

OUR WELLBEING OUR VOICE



ACT NOW TO MEASURE
YOUNG PEOPLE'S WELLBEING
ACROSS THE COUNTRY

Our Wellbeing, Our Voice: Campaign Overview

Campaign Goals

1. Government to commit to a national young people's wellbeing measurement programme throughout England.

2. The creation of a time limited working group as a stepping stone to goal 1.

Rationale

The wellbeing of young people across the UK remains consistently and substantially lower than peers internationally, and [within the bottom 5% of countries surveyed](#) (PISA, 2022). Only by listening to young people and what they can tell us about their wellbeing, can we begin to understand why and address this.

Key message

We are calling on the Government to implement a national wellbeing measurement programme to address the needs of children and young people across England.

Supporting messages

Young people's wellbeing in the UK is consistently and substantially lower than peers internationally. We have a moral imperative to address this and ensure all our young people grow up healthy and happy, and believe success belongs to them.

Only by consistently and regularly listening to what young people tell us, can we begin to understand their experiences, act on the issues they recognise as important for their wellbeing, and implement targeted solutions to overcome barriers and ensure all young people get the opportunities they deserve.

There are significant opportunities both locally and nationally to improve policy and programme delivery by basing it on evidence and data. If we want to break down the barriers to opportunity, this is a key part of the jigsaw.

Wellbeing matters for young people's futures. A national wellbeing measurement programme will consistently highlight the importance of wellbeing and ensure it remains a priority for all those involved in young people's lives.

Approach

To maximise opportunities to convince policymakers and influencers of the importance of youth wellbeing measurement, and to highlight the urgency of this need during this time-limited window, we are calling on our partners to work with us to call on the Government to roll out a national young people's wellbeing measurement programme.

We will highlight the urgency, need and benefits of such a programme, linking explicitly to government missions, particularly "Breaking down the barriers to opportunity".

A key part of the success of this campaign will hinge on outlining the roadmap for the government to successfully rollout a national youth wellbeing measurement programme (as detailed in the PBE report, [Charting a happier course for England's Children: The case for universal wellbeing measurement](#)). This includes gaining a commitment from the Government to create a time-limited expert working group to inform the specifics of the programme (i.e method of delivery). However, the campaign proposes key principles for the Government to commit to, and for the working group to abide by.

These include:



1. National Coverage:

For the wellbeing measurement programme to be delivered nationally, capturing the voices and experience of young people in every part of England, with central accountability for managing the programme and developing national insights based on robust research to inform policymaking.



2. Local Ownership:

Local areas to determine aspects of the survey to meet local need, facilitate local collaboration to respond to survey insights bringing together young people, schools, local government, local healthcare systems and civil society.



3. Youth Centred:

To be genuinely youth-centred with young people involved in the working group, the survey design, rollout, oversight and accountability.



4. Regular:

The survey to be conducted on a regular basis (e.g. every year or every two years), to the benefit of young people, at a consistent time of the year that is deemed appropriate for young people.



5: Confidentiality

Survey data to be transparent and made public at neighbourhood level. School-level data not made public to avoid crude league-tables and unfair school accountability. Appropriate controls in place to support insightful new research.

Join the campaign!

To lend your support to the campaign please:

1. Announce your support for the campaign on your website, social media and other channels
2. Sign up to receive regular updates and prompts to share new content about the campaign through its duration (i.e. until the 2025 Comprehensive Spending Review is concluded OR the Children's Wellbeing and Schools Bill has been passed), and to proactively share these with your networks and contacts.
3. Include the call for a national young people's wellbeing measurement programme in any meetings with policy makers or influencers during this time, including briefing MPs/Peers to support legislative changes.

Sign up for updates and find social media templates and campaign documents at:

<https://www.ourwellbeingourvoice.org/get-involved>

or scan the QR code.



Campaign supporters:



The Children's Society



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Anna Freud



bounce forward



Children & Young People's Mental Health Coalition

Children at the Table



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YOUTH WITHOUT LIMITS



NSPCC

