

## **NHS Health Scotland - Website based communications**

### Background

Research has demonstrated that young people are more likely to access health information on a generic youth website than to go to a 'health' website.

The majority of young people have access to the Internet at home, school or at friends. The top 5 types of info accessed / downloaded, with health only coming 11<sup>th</sup>, are;

- music
- education
- ring tones
- entertainment
- sport

Younger users (age range not specified in research) use the Internet as entertainment; older users also use it for information. Material is considered to have more credibility if it is provided by a provider known to young people, i.e. Young Scot, the Scouts.

NHS Health Scotland is proposing to develop partnerships with national / regional youth networks and organisations in Scotland that will increase the opportunities for young people to receive health information.

The aim is to give partners ready to use health information on a regular basis. Such partnerships would enable NHS Health Scotland to consult with young people on current health campaigns and the health issues of importance to them and develop new materials.

The idea is in its early stages, but more information on how to get involved in this project can be obtained from Allie Cherry at NHS Health Scotland on 0131 536 5569 or email [allie.cherry@health.scot.nhs.uk](mailto:allie.cherry@health.scot.nhs.uk)