to go to search bar to find information"

People in Group 2 found 'Child and Adolescent Mental Health Services' information using the following methods:

5 used the search box:
- "I typed 'mental health services for young people";
- "I typed 'mental health services for young people' and too much writing came up so I clicked in 'Our Services' but nothing came up so I clicked search and typed in 'mental health' and found what I was looking for";
- "search bar 'mental health' → 'CAMHS.html'. *Not a good title. I didn't know what CAMHS meant*".

This last point was also raised during the group discussion. When the young person had used the search term 'mental health' included among the list of results was a link called 'CAMHS.html'. As this report has already demonstrated, these young people did not always find the phrase 'Child and Adolescent Mental Health Services' instantly recognisable, and they were perhaps even less likely to be familiar with the acronym CAMHS.
The group also noted that the search box was impractically located at the bottom of the page (meaning you had to scroll and 'search' for the search box!) During group discussion the young people also complained about the lack of a sequence of numbers to mark the search results.

Other people tried the search box and various other methods but had to get help to find anything.

The two people from Group 1 who looked at the South Eastern Trust website found information about Mental Health Services for young people by the following method:

- 'Our Services' → 'Services in Down Lisburn Area' → 'A – Z Services' → 'Child and Adolescent Mental Health Services'.

They found this extremely difficult and it took *"loads of clicking"* to find any information. There was a lot of support needed from the facilitator to navigate to the correct information.

The facilitator then asked the two people to go back to 'Our Services' and try to find more information. They then clicked on the following:

- 'Our Services' → 'Services in the North Down & Ards, Castlereagh and East Belfast Areas' → 'Services' → 'A – Z Services'.

This did not uncover any information about mental health services and support for young people. Scrolling down the 'A – Z Services' there was 'Child and

Family Consultation Service' and they didn't know what this was. It was very hard to find information and a lot of support was provided by the facilitator. They then tried clicking on the following:

- 'Our Services' → 'Services in the North Down & Ards, Castlereagh and East Belfast Areas' → 'Services' → 'Mental Health Programme'.

The information they found in this section was for adults only. There were no links to information for young people and they found this extremely frustrating.

The young people made a number of comments that stressed their dissatisfaction with the information they eventually found. They felt that this was not a resource intended for them, but pitched at an adult audience:

"written for adults"   *"not for young people"*

"rubbish, boring"   *"not much information"*

Group 2 were similarly unhappy with the information available, both the amount and content of the information:

"You have to use the search bar to get anything good. I clicked child and mental health services. I found were to go and a phone number"

"But it did not give you much information as other pages"

"It only gives you a bit of info and it might not help"

Of all the web resources on offer by the various Health and Social Care Trusts, the South Eastern Trust website was regarded as the least useful and least user friendly by most of young people who took part in this exercise.

4.0   Conclusions

Both groups of young people had a lot to say about their experience as a 'mystery shopper' navigating Health and Social Care Trust websites.

Based on the learning from this exercise, **few young people would be able to find any relevant information about mental health for young people on any of the Health and Social Care Trust** websites, particularly the first time they try.

Most of the young people who took part in this exercise said that they would **NOT** have continued trying to find information about mental health services on the Health and Social Care Trust websites, if there had not been someone there to help and guide them.

A lot of support was given to both groups of young people to allow them to find relevant information about mental health for young people i.e. 'Child and Adolescent Mental Health Services' (CAMHS) on Health and Social Care Trust websites. Whilst some Trust websites seem more difficult to navigate, none were ideal. The key lessons for Health and Social Care Trusts are:

Most young people did not recognise or had never heard of CAMHS or 'child and adolescent mental health services'. They did not understand this 'jargon' language for mental health services for young people used in Health and Social Care. It is important that information is presented in a way that young people can understand, and identify as relevant to them. After all, if they don't know what they are searching for, then what's the point?

- **Information must be easy to understand and relevant to young people.**
- **Information must be written using terms young people know and understand.**

Young people will not spend time searching for information. It must be quick and easy to find.

- **Information must be within a few quick clicks**.

Young people want information on the websites to be written for them. After all, they are the audience for this information, so it should be interesting and helpful for them to read. Involving young people in the design and development of Health and Social Care Trust websites and their content would ensure this is achieved.

- **Information must be written BY and FOR young people.**

Websites and information need to be more colourful, eye catching and interesting to attract young people to use them and to read the important information they provide.

- **Information must be interesting and appealing to young people.**

5.0   Recommendations

The Bamford Monitoring Group recommends that the following actions are taken to address the issues raised in this report:

- The Health and Social Care Board should develop regional information about mental health support and services available for children and young people in Northern Ireland. This should include:
  - general information about mental health and wellbeing; and
  - information about all of the help available, from primary care to specialist child and adolescent mental health services;

- Health and Social Care Trusts should take immediate action to improve the information about mental health services for children and young people on their websites, based on the findings of this report;

- Health and Social Care Trusts should involve children and young people, as well as parents in their local area, in the development of information about mental health services, including that for websites;

- Health and Social Care Trusts should develop information specifically for children and young people, and also separate information for parents;

- Health and Social Care Trusts should ensure that all information on their websites, including information about mental health services for young people is easy to read, understandable and accessible for all people using them;

6.0   References

DHSSPS (2009) **Delivering the Bamford Vision: The response of Northern Ireland Executive to the Bamford Review of Mental Health and Learning Disability. Action plan 2009 – 2011**. Belfast: DHSSPS (October 2009).

DHSSPS (2005) **Equal Lives: Review of Policy and Services for People With a Learning Disability in Northern Ireland.** Belfast: DHSSPS (September 2005).

Appendix 1 – Bamford Monitoring Project Team

The structure of the Bamford Monitoring Group Project Team is as follows:
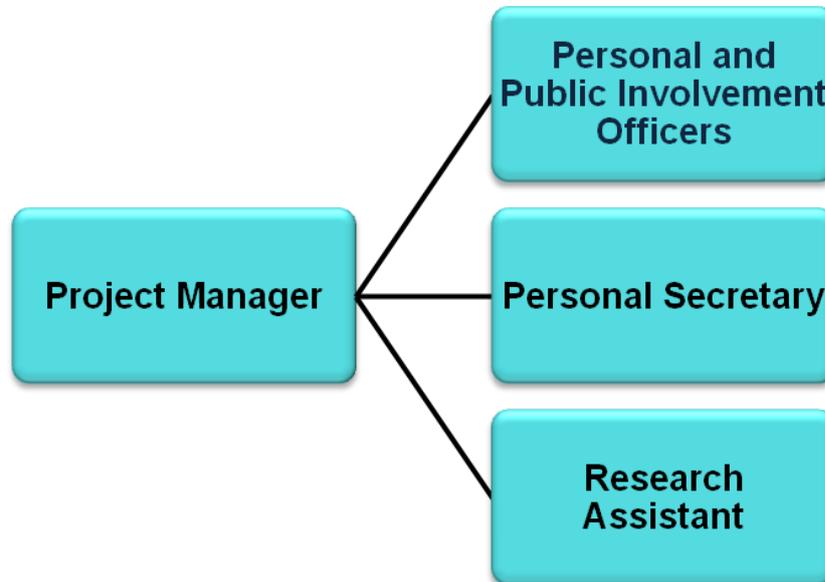
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