

‘Managing and Recruiting Young Volunteers’ - Introduction to the Contributors

- **Member of NHSE Voluntary Partnerships Team – Jim Smith (Chair)**
- **Volunteering Matters**
- **NCVO**
- **Step Up to Serve/#iwill**



Outline of today's webinar

Interactive discussions! We want to hear from you too...

- Overview of the NHS70 youth volunteering and social action campaign
- Partner organisations and supporting resources:
 - Volunteering Matters – Toolkit
 - NHS England - volunteering guidance
 - Step up to serve - #Iwill campaign
- Round up and close



NHS 70 and the Youth Volunteering and Social Action Campaign

- Alongside the NHS70 celebrations the youth volunteering campaign will run from Jan' 2018 to Dec' 2018
- The campaign will work with health and care organisations to support the development of youth volunteering
- The campaign will also be used as an opportunity to encourage volunteer led partnerships between health settings and the VCS sector



There are four ways organisations can pledge their support:

- Develop volunteer placements for young people aged between 16-25
- Create other opportunities for young people to be involved in the development or delivery of health services
- Grow partnerships with other organisations locally to identify how youth social action might better be supported
- Develop ideas for initiatives of how young volunteers and social action can support better health outcomes, patient experience or future workforce development within their locality.



The importance of sound recruitment and management of young volunteers

- Safeguarding and managing risk
- The right volunteer in the right place – retaining volunteers
- Managing expectations – staff and volunteers
- Creation of a volunteer friendly culture
- Development of the young person
- Excellent staff/patient and volunteer experience
- Good volunteer management/communications shows volunteers you value them
- Building a strong reputation with partner organisations who work specifically with young people



The benefits of sound recruitment and management of young volunteers

Discussion: What else might the benefits be of:

1. A good recruitment process?
2. A solid management process/platform?



Volunteering Matters



Volunteering Matters - 5 more reasons why you should involve youth volunteers

- 1. To empower young people** within health and social care
- 2. To develop young people** – their skills, understanding, and aspirations – as your potential future workforce
- 3. To engage with ALL of your community** and ensure you are meeting their changing needs
- 4. To support improved health and wellbeing for young people**
- 5. To improve patients' experiences of care and support** to meet statutory objectives.



Overview of the Volunteering Matters toolkit

- **The Business Case**
- **Creating Attractive and Successful Youth Volunteering Roles**
- **Managing Your Programme and Volunteers**
 - Getting Started
 - Recruiting Young Volunteers
 - Recognising Volunteer Contribution
- **Effective Fundraising**
- **Measuring and Demonstrating Impact**

Found at: <https://volunteeringmatters.org.uk/report/toolkit-youth-social-action/>



Useful links

- Other useful resources:
<https://volunteeringmatters.org.uk/project/developing-youth-volunteering-in-health-and-care/>
- National Development Team for inclusion report on engaging hard to reach young people in volunteering
http://www.iwill.org.uk/wp-content/uploads/download-manager-files/NDTi%20report_Embedding%20inclusive%20practices%20in%20opportunities%20for%20youth%20social%20action.pdf
- Livery Report on engaging young volunteers in health and social care volunteering:
<https://volunteeringmatters.org.uk/app/uploads/2016/04/Livity-March-2015-report.pdf>



NHS England - Recruiting and Managing Volunteers a Practical Guide'

- The purpose of this guidance
- Key themes of the guide
- Recruiting volunteers – areas of best practice
- Volunteer Management - areas of best practice

Found at:

<https://www.england.nhs.uk/publication/recruiting-and-managing-volunteers-in-nhs-providers-a-practical-guide/>



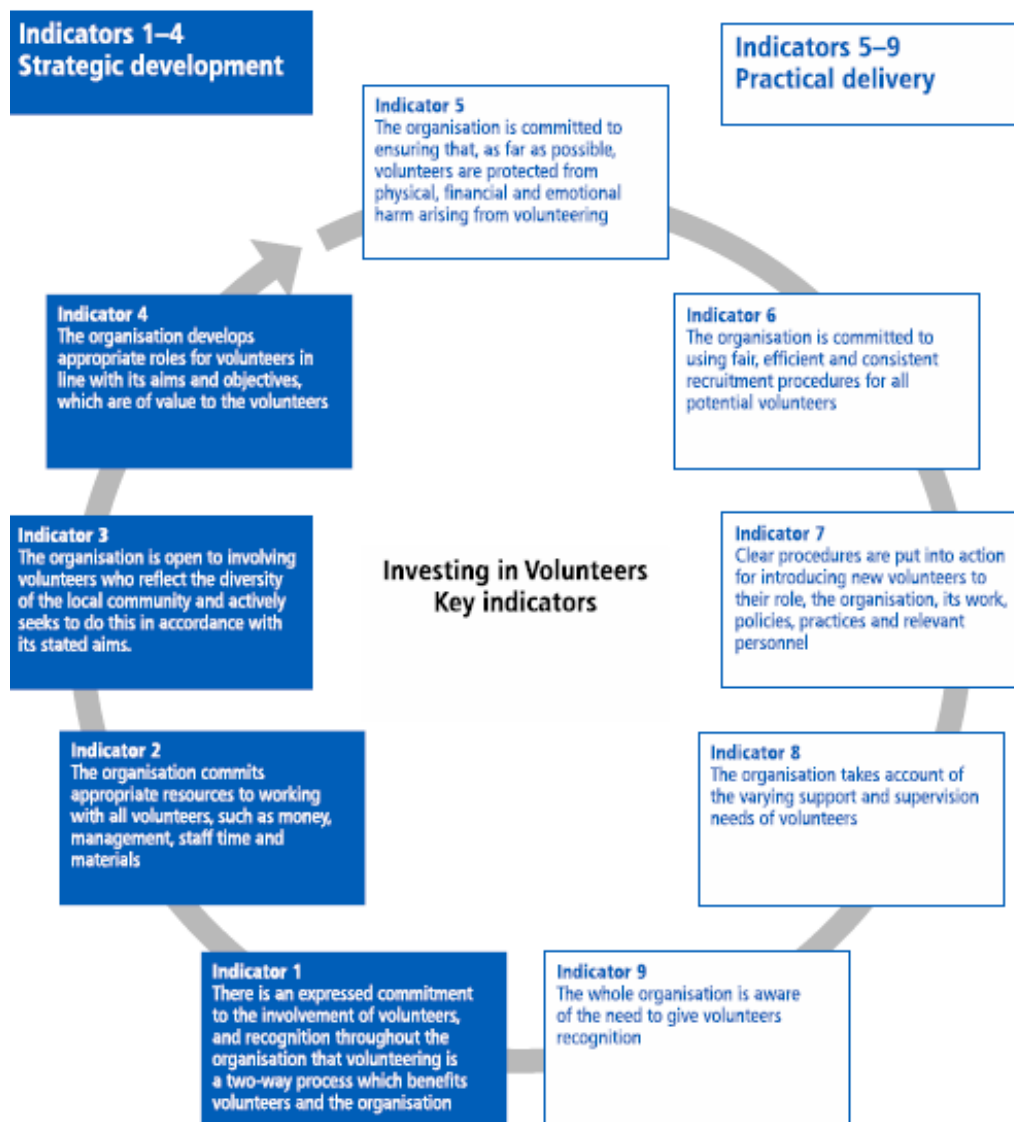


Figure 1: Investing in Volunteers, key indicators



Discussion

- Are there differences or additional issues to recruiting and managing young volunteers rather than adults?





#iwill

empowering more young people to play their part

Youth Social Action in NHS70

iwill.org.uk

#iwill...
I pledge to...

#iwill...
Recruit and support 4,000 business volunteers to support our work in schools.

I pledge to continue...
Spreading Camp Spirit to inspire the community to try Gooding F&W

#iwill...
ENCOURAGE LEADERS IN BUSINESS AND EDUCATION TO ADVOCATE THE VALUE OF YOUTH SOCIAL ACTION TO LEADERSHIP AND EMPLOYABILITY SKILLS

#iwill...
Promote youth social action in Colleges

#iwill...
I pledge to challenge others to do the same, especially the younger ones in my school, to get involved in social action at least once a year and sign up to support others.

#iwill...
I pledge to encourage in my school, my community, and my family, to do social action and to support others to do the same.

#iwill...
Lead a piece of research with NCS to monitor the challenge of social action in the market.

#iwill...
SUPPORT YSA TO GET MUCH BIGGER!

#iwill...
I pledge to...

#iwill...
I pledge to...

#iwill...
WITH NCS I PLEDGE TO ENSURE I TAKE SOCIAL ACTION

#iwill...
I pledge to help create the digital footprint of young people of the future, to allow our young people to volunteer in their communities.

#iwill...
Ensure that young people have more training over their education and are exposed to volunteer.

#iwill...
Work towards raising awareness of mental health and bullying by spreading the word about services available to help young people, and helpfully remove the stigma of...

#iwill...
I pledge to...

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#iwill Fund

NHS 70

Proudly supporting
youth social action



#iwill Fund



Department
for Culture
Media & Sport



- **£40m** 'seed' funding by 2020 from Government & Big Lottery Fund
- It is hoped that match-funders will grow this and take it UK-wide



- Funds to engage **10-20 yr-olds** in social action
- Initially targeting organisations working in England



- Backed by a 'Learning Hub' to maximise impact
- Fund launched in **#iwillWeek** (21-25 Nov 2016)

#iwill

iwill.org.uk

Campaign strategy



Keeping Healthy

Health Champions, Peer Educators, Social Prescribing



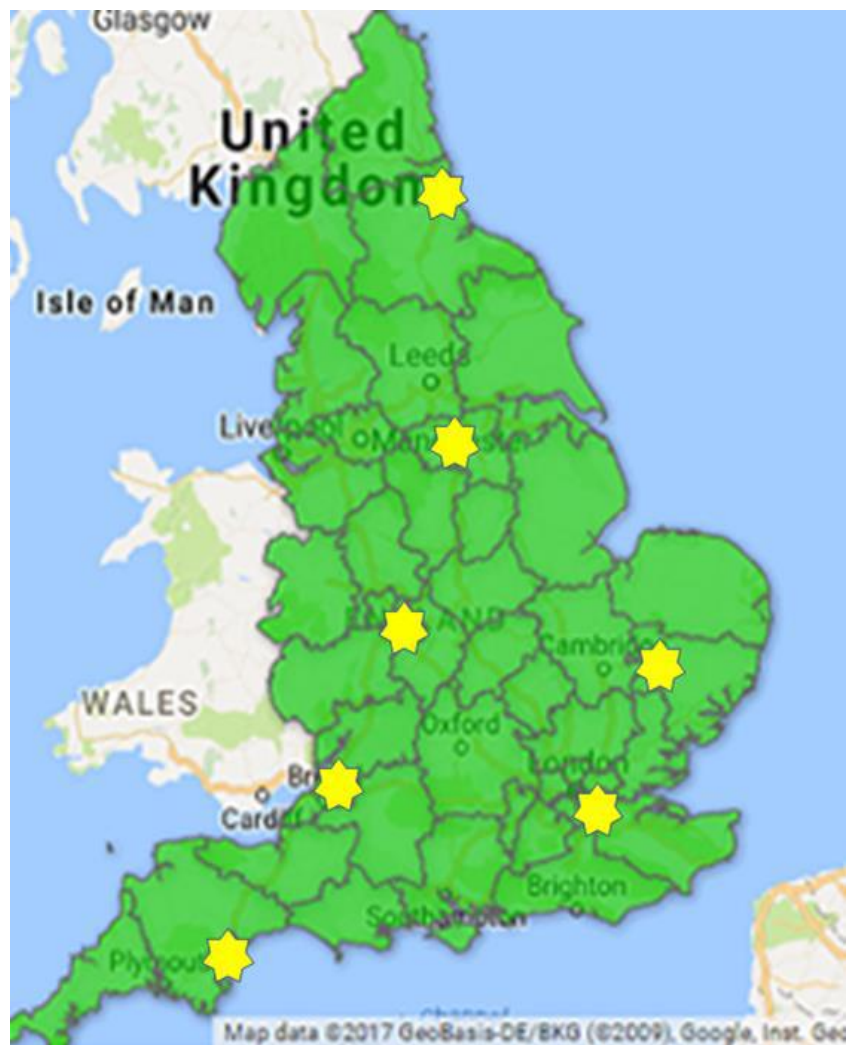
Having Your Say

Co-Producing Services, Youth Forums, Campaigning



Supporting Your Community

Community Activities, Befriending, Helping Patients



- Birmingham – Birmingham and Solihull STP
- Bristol – Bristol, North Somerset and Gloucestershire STP
- SE London – South East London STP
- Northumbria – covers three STPs
- Sheffield/Chesterfield - South Yorkshire and Bassetlaw Sustainability Plan
- Suffolk - Suffolk and North East Essex STP
- Dorset (tbc)

- **Rationale for youth social action in H&SC**
- **Videos of sector leaders (Ruth May, Bruce Keogh, etc.)**
- **Beacon Areas area details**
- **News stories and case studies**
- **Volunteering guidance, webinar content etc**
- **Pledges – by signing up to the #iwill pledge in 2018 and organisations are automatically signed up for the NHS70 Youth Volunteering Campaign**

- Use of the 'Learning Hub'
- Pilots sharing best practice with other health providers

Useful links:

#I Will Campaign funding <http://www.iwill.org.uk/get-involved/iwill-fund/>

#Iwill and Pears Campaign funding
<http://www.pearsfoundation.org.uk/partner/the-iwill-fund>

Discussion

- What new approaches might you take to recruit young volunteers?
- What new approaches might you now take in the management of young volunteers?



NHS70 Youth Volunteering Campaign

NHSE/NHSI Activity

- Series of webinars - Book via england.voluntarypartnerships@nhs.net
- A signee celebration event planned in Autumn 2018



Future NHS70 Webinars 2018

Book via england.nhs.participation@nhs.net with the email headed 'NHS70 webinars'

- **Measuring the impact/value of youth volunteers**

April: 26th -10am

- **Ensuring organisational buy-in for youth volunteering programmes**

May: 3rd – 10am

8th – 2pm

22nd – 10am

24th 2pm

Thank you for your time today!



Evaluation

- And how was the webinar for you?
 1. Excellent
 2. Very good
 3. Good
 4. Not so good
 5. Bad

Please use the 'comments box' function of the webinar and insert your evaluation. Also, please add any additional comments.

