

LEARNING AND IMPACT

Brook Success Report 2020/21



brook

MESSAGE FROM OUR CHIEF EXECUTIVE & CHAIR

Brook is committed to changing attitudes, challenging prejudices and championing equality so that all young people can lead happy, healthy lives.

Through our innovative clinical services, digital support, tailored counselling and inspiring relationships and sex education, young people are able to take charge of their sexual health. The support we provide is built on the pioneering legacy of our founder, Helen Brook, and our work tackles the multiple, complex issues affecting young people's wellbeing.

We listen to young people to understand the evolving challenges they face and it has been especially critical to do so in the last 12 months. Lockdown has left many isolated at a period in their lives that is crucial for their emotional and physical development.

OUR JOINT RESEARCH WITH NYA FOUND THAT 72% OF YOUNG PEOPLE HAD SEEN A DECLINE IN THEIR MENTAL HEALTH DURING LOCKDOWN, ALMOST THREE TIMES THE NATIONAL AVERAGE.

One place that young people have been able to turn to this year is Brook. When the majority of sexual health services across the country closed, our clinical services quickly adapted to the constraints of lockdown to stay open. We mobilised digital platforms to continue delivery of a number of core services from telehealth consultations to counselling via video, remote contraception provision to STI testing and

treatment by post. This enabled young people to manage their sexual health remotely while ensuring our clinics remained accessible for those who still required essential face-to-face interventions or safeguarding support.

With schools and youth services closed, it was even more vital that we safeguard vulnerable young people and protect them from harm.

THIS YEAR WE HAVE MADE OVER 805 SAFEGUARDING REFERRALS AND REVISED OUR POLICIES AND PROCEDURES TO PROVIDE A SWIFTER, MORE ROBUST RESPONSE TO YOUNG PEOPLE AT RISK OF SUICIDE.

Moving forward, our focus is on continuing to equip young people so that they can flourish and achieve their goals. This is our first year implementing our ambitious new strategy for 2020-2023, devised in consultation with 200 young people, our expert staff and our partners. Over three years, we aim to increase access to our services, particularly for those facing barriers and discrimination. We are digitally transforming our provision, driving innovative solutions to meet the ever-changing needs and expectations of our stakeholders. By championing the voice of young people, we are challenging inequality and effecting meaningful change.

This year, we standardised our education offer, developing a quality assured PSHE curriculum covering years 1-13. Developed in partnership with Cornwall Council, the curriculum is designed to meet the outcomes of Ofsted's statutory guidance on mandatory RSE and

is now available to all schools throughout the country.

With support from Innovate UK, we moved our entire education and training offer online, ensuring that schools are prepared for the introduction of mandatory RSE.

Our newly established participation team is empowering young people to lead campaigns and co-produce our services while our education specialists have undergone LGBT+ awareness training to better respond to the needs of trans and non-binary young people.

We celebrated the launch of Welcome to Brook, our new digital tool to triage young people in our clinics, supported by the Public Health England Innovation Fund. Thanks to funding from Garfield Weston we are working to further develop the digital front door to our services, championing self-care and protecting valuable face-to-face time for the most vulnerable.

We have continued our successful expansion into all age provision, enabling wider communities to benefit from our holistic, whole life approach. The first year of our digitally led service in Cornwall, delivered in partnership with SH:24, has seen us support over 14,000 people, and we are now preparing to deliver further all-age services in Blackburn and Darwen, and Southend-on-Sea. Through our innovative Love Sex Life partnership in South London, we are addressing the structural barriers that prevent BAME communities from seeking and accessing sexual and reproductive health services.

For our second Sexual Health Week campaign, we celebrated the introduction of mandatory RSE and delivered our biggest ever virtual RSE lesson to almost 7,000 young people.

Our strategic partnerships have also helped us widen our reach.

THE LOVE YOUR VULVA WEB APP, CREATED IN COLLABORATION WITH CANESTEN, HAS BEEN USED BY OVER 189,000 YOUNG PEOPLE WHILE OUR INSTAGRAM CAMPAIGN WITH NETFLIX UK LED TO OVER 1.3 MILLION IMPRESSIONS.

We could not have achieved any of this alone. We want to thank our colleagues, partners and supporters, and reaffirm our commitment to be a trailblazing, courageous, trustworthy and collaborative organisation dedicated to enriching the lives of young people.

Helen Marshall
Chief Executive

Scott Bennett
Chair

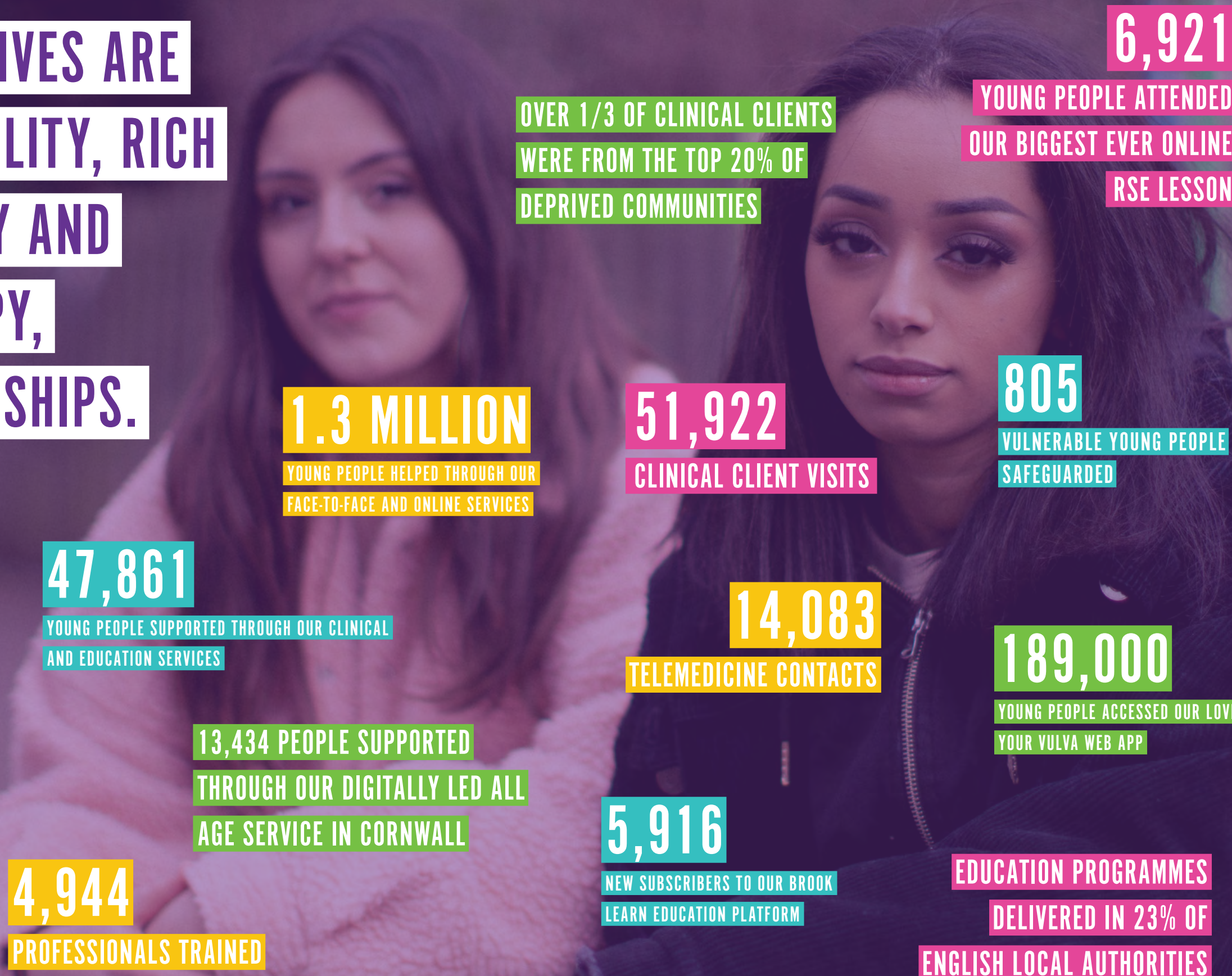
OUR VISION

**YOUNG PEOPLE'S LIVES ARE
FREE FROM INEQUALITY, RICH
WITH OPPORTUNITY AND
ENRICHED BY HAPPY,
HEALTHY RELATIONSHIPS.**

Our mission is to equip young people for life's challenges

Being a young person can be tough. Through our innovative clinical services, digital support, tailored counselling and inspiring relationships and sex education, young people are able to take charge of their sexual health and wellbeing. We demand better for young people. We fight for young people's rights, amplify their voice and campaign to protect their specialist services. By changing perceptions and developing skills, we give professionals the knowledge and confidence to deliver the quality services that young people need and deserve.

HOW WE MADE A DIFFERENCE IN 2020/21



SEXUAL HEALTH AND WELLBEING EXPERTS

- Brook's dedicated multidisciplinary team takes a holistic approach to young people's sexual health and wellbeing. Our unique combination of clinical services and education programmes are designed to meet young people's immediate needs and instil positive behaviours that influence their whole lives.

- Our highly skilled clinical experts deliver free, confidential sexual health and wellbeing services for young people. We operate from our own specialist clinics, as well as integrated hubs and outreach in local communities, providing contraception, STI testing and treatment, pregnancy testing and support making choices, wellbeing programmes and counselling.

- Our education specialists provide high-quality rights based RSE in schools and youth and community settings across the country. We share our expertise through our face-to-face and online training programmes, ensuring that other professionals are also equipped with the skills and confidence to deliver relationships and sex education.

- Brook's services are constantly evolving to better meet young people's complex and interconnected needs. We play a vital role in supporting young people through safeguarding pathways, and to access early mental health provision. By working collaboratively with partner organisations, we enable access for those who would otherwise face barriers to sexual health services. Our growing range of digital solutions help us to reach even greater numbers of young people and professionals, and our expansion into all age services ensures that whole communities can benefit from our inclusive, non-judgemental approach to sexual and reproductive health services.

- We are continuously listening to and learning from young people, not just in clinics and the classroom, but also through our research, our online platforms and participation programmes. We amplify the voices of young people in our advocacy work, ensuring sexual health remains high on the political agenda and that law, policy and practice is aligned with what they need.





IMPACT AND LEARNING

Over the past three years, we have established a strong learning culture at Brook, built on rigorous feedback systems and evaluation processes. In recognition of our expertise, the General Medical Council featured Brook's use of iWantGreatCare – a digital platform for independent reviews – as a positive example of how to gather continuous and meaningful patient feedback. By accessing real time dashboards that summarise our client's experiences, we can make data-informed decisions and adapt our interventions accordingly.

This year, we took another step in our journey to become a robust learning organisation by developing applied research strategies and processes. Our newly established Research Reference Group supports us by coordinating the production of valuable intelligence, strengthening our theories of change and service designs, and framing the context of our evaluation studies.

We strengthened our relationships with strategic research partners to explore key themes of our research strategy. In our work with Open University, we are studying the relationship between the digital transformation of services and the wider determinants of sexual and reproductive health.

Last year, we began the introduction of data science and business analysis techniques in our work. Supported by UCL, we are developing statistical predictive models that will help us understand demand and usage of Brook's face-to-face and digital services.

THE ABILITY OF OUR CLINICAL STAFF
TO PROVIDE TIMELY INFORMATION
ABOUT CARE AND TREATMENT WAS
RATED 4.92 OUT OF 5

69% OF YOUNG PEOPLE
REPORTED POSITIVE CHANGE IN
THEIR KNOWLEDGE OF SEXUAL
HEALTH AND RELATIONSHIPS

92% OF YOUNG PEOPLE RATED
OUR EDUCATION SERVICES VERY
GOOD OR GOOD

TREATING YOUNG PEOPLE WITH DIGNITY AND
RESPECT WAS RATED 4.97 OUT OF 5

INVOLVING YOUNG PEOPLE APPROPRIATELY
IN DECISIONS MADE ABOUT THEIR HEALTH
WAS RATED 4.95 OUT OF 5

99% OF YOUNG PEOPLE RATED OUR
CLINICAL SERVICES VERY GOOD OR GOOD

IN 2020/21 WE COLLECTED 4,645
FEEDBACK REVIEWS
CLINICAL SERVICES: 1131
EDUCATION SERVICES: 3514

Challenging Inequality

Our evidence demonstrates the role quality services play in reducing inequalities and improving health outcomes.

A young person who can take charge of their sexual health, define boundaries in relationships and be comfortable with their identity, will be far better equipped to face life’s challenges.

The introduction of mandatory RSE in schools in September 2020 presented a unique opportunity to enhance young people’s awareness of sexuality and healthy relationships. Brook responded by further improving our education and training offer, ensuring it complies with the DfE’s statutory guidance.

Partnering with Cornwall Council, we launched our new PSHE curriculum for key stages 1-5. Covering themes such as health and wellbeing, relationships, and living in the wider world, the curriculum will enable schools to meet statutory Ofsted guidance for mandatory RSE, and PSHE Association principals and outcomes. This standardised, quality assured curriculum is now available for licence by other schools and local authorities via a Brook digital hub.

In Leicestershire and West Berkshire, we have been commissioned to deliver a tiered RSHE support programme for primary and secondary schools, and further education settings. These localised, tailored and free support programmes will enhance delivery of statutory RSHE in line with DfE guidance, equipping teachers and school staff to implement a whole school approach and respond to young people’s needs.

“THE TRAINING WAS VERY HELPFUL, I AM MUCH MORE INFORMED AND EDUCATED ON THE VERY BROAD SUBJECT (RSE).”

Teacher at Charterhouse School

“BROOK COVERED EVERYTHING, VERY ENGAGING. AMAZING THAT IT WAS TAILORED TO US BEING IN PARIS!”

Welfare Officer at University of London Institution in Paris

“THE SESSIONS WERE WELL PLANNED, ENGAGING AND MOST IMPORTANTLY OUR STUDENTS WERE PUT AT EASE. THE DAY WAS NOT JUST POSITIVELY RECEIVED BY OUR YOUNG PEOPLE, BUT BY PARENTS AND CARERS AS WELL.”

Teacher at The Technical School at East Kent College

“I DON’T THINK I’VE EVER HAD SOMEBODY LISTEN TO ME BEFORE. JUST LISTEN AND NOT TELL ME WHAT TO DO OR WHAT I’M DOING WRONG. THEN SHE TAUGHT ME THINGS I REALLY NEED TO KNOW. THINGS THEY DON’T TEACH IN SCHOOL.”

Young person



“THE STAFF WERE VERY CONFIDENT AND RESPECTFUL, THEY WENT OVER EVERYTHING AND IT DIDN’T FEEL EMBARRASSING.”

Young person



Supporting Professionals through the Pandemic

The past year has presented unimaginable challenges for schools and the broader education and youth sectors. When lockdown was introduced, Brook adapted to continue supporting professionals working with young people.

Our entire education and training offer was moved to online platforms almost overnight, and our teams were fully trained in this new mode of delivery. By September we had already digitally trained almost 2000 professionals, helping ensure that schools were prepared for the mobilisation of mandatory RSE despite the pandemic.

With the support of funding from Innovate UK, we created a range of high quality, professionally designed interactive presentations for our flagship training courses, including Mandatory RSE, Pornography and RSE for SEN pupils. We created a new course on how to better support young people negatively affected by the lockdown, with a focus on staying safe online.

Our progress and determination to adapt our services reflects our commitment to building a community of professionals who can deliver exceptional relationships, sex and health education.

Amplifying Young People's Voices

As part of our commitment to amplify the voice of young people, we further invested in our participation resources.

Our team prioritises young people's personal development, upskilling them in core sexual and reproductive health topics. The team delivered the first of these workshops in February with a focus on Digital Relationships. They are also co-ordinating participation groups to help co-produce Brook's services and have already worked with groups of young people to redesign our clinic waiting rooms in Blackburn, Burnley and Wirral. This transformed the waiting areas into bright, contemporary spaces which reflect our brand as well as affording comfort and privacy. Brook has now signed up to the #iwill campaign's Power of Youth Charter and will be developing youth led campaigns to champion equality, influence public opinion and help inform local health commissioning.

Throughout June 2020, Brook conducted our Life Under Lockdown survey with young people accessing our clinics. The survey revealed the impact of the pandemic on young people's wellbeing; over 70% reported a decline in their mental health, and over half said that relationships with their family had become more difficult during lockdown.

The findings from this survey were published in Inside Out. Young People's Health and Wellbeing: A Response To COVID, a joint report with NYA. The report examined the impact of the pandemic on young people's health, and made key recommendations on the role of young people's services and public health messaging in support of vulnerable young people.

Brook also consulted young people as part of our joint report with the Open University, Lessons for the New Era of Mandatory RSE. Combining FOI request data alongside case studies, the report examines the role of local authorities in linking schools and sexual health services. The report's findings highlight the importance of providing young people with accessible clinical services alongside high quality RSE in order to improve sexual health outcomes.



Protecting People

Safeguarding young people has always been our priority, but our responsibilities took on even greater significance in light of the COVID-19 pandemic.

The closure of schools and other youth provision resulted in Brook sometimes being one of the only contact points for vulnerable young people with complex needs. Working to ensure the safety of those with whom we work has been even more vital, and during 2020/21 we completed more than 805 safeguarding referrals.

Our Level 1 and Level 2 safeguarding training was made available online, allowing staff working from home to access it and meet all mandatory requirements. We also began work to develop a self-directed safeguarding digital learning course in response to demand from other organisations.

We revised our policy on responding to disclosures of suicidality, putting in place procedures to immediately escalate cases to emergency services. We established a national counselling network, through which our counsellors could share best practice on meeting the challenges of delivering therapy remotely over video conferencing.

Influencing Public Opinion and Policy

Through our advocacy work we aim to challenge stigma, champion equality and influence decision makers. In Wales, Brook Cymru presented evidence to the Senedd's Children, Young People and Education Committee on the need for high quality RSE within the new curriculum for Welsh schools, which comes into effect from September 2022.

This year we have developed our new Policy and Public Affairs Strategy to further enhance our advocacy work. The new strategy sets out Brook's policy and public affairs objectives, with a focus on championing the right to good sexual and reproductive health, and establishing our position in all age services. It also aligns our policy work with our wider strategic aims, setting out to establish Brook as a leader in digital health transformation and leveraging our insight into young people's lives to challenge inequality.

"AS IS THE CASE FOR MANY CHARITIES BROOK HAS HAD TO RESPOND TO THE GLOBAL COVID 19 PANDEMIC, AND IT IS CLEAR THAT THEY MOVED QUICKLY TO ADDRESS ANY POTENTIAL SAFEGUARDING ISSUES THAT THE PANDEMIC BROUGHT FOR STAFF AND SERVICE USERS. I HAVE BEEN IMPRESSED WITH BROOK'S CONTINUED COMMITMENT TO ITS SAFEGUARDING JOURNEY AND LOOK FORWARD TO SUPPORTING THE QUALITY ASSURANCE COMMITTEE IN THE UPCOMING YEAR."

Christian McMullen, NSPCC, Safeguarding Advisor to the Quality & Assurance Committee



Increasing Accessibility

Over the past year we have taken considerable steps to increase our accessibility, particularly for those who may be vulnerable or experiencing disadvantage, discrimination or isolation.

Love Sex Life is our ground-breaking sexual and reproductive health service across Lambeth, Southwark and Lewisham. In partnership with Blueprint for All, sexual health and HIV charity NAZ, and social change communications agency Shape History, the project aims to remove the barriers that often render sexual and reproductive healthcare services inaccessible to Black, Asian and minority ethnic communities.

WE HAVE COLLABORATED WITH LOCAL COMMUNITIES TO CO-PRODUCE A DIGITAL CAMPAIGN DESIGNED TO BETTER ENGAGE BAME AUDIENCES AND PROMOTE HOME HIV TESTING KITS.

We also conducted research, identifying a number of structural inequalities, including a lack of cultural sensitivity, the persistence of HIV stigma, and general shame around sexual health. Brook is committed to tackling these challenges and providing the advocacy, education and awareness that will encourage stakeholders and decision makers to take action in providing more inclusive health services.

IN HILLINGDON WE ARE DEVELOPING AN RSE PROGRAMME TAILORED SPECIFICALLY FOR UNACCOMPANIED ASYLUM SEEKING YOUNG PEOPLE.

This group face multiple complex barriers which limit their access to services. By delivering workshops with these young people and consulting with healthcare professionals, we are enhancing our understanding of their needs and developing solutions to make high quality RSE more accessible for them.

Having successfully delivered PrEP as part of our all age service in Cornwall, we are rolling out access to young people in Bristol.

BY PROVIDING PREP, WE ARE HELPING CONTRIBUTE TO THE GOAL OF ERADICATING HIV TRANSMISSIONS BY 2030, WHILE ENHANCING OUR OFFER FOR THOSE WHO ARE AT RISK BUT MAY NOT ACCESS MAINSTREAM SEXUAL HEALTH SERVICES, SUCH AS SEX WORKERS, TRANS WOMEN AND THE MSM COMMUNITY.

In Blackburn, we are supporting street sex workers, LGBTQ+ communities and some BAME groups in community settings to ensure they are not digitally excluded by our new digital-first service. Access to online appointments, remote diagnosis and STI screening will be available at flexible times and locations. We will also be raising awareness, knowledge and skills in frontline professionals supporting those with challenges such as poverty or barriers to accessing digital services.

Maintaining Access during the Pandemic

A major priority this year has been maintaining young people's access to sexual and reproductive health services throughout the coronavirus pandemic. From the start of lockdown in March 2020, we swiftly and successfully adapted our ways of working to ensure our clinical provision was uninterrupted.

By moving to a telehealth model, young people were able to receive expert, confidential consultations via telephone. This in turn helped our clinics remain open to provide essential face-to-face interventions for those that needed them most. We immediately mobilised digital requests for chlamydia home testing kits and introduced remote prescribing and postal provision for the contraceptive pill and emergency contraception.

Through the introduction of the Attend Anywhere platform, we were able to conduct video consultations and continue to deliver one-to-one counselling sessions remotely. This provided a vital lifeline for young people left isolated by the closure of other youth provision and with increased pressure on their mental health.

361%

INCREASE IN TELEHEALTH CONSULTATIONS

447%

INCREASE IN AREAS OF HIGH DEPRIVATION

Although the number of clients accessing Brook clinics per day dropped by 69% during the first lockdown, telehealth consultations increased by 361%. This increase was even higher in areas of high deprivation (447%). Many of the adaptations we put in place in response to COVID-19 have increased the accessibility of our clinical provision, and it is our intention to continue working in this way. While working to embed a digital first approach, we will continue to ensure our clinics remain open, delivering in-person services for those who most need them.

"STAFF WERE VERY PLEASANT AND HELPFUL, KEEPING ME UP TO DATE WITH CURRENT CHANGES DUE TO COVID. WHEN I ARRIVED FOR MY APPOINTMENT, THE NURSE WAS VERY FRIENDLY AND APPROACHABLE. IT'S SOOTHING TO KNOW THAT THEY CARE FOR US AND WANT US PROTECTED. SHE MADE SURE I KNEW WHAT WOULD HAPPEN IF I DIDN'T TAKE MY PILL AND INFORMED ME THAT THEY ARE ALWAYS THERE IF I NEED TO CALL FOR HELP. I WOULD PREFER RINGING UP BROOK RATHER THAN MY DOCTORS PURELY BECAUSE THE ATTITUDE OF THE STAFF IS GREAT AND THEY ARE MORE APPROACHABLE."

18, Female, Liverpool

"BEING MUSLIM, I'M ASSUMING THAT NOT A LOT OF OTHER MUSLIM GIRLS ARE AS OPEN ABOUT THIS, OR EVEN NEED THIS SERVICE. BUT THE NURSES TREATED ME LIKE EVERYONE ELSE. THIS MAY NOT SEEM LIKE A BIG THING, BUT I HAVE HAD A LOT OF MEAN COMMENTS FROM OTHER SERVICES IN THE PAST, AND HAVE BEEN TREATED HORRIBLY DUE TO BEING A MUSLIM GIRL WHO IS SEXUALLY ACTIVE. I WILL 100% RECOMMEND BROOK TO MY FRIEND AS SHE HAS ALSO HAD BAD EXPERIENCES AT PHARMACIES."

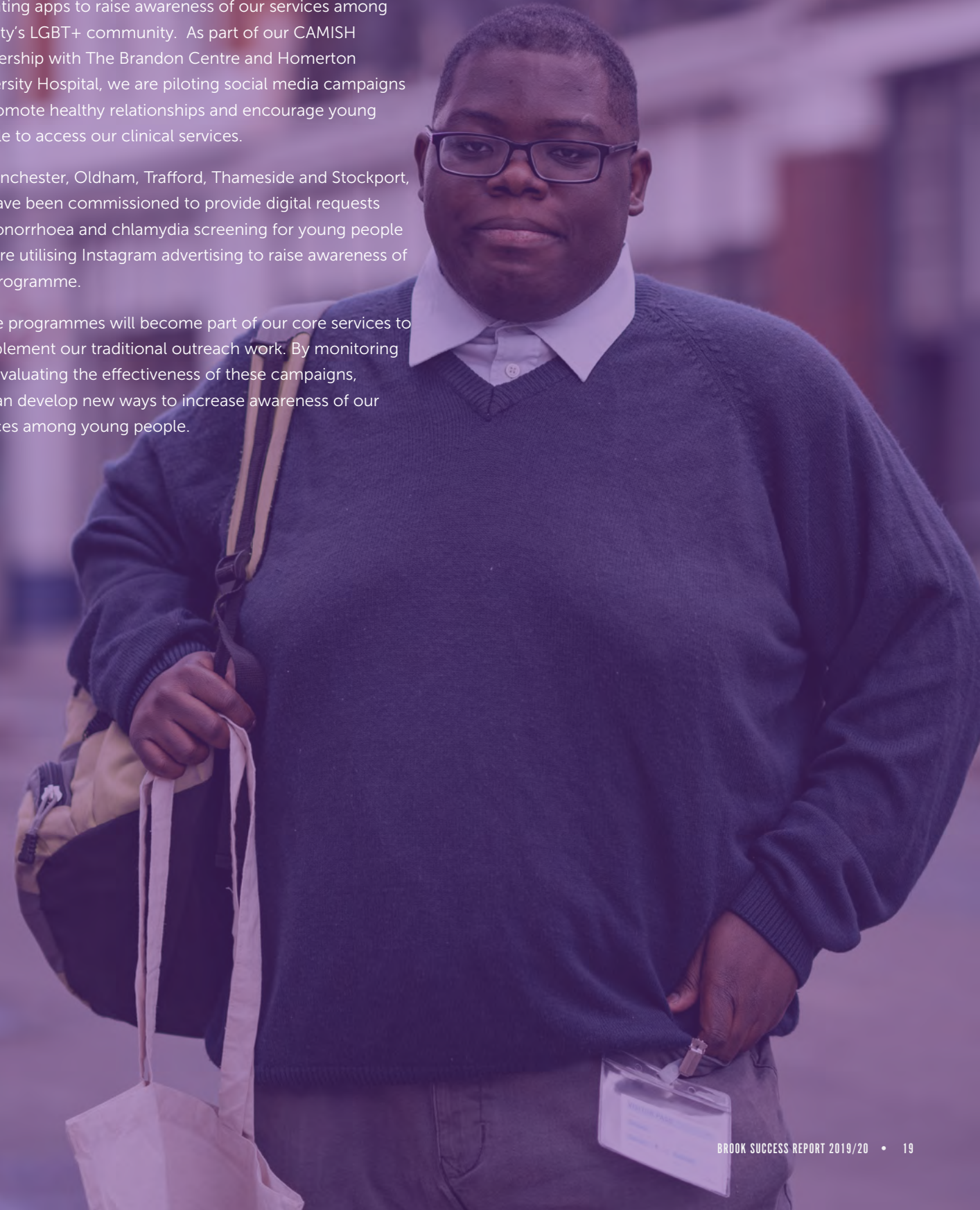
19, Female, Dudley

Digital Outreach

Brook has devised a number of innovative, digital initiatives targeting young people who are facing increased access barriers as a result of COVID-19. With support from the London Community Response Fund, we launched a campaign to combine social media and digital outreach on dating apps to raise awareness of our services among the city's LGBT+ community. As part of our CAMISH partnership with The Brandon Centre and Homerton University Hospital, we are piloting social media campaigns to promote healthy relationships and encourage young people to access our clinical services.

In Manchester, Oldham, Trafford, Thameside and Stockport, we have been commissioned to provide digital requests for gonorrhoea and chlamydia screening for young people and are utilising Instagram advertising to raise awareness of the programme.

These programmes will become part of our core services to complement our traditional outreach work. By monitoring and evaluating the effectiveness of these campaigns, we can develop new ways to increase awareness of our services among young people.



WHY YOUNG PEOPLE TRUST BROOK

I was extremely worried about a situation. Not sleeping or eating. I spoke to the nurse at Brook and she was amazing. She listened to me and explained things that I was most worried about and put my mind at complete rest. She made me laugh and smile and I'd been so depressed and scared for days. I feel so much better for not being judged and for someone to be understanding towards my problem. She gave me good advice and told me the best way to deal with the situation. I recommend this nurse speak to everyone as she is brilliant and passionate and actually cares about people's worries. Thank you so so much. You don't realise how much you've helped and put my mind at rest.

”

It was a really good experience. I was given so much advice about what my next steps should be and how to fix problems that I'd been having. The staff were extremely lovely and made me feel welcome, and it was a very safe environment.

”

Staff are so friendly. They actually have an interest in your life and the mental health side of things. I felt so comfortable and I felt like no one was judging me.

”

The service was absolutely perfect. Particularly during this pandemic, I know I felt confused and unsure about what options were open to me to find treatment and I am so relieved that Brook was there for me. Without Brook, I would've had a lot more anxiety and stress about finding somewhere that provides the same level of care and respect in our local area.

”

The staff are very friendly and welcoming both in the clinic and over the phone. The clinic was very clean and COVID safe with PPE and hand sanitiser stations. They make the visit very comfortable and personal which makes you feel like you can talk to them about any concerns. They also provide you with contact information for people you can call if you need help and how to book STI tests if you need one.

”

The advice I was given was very helpful and the nurse made sure I understood everything. I felt comfortable talking to them without feeling judged.

”

“

BROOK HAS BEEN AN ESSENTIAL SERVICE FOR ME DURING MY TIME AT UNIVERSITY AND BEYOND. THE STAFF ARE ALWAYS SO FRIENDLY AND COMPASSIONATE.

FOR SOMEONE WHO WAS NAIVE AND UNSURE, THEY PROVIDE ALL THE INFORMATION AND ADVICE TO HELP ME KEEP MYSELF SAFE AND HEALTHY, WITHOUT JUDGEMENT. BROOK IS SO NECESSARY FOR YOUNG PEOPLE AS A SAFE PLACE FOR THEM TO GO AND DISCLOSE ANY INFORMATION THAT THEY MAY NOT FEEL COMFORTABLE SAYING ANYWHERE ELSE.

I NOW WORK IN PASTORAL SUPPORT FOR STUDENTS, AND I HAPPILY AND CONFIDENTLY RECOMMEND BROOK TO THEM AS SOMEWHERE THAT WILL PROVIDE TIMELY CARE AND TREATMENT, WITH AS MUCH RESPECT AND DIGNITY AS POSSIBLE, WITH KIND AND COMPASSIONATE STAFF.

THE ENVIRONMENT IS SO CLEAN AND WELCOMING, WHILE ALLOWING PRIVACY AND PERSONAL TREATMENT.



Transforming Digitally

As part of our strategic focus on digital transformation, we want our services to be underpinned by a strong digital offer that communities tell us they want and need. The significant strides we have already made have seen us added to Public Health England's National Framework for e-Sexual and Reproductive Healthcare. Through partnerships with SH:24 and SXT we have been able to further expand our digital offer.

This year has seen the development and launch of our Welcome to Brook tool, supported by the Public Health England Innovation Fund. The tool is designed to better triage young people in our services and make consultations more efficient. Lockdown demanded an adaptation to the project for remote rather than in-waiting-room use and we have added an extra feature - a risk of pregnancy calculator which has so far launched in two services. We see this patient portal as providing more modern, efficient services for those who can self-care and protecting valuable face-to-face time for those who need it most.

Lockdown has highlighted more than ever how a shift to digital and remote support will help us reach those most in need. This has been evidenced by an increase in young people from BAME backgrounds, those in areas of deprivation and rural communities as well as those who do not have the confidence to visit in person.

10,500+
REGISTERED BROOK LEARN USERS
AN ANNUAL INCREASE OF 128%

2,477
PROFESSIONALS COMPLETED OUR
ONLINE PUBERTY COURSE

Digital Education and Training Solutions

Brook Learn, our bespoke online learning platform, is now well established. In the past year we have seen our number of registered users grow to over 10,500, an annual increase of 128%. Three brand new courses were launched this year including: Harmful Sexual Behaviours, developed in partnership with EduCare, and Child Sexual Exploitation in partnership with Health Education England. Both these courses draw on our extensive safeguarding expertise to support professionals in fulfilling their duty of care to vulnerable young people.

We are proud to have continued our partnership with Lil-Lets, promoting our online puberty course for education professionals. The free to access course is available through Brook Learn and has been completed by over 2,477 professionals in the past year.

We are also delighted to be working with Public Health England and the British Association of Sexual Health and HIV (BASHH) to update our well-respected Spotting the Signs proforma which supports professionals to identify the signs of child sexual exploitation.

Our online learning course for students on consent was rolled out to the University of Cambridge and the University of Southampton. The course is based on original doctoral research, consultation with students and our 2019 survey of over 5,649 students on sexual harassment, and has now been translated into Welsh for the University of Wales Trinity St David.

We have redeveloped our nationally recognised Traffic Light Tool, which helps professionals identify, understand and respond to sexual behaviours in young people. The CPD certified training that accompanies the tool is now available as an e-learning module, widening access to those unable to attend face-to-face training.

The Online Leaders in Young People’s Sexual Health

We know that our existing service users value and trust us. However, not everyone has access to our provision. Investing in our online presence allows even more young people to benefit from our advice and guidance, and presents opportunities to amplify their voices.

This year, we have substantially audited and improved our website content and published 24 real life stories. These powerful, first person accounts provide a compelling insight into issues such as sexuality, pleasure and mental health from young people’s perspective. We have also redeveloped the most used feature of our website - our Find a Service tool - to better enable young people to identify their local sexual health provision across the UK.

189,000
VISITORS TO LOVE YOUR VULVA
SINCE OCT 2020

Through strategic partnerships we are expanding our reach and connecting with new online audiences. This year we launched the Love Your Vulva web app as part of our Different is Normal campaign with Canesten. The app aims to educate users about vuvlas, dispelling harmful myths and boosting body confidence through videos, quizzes and interactive tools. Since launching in October 2020, Love Your Vulva has had over 189,000 visitors.

“EDUCATING YOUNG WOMEN ON THEIR INTIMATE HEALTH HAS BEEN CANESTEN’S PURPOSE FOR 40 YEARS BUT 2020 WAS ALL ABOUT INNOVATION FOR US, SO WITH BROOK AND THE LOVE YOUR VULVA CAMPAIGN, WE SHARED INSPIRATIONAL, EDUCATIONAL CONTENT VIA A ‘MOBILE FIRST’ PLATFORM, ENABLING US TO NOT ONLY REACH, BUT ENGAGE WITH, MORE YOUNG WOMEN THAN EVER BEFORE!”

Daria Constantini Head of Brand, Bayer

OUR INSTAGRAM CAMPAIGN WITH NETFLIX WAS VIEWED

1.3 MILLION TIMES

We also partnered with Netflix for a Instagram campaign based on the hit series Sex Education. Combining clips from the show with sexual health and wellbeing messaging, the campaign aimed to raise awareness of consent, STIs and LGBT+ rights with Netflix UK’s 1.9 million followers. The campaign also signposted people to Brook’s services and racked up 1.3 million impressions and 79,000 interactions.

Our Ambassadors such as Hannah Witton, Oloni and Ruby Rare share our passion for sexual health and help raise our profile among their social media followers. This year Hannah Witton has produced videos on Digital Relationships for our Participation Team, while Oloni was one of the judges for our Sexual Health Awards. Both have appeared as guests on Ruby Rare’s monthly interactive live chats on our Instagram profile, helping us further amplify the voices of young people.

By producing cutting edge digital content, we are able to shout louder about sexual health and the rights of young people. In 2021, we launched our vlog series in collaboration with BASHH featuring young people alongside Brook Ambassador Dr Alex George, and Sarah Mulindwa from Channel 4 series The Sex Clinic.

We partnered with Dr Polly Haste to develop our first podcast series, The Sex Ed Diaries. The series encourages critical thinking and stimulates debate about what good sex and relationships education looks like, as well as helping to prepare teachers and schools to implement mandatory RSE. Over six episodes the show, which has been downloaded over 4,500 times, explored themes such as abortion, pornography and LGBT+ inclusion, and featured guests from the Sex Education Forum and Decolonising Contraception.

“YOUR INSTAGRAM ACCOUNT HAS REALLY HELPED ME TO UNDERSTAND AND EXPLORE MY SEXUALITY, THANK YOU FOR ALL THAT YOU DO”

Young person

“THE CONTENT BROOK POSTS HELPS US FEEL SO MUCH MORE AT EASE WITH OUR SEXUALITY AND MAKES IT OK TO LEARN ABOUT OURSELVES AND OUR BODIES. THANK YOU SO MUCH FOR THIS”

Young person

Driving Innovation

Brook’s move into all age services enables an even broader community to benefit from our inclusive, high quality and non-judgmental approach to sexual and reproductive health.

December saw us celebrate the first year of our new all age sexual health service in Cornwall. Working in partnership with SH:24 and The Doctor’s Laboratory, the service takes an innovative, digital-first approach to sexual and reproductive health. We provide a range of online solutions, from contraception to home STI testing, while still offering clients the opportunity to receive face-to-face consultations at 17 locations throughout Cornwall. We are delighted to be opening our sexual health hub in Truro in 2021.

Sexual Health Week

In September 2020, Brook led our second Sexual Health Week campaign, celebrating the introduction of mandatory Relationships and Sex Education in schools. Under the banner ‘Get your RSE in Gear’, Brook delivered a range of activities to inform and inspire professionals as they prepared to implement the new curriculum.

6,921

YOUNG PEOPLE TOOK PART IN
BROOK’S BIG RSE LESSON

We have now been commissioned to deliver all age offers in other parts of the country from April 2021. In Blackburn and Darwen we are partnering with SH:24 and Renaissance to deliver a digital-first all age sexual health service. We are also partnering again with SH:24 and The Doctor’s Laboratory in Southend, where we will provide an all-age service alongside community health promotion provision focused on HIV prevention.

Almost 7,000 young people took part in Brook’s Big RSE lesson. Delivered by our education specialists alongside Brook ambassador Ruby Rare. The free, virtual lesson examined healthy relationships, consent and the effects of lockdown of young people’s wellbeing.

We released a series of five free introductory training videos on core topics relating to relationships and sex education. Featuring expert Brook staff as well as partners at Mencap and Decolonising Contraception, the videos tackled subjects such as RSE for SEN students, inclusivity in RSE and how to teach challenging subjects.

The Big Illustration Competition, judged by art critics The White Pube, invited young people to create sex positive images for education and campaign materials. We also partnered with SH:24 to relaunch the Sexual Health Awards, championing influencers, journalists, organisations and young people working to destigmatise sexual health.

DURING THE FIRST YEAR OF OUR ALL AGE CORNWALL SERVICE, WE DELIVERED...

12,000

STI HOME TESTING KITS

1,600+

CONTRACEPTIVE PILL
PRESCRIPTIONS

6,000+

CLIENTS WERE SEEN AT
OUR CLINICS



Thank you to Supporters



Also thanks to: 29th May 1961 Charitable Trust, The Haberdashers' Benevolent Fund, Edward and Dorothy Cadbury Trust, Julia Wyatt (nee Reindorp)






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Changing attitudes. Challenging prejudices.


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