

# RCPCH Youth Trustee

RCPCH

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## Background

RCPCH has had youth representation since the inception of the board, with a role for an 18-23 year old as a full, legal trustee. Previously called the “Beneficiary Trustee”, this was renamed after AGM approval to the “Youth Trustee”. We have had agreement from the AGM and Privy Council in 2023 to increase to two Youth Trustee Roles from 2024.

## Recruitment Campaign

The 2023 recruitment campaign was inclusive and accessible using a range of different media and methods to reach as many young people/young adults in the UK as possible. This included a plain text English recruitment pack, a plain text Welsh recruitment pack, a fully designed recruitment pack, 5 videos (President, Chair, CEO, previous Beneficiary Trustee and one in BSL) which were all subtitled, social media assets, a specific newsletter campaign as well as sharing information directly to individuals and organisations to pass on. We also ran drop in information sessions and 1:1s on applying or getting ready for interview. We tested materials with RCPCH &Us members, who gave us feedback on accessibility, language and media types to use.

## Learning

The campaign received 17 applications, with over 33k impressions on social media and 1500 engagements on posts or views on videos. We learnt about the need for different types of engagement methods for this age group, about creating a new place to host it all rather than online on the RCPCH website and how to support young people/young adults to become ready for an opportunity like this,

## Meet The Youth Trustee

“I’m thrilled to be joining the RCPCH Board of Trustees as Youth Trustee. I am deeply passionate about advocating for children and young people, and ensuring our voices are heard. Working closely with RCPCH’s trustees and dedicated members presents an exciting opportunity to improve child health outcomes, both within the UK and on a global scale.”

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