



**Healthy London  
Partnership**

**Partnership  
for Young  
London**

# Digital Health Ambassadors Programme

Supported by and delivering for:



Public Health  
England



SUPPORTED BY  
**MAYOR OF LONDON**

London's NHS organisations include all of London's CCGs, NHS England and Health Education England

# Overview

We are looking to **recruit, empower** and **support** a group of young Londoners aged 14-24 to ensure that young people are at the heart of **shaping** and **promoting** digital health and wellbeing services for their age group.

1.  
They get to **shape** digital products and initiatives such as the **NHS Go** app and the **Good Thinking** Tool Kit.

2.  
**Training** and **supporting** them to **design** campaigns and online content using media that other young people will take notice of.

3.  
Create a network of young Londoners that **actively promote** digital health and wellbeing initiatives.

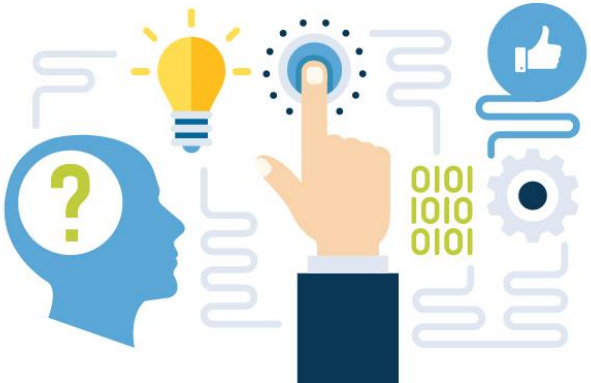
# Workshops



Launch Event + App design



Social media & Campaigning



Understanding the User experience

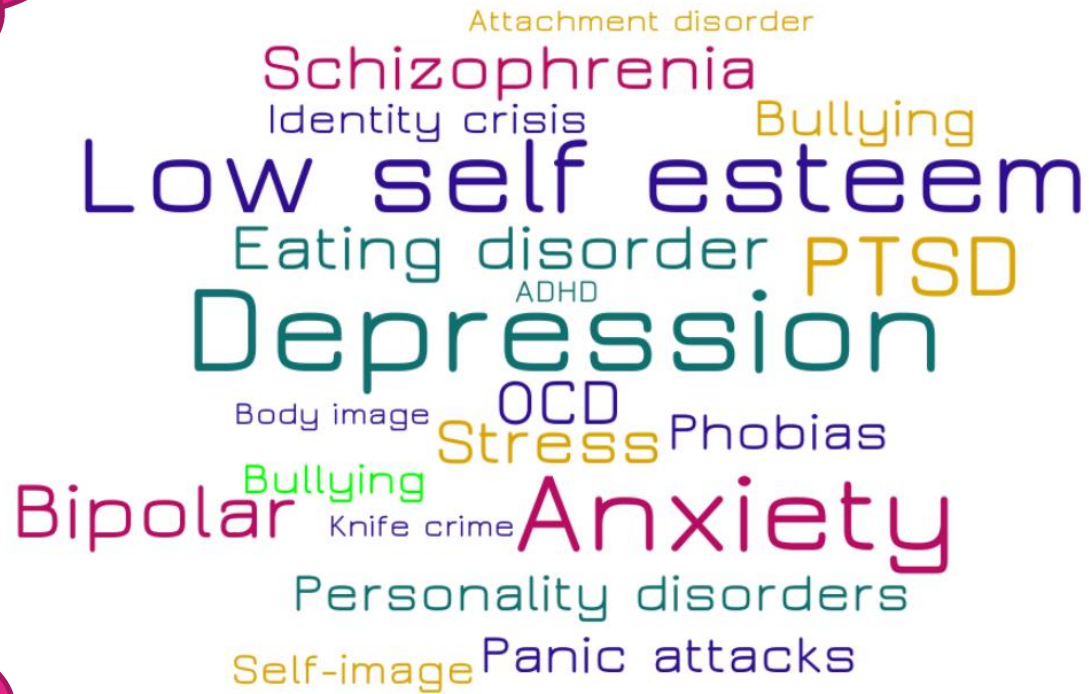


Content creation

# Focus Groups

What issues most affect young people today?

What do you like about Good Thinking site?



What apps/sites do you use the most?

What could be improved about the Good Thinking site?

# Engagement

68 young people.

Diverse groups of young people.

“I enjoyed the session and loved the energy of everyone there, and I would be enthusiastic to attend any future sessions. I will also take a look at Canva and the NHS-go app, later today (both look incredibly useful).”

– Young Person

# Future

Good Thinking  
14<sup>th</sup> Sept



Focus  
Groups



## Get in touch

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Our Website

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