A photograph of two young women standing in front of a vibrant, abstract mural with diagonal stripes in shades of blue, yellow, orange, and red. The woman on the left has long, curly brown hair and is wearing a denim jacket over a black top. The woman on the right has dark skin, wears glasses, has a nose ring, and is dressed in a black outfit with a wide, patterned collar and a floral cuff. The text 'AT THE FOREFRONT' is overlaid in large white letters.

AT THE FOREFRONT

Success Report 2016/17

MESSAGE FROM OUR CHIEF EXECUTIVE & CHAIR

Brook has been supporting young people with their sexual health and wellbeing since 1964.

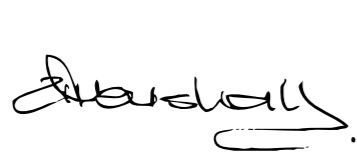
2016/17 has been no exception with 235,000 young people supported through our clinical services, education and wellbeing work and through our Ask Brook digital service.

While sexual health services remain core to Brook, we have seen significant advancement in our health and wellbeing work. Our innovative My Life programme continues to expand with what is a proven approach that sees real results and demonstrable change in young people's lives.

The need for good quality sex and relationships education continues to grow, and we have kept pace by developing effective new education programmes in response to young people's changing needs. We were delighted to launch Brook Learn, a digital learning platform to equip professionals with the knowledge, confidence and skills to deliver high quality sex and relationships education.

We have also invested in digital tools to help young people; from clinic innovations such as virtual queuing and online appointment booking, to our online Ask Brook 24/7 and Find a Service tools.

Building on Helen Brook's pioneering work, we are transforming to become more responsive to young people's needs. We enter 2017/18 with a new Strategic Plan, a refreshed brand and a bold vision for the next three years, which will increase accessibility and raise the quality of wellbeing, relationships and sexual health services across the UK.



Helen Marshall
Chief Executive



Scott Bennett
Chair

WHO WE ARE

HEALTHY LIVES FOR YOUNG PEOPLE

Brook has been at the forefront of providing wellbeing and sexual health support for young people for over 50 years. Our services in local communities, our education programmes, our training for professionals and our campaigning work means that young people are better equipped to make positive and healthy lifestyle choices.



OUR VISION

WE BELIEVE THAT
YOUNG PEOPLE
SHOULD HAVE ACCESS
TO GREAT SEXUAL
HEALTH SERVICES
AND WELLBEING
SUPPORT

235,000

YOUNG PEOPLE HELPED

EDUCATION SESSIONS RUN IN
12% OF SECONDARY SCHOOLS
IN ENGLAND

122,000

YOUNG PEOPLE HELPED
THROUGH EDUCATION AND
WELLBEING WORK

HOW WE MADE A DIFFERENCE IN 2016/17

46,000

YOUNG PEOPLE
SUPPORTED BY THE

ASK BROOK

DIGITAL SERVICE

OVER

60,000

YOUNG PEOPLE TESTED FOR STIS

3,000

PROFESSIONALS
TRAINED

65,000

CLINICAL CLIENT
VISITS

WE SAW YOUNG PEOPLE FROM
73% OF LOCAL AUTHORITIES
IN ENGLAND

Delivering high quality wellbeing, relationships and sexual health services

“I JUST NEVER KNEW
THAT I COULD MAKE
SUCH A DIFFERENCE TO
MY OWN LIFE

Helen, 11, speaking about My Life

The challenges young people face today are numerous, complex and fast-moving.

In 2016, we helped 235,000 under 25s navigate these challenges through our clinical services in England, Scotland, Northern Ireland and Jersey, through our education work in 12% of secondary schools and through our wellbeing and counselling work.

In everything we do, Brook helps young people to have healthy lives and to develop important life skills, resilience and self-confidence.

Our services provide free and confidential sexual health advice, contraception, pregnancy testing, and screening and treatment for sexually transmitted infections.

But the issues young people come to us for support with are not confined to sexual health. Brook takes a holistic approach, starting where young people are, and as well as pregnancy choices, relationships, sexual and gender identity, issues that young people ask us for help with range from bereavement and self-harm, to academic pressure and bullying.



“STUDENTS HAVE
REPORTED THAT THEY ARE
LISTENED TO, UNDERSTOOD
AND FINALLY FEEL THEY
HAVE SOMEONE IN THEIR
CORNER TO ADDRESS
THEIR NEEDS, CONCERNS
AND HELP THEM TO
DEVELOP THEIR SKILLS
AND INDEPENDENCE

Terri Hope, Senior Community Leader
at Saint George’s C of E School



We support young people with these issues through our education programmes, counselling and through My Life, Brook’s flagship wellbeing programme. Incorporating goal setting and motivational approaches, My Life is designed to build resilience, develop skills and help young people flourish.

Our education sessions in schools and community groups cover gender, self-esteem, consent, sexual harassment, sexting, bullying, online bullying and safety, abuse, violence and much more.

We know that if we provide this education to young people, they will develop and better manage their personal wellbeing and happiness as well as increasing their academic achievements. It also creates safe communities in which young people can grow, learn, and develop positive, healthy behaviour for life.



CASE STUDIES


Future Focus, Liverpool

In 2016, our education team in Liverpool delivered Brook's Future Focus programme to a group of young women in a Liverpool school. The course is designed to increase confidence, self-esteem and resilience in young people identified as at-risk or vulnerable.

The young women learned about team work, social skills, self-worth, negotiation skills and awareness of risk-taking behaviour.

By the end of the course, the mental wellbeing scores of the group had risen significantly, with all reporting increased levels of self-esteem and confidence.

Future Focus will be delivered by Brook to 350 young people a year across the Wirral, for the next three years.



**"I HAVE LEARNT THAT
YOU CAN BE YOURSELF
AROUND OTHERS AND DO
WHATEVER YOU WANT
TO ACHIEVE**

Future Focus participant, Liverpool

Targeted youth support, Lancashire

Lancashire County Council has commissioned Brook counsellors and wellbeing specialists to deliver My Life. Across a range of settings from schools and colleges to youth offending services, the My Life team typically sees 14-16 year olds who are struggling to cope with their own emotions, as well as confidence and self-esteem issues.

Harry, 14, was struggling to deal with the death of his dad. His confidence was low after being bullied, he wasn't sleeping, was having night terrors and was afraid to sleep alone.

My Life helped Harry to identify his fears and address negative thought patterns, before teaching him relaxation, positive thinking and distraction techniques. The result is that Harry says he feels more like himself, he is happier, more confident, sleeps better and even walks taller. He is spending more time with friends and his family and football coach have all noticed a change.

KEEPING YOUNG PEOPLE SAFE IS CENTRAL TO ALL THAT BROOK DOES

Playing a key role in this is our Brook-designed client record system, which launched in 2016.

This system leaves us better able to safeguard and identify risk and has led to an increase in referrals to social care. It has been such a success that many of our partners and other external organisations are looking to adopt a similar tool to use in their clinical services.

Our safeguarding procedures and policies were singled out for particular praise during our 2016/17 Care Quality Commission inspections. The CQC is responsible for ensuring clinical services are of a high standard. Across all areas of its work, Brook is investing in digital tools to better support young people and the professionals who work with them.

The Brook website hosts a range of tools such as Ask Brook 24/7 which provides young people with engaging, evidence-based advice. The Find a Service tool aggregates all sexual health services across the UK and helps connect young people with the service that meets their needs. We are rolling out online appointment booking, virtual queuing and home chlamydia testing kits, in order to increase accessibility for young people.

A digital version of our My Life approach is being trialled by staff, with a view to making it available for licence and the use of an online counselling platform is being introduced across Brook.





Developing the confidence of professionals working with young people

At the heart of Brook’s training ethos is the knowledge that good quality training for those working with young people helps to counter health inequalities and improve their wellbeing.

We run face-to-face training for professionals across a number of key areas, with safeguarding being a key area of expertise.

Our Sexual Behaviours Traffic Light Tool training continues to be one of our flagship courses. In 2016, the tool was recommended by the National Institute of Clinical Excellence as part of their guidance on harmful sexual behaviours and an academic evaluation completed by Worcester University provided strong evidence for its impact. Research found that it increased workforce confidence in identifying and dealing with sexual behaviour, enabled professionals to hold better quality discussions about it and ultimately, the training has been strongly linked to reduced rates of recidivism.

A partnership with Leicestershire City Council will see all staff who work with children and families in Leicestershire trained to use the Traffic Light Tool over the next two years.

In 2016, Brook launched Brook Learn, a digital learning approach for professionals, equipping them with the skills and confidence to deliver better quality sex and relationships education (SRE).

Including a range of activities and resources for use with young people, Brook Learn includes modules on how to deliver SRE, and relationships – supported by The Open University - a contraception module completed with animations on each method available and new modules launching in 2017 will include consent and pleasure in collaboration with the University of Sussex.

In January 2017 we embarked on Digital Romance, a research project with the Child Exploitation and Online Protection Centre to explore the realities of young people’s relationships. The project will provide a valuable insight for Brook and other professionals, working to keep young people safe online.

Advocating and lobbying for improved health outcomes for young people

“ALL THOSE WOMEN WHO WERE SUFFERING FROM THE BACKSTREET ABORTIONIST – I HAD THIS MARVELLOUS, WONDERFUL THOUGHT... WE COULD START SEEING UNMARRIED WOMEN...HERE WAS THE VERY THING THAT WOULD MAKE WOMEN FREE

Helen Brook speaking to Radio 4 in 1989

Since Helen Brook set up the first Brook Service in 1964, we have championed the health of young people. In the current climate, this means fighting to keep sexual health and wellbeing at the top of the political agenda.

It also means lobbying for improved sex and relationships education, to better equip young people to navigate challenges such as negotiating consent, staying safe online and understanding healthy relationships.

We also ensure that young people are provided with meaningful opportunities to influence decision-making and create positive change in their own lives, in the local community and on a national level both within Brook and externally.

2016 provided young volunteers with a number of such opportunities including responding to Government inquiries, providing insight to high profile government campaigns including Disrespect Nobody (Home Office) and Rise Above (Public Health England) and attending both the Labour and Conservative party conferences.

Why our work matters

- The UK continues to have the highest teenage birth rates in Western Europe.
- Over 62% of chlamydia, 52% of gonorrhoea and 51% of genital wart diagnoses were in young people aged 15 to 24.
- Mental health problems affect about 1 in 10 children and young people.
- 53% of 11-15 year olds have seen porn.
- 1 in 20 children in the UK have been sexually abused.
- In 2014, almost 60% of girls and young women aged 13 to 21 had faced some form of sexual harassment at school or college in the past year.

Brook has been part of the Young People’s Health Partnership, a seven strong consortium of youth organisations that worked as a strategic partner with the Department of Health, Public Health England and NHS England. The YPHP works to raise the profile of young people’s health, and Brook leads on participation within the consortium.

As part of this, Brook and its young volunteers coordinated both NHS England and Public Health England’s Takeover Days.

Throughout 2016, Brook has been a proud collaborator on the Durex DO...SRE project. The project was set up with the aim of making great sex and relationships education a reality for young people. Brook’s young volunteers coordinated all associated social media activity and underwent media training to support them in their lobbying and campaigning.



Ensuring that young people’s voices are heard through our work

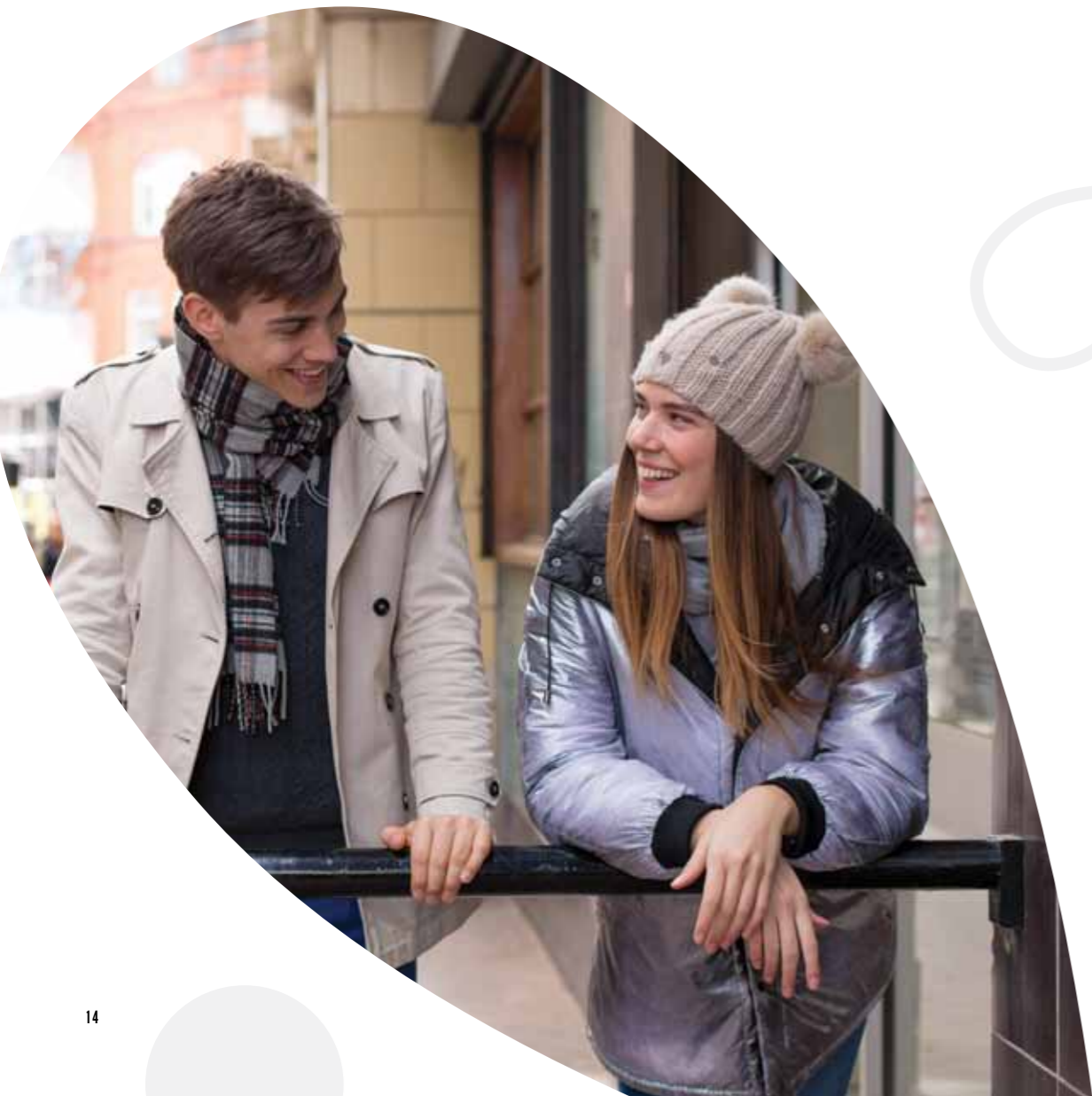
We are committed to supporting young people to have a voice and to shape the work we do.

Young people are at the heart of our governance structures, from board level involvement to strategic planning.

Young Brook volunteers formed a panel at the 2016 Self Care Forum’s Self Care conference where they discussed self-care, health literacy and Brook’s My Life programme.

“THE BEST THING IS TO SEE ACTUAL CHANGES AS A RESULT OF THE THINGS WE HAVE DONE... IT MAKES EVERYTHING YOU DO WORTHWHILE

Brook young volunteer



“BROOK HAS SHOWN ME THAT MY HEALTH IS VERY IMPORTANT AND PROVIDE A SOCIAL NETWORK OF PEOPLE WHO LISTEN AND SUPPORT ME

Young woman who is dealing with mental health issues and has been involved with our My Life programme

“I’M DELIGHTED TO BE A BROOK AMBASSADOR. BROOK CHAMPIONS OPEN CONVERSATIONS ABOUT SEX AND RELATIONSHIPS WITH YOUNG PEOPLE, WHICH I’M PASSIONATE ABOUT

Hannah Witton, YouTube vlogger and influencer





OUR PLANS

OVER THE NEXT THREE YEARS,
WE WILL BE TRANSFORMING SEXUAL HEALTH
AND WELLBEING SERVICES FOR YOUNG PEOPLE.
WE'D LOVE TO HEAR FROM YOU
IF YOU WOULD LIKE TO BE A PART THIS.

Helen Marshall, Chief Executive

We have ambitious and exciting plans to build on our strong history of delivering great sexual health services and education to young people.

Young people's lives have dramatically changed in recent years and so have the challenges with which they are faced. This includes online bullying and grooming, increasing STI rates, high teenage pregnancy and abortion rates compared to other European countries, increasing levels of sexual harassment at school and social media exacerbating social pressure and anxiety levels.

We want more young people than ever to access Brook's clinical, education and wellbeing services; reaching some of the most vulnerable young people in the UK. We will be shouting louder about young people's health issues and needs with passionate ambassadors to promote our work. Young people are our most powerful advocates and we will be making sure that their voices are heard to influence and lead change.

Good quality sex and relationships education will remain a priority until we know that young people have the skills and confidence to have healthy relationships and can understand and negotiate consent.

Our new digital technologies will revolutionise how our services are delivered and we will continue to innovate so that our work pushes boundaries. Brook Learn, our digital training tool will ensure teachers and other professionals working with young people further develop the skills they need to deliver sex and relationships education.

We're committed to measuring and understanding our impact so that we can learn lessons and demonstrate how we make a difference. New Brook hubs of excellence will be accessible, welcoming, safe and professional and we are looking forward to working with new partners to help us deliver our vision as we know that we can't achieve this alone.



Thank you



Other supporters

- CBES Ltd
- The Gordon and Ena Baxter Foundation
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brook.org.uk

Healthy lives for young people



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