

1. Introduction

- 1.1 The SAFE branding quality assurance toolkit provides a framework for you to assess how well your service meets the needs of young people.
- 1.2 The standards are based on the Department of Health's You're Welcome quality criteria and the regional "Young People Friendly" marking and is designed to help sexual health service venues improve their service provision for young people.
- 1.3 As the SAFE branding criteria links with those of You're Welcome, they reflect good practice guidance based on local practice and evidence, of what has been found to improve patient experience and health outcomes for young people. Applying the standards also helps ensure effective development of sexual health services.
- 1.4 There are nine themes included in the SAFE branding toolkit:
 - Sexual Health Policy
 - Confidentiality
 - Information and Resources
 - Access
 - Training
 - Environment
 - Promoting Choice
 - Feedback
 - Signposting

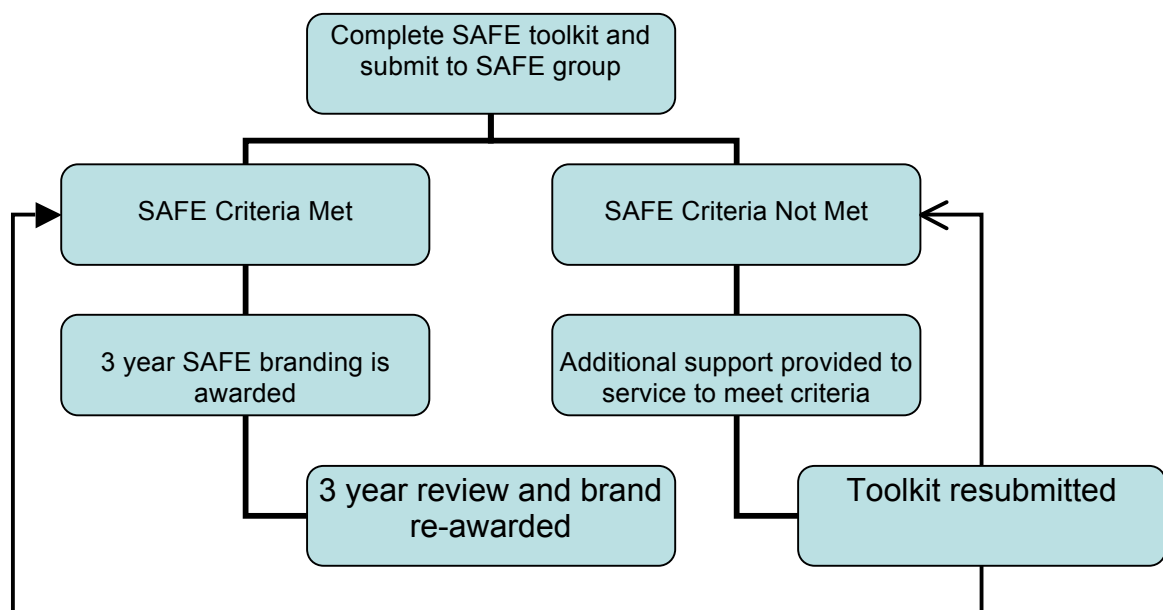
2. How to use the SAFE branding toolkit

- 2.1 Complete the service details on the front page.
- 2.2 To complete the action plan consider each criteria and score yourself 1 (starting out), 2 (getting there) or 3 (meets SAFE) according to your current situation. To become SAFE branded you must score 24-27 points. You are not required to provide a portfolio of evidence such as actual policy documents or posters but are expected to detail evidence in the boxes provided.
- 2.3 If you feel that your service does not currently achieve some of the given standards under the various themes, please use the 'Action required' box to provide details of planned improvements. State what will be done, by whom and when you expect to achieve the actions. Even if your service already meets the standard, you can still use this box to provide details of any potential service improvement work.
- 2.4 Submit the completed template to your SAFE lead, who will then confirm a date for verification by the SAFE branding group. They will

also provide further support if required to help with any service improvements.

- 2.5 Once your service has been verified as meeting the SAFE branding standards, the template will be signed off and your service will be notified that it has achieved the accreditation.
- 2.6 Remember, engaging and involving young people in the evaluation and development of a service is essential. Please ensure that you include evidence of young people's involvement throughout the process.

SAFE Submission Process:



For further advice or support contact:

Steve Maddern
Sexual Health Improvement Specialist
Health Improvement Service
St. Martins Hospital
Clara Cross Lane
Bath BA2 5RP

F: 01225 831498

E: steve.maddern@banes-pct.nhs.uk