



# Making Waves: How to rebrand and re-establish trust in a young person's sexual health service?

Youth Sexual Wellness

## 1 - Why rebrand and relaunch?

- Our service was significantly impacted by funding cuts across the system, teenage pregnancy strategy investment ending, and lasting effects of COVID-19.
- Struggling to respond to major social, political, and technological changes.
- Young people and professionals were finding the service less reliable.
- Previously established trust in the service was partly eroded.
- Resources, methods, and training no longer fully met the evolving needs and realities of young people and the workforce.

## 3 - What did we do?

- Relunched the service as Well Wave in September 2024, reflecting a focus on wellbeing, connection, and relationships.
- Produced clear information guides for young people and parents/carers, including accessible easy-read versions.
- Developed a range of engaging physical and digital resources to meet different accessibility needs, and to support trauma informed practice.
- Designed and launched a new website featuring a searchable service map to help young people locate accessible Well Wave points.
- Initiated a workforce training programme based on identified needs from a training survey.
- Established a social media presence on platforms popular with young people.
- Funded a partnership with Leeds Youth Service and Leeds colleges, placing dedicated youth workers onsite to run Well Wave drop-ins and tutorials.
- Delivered a targeted advertising campaign during the first two weeks of relaunch, including bus stop and digital display placements across Leeds.
- Implemented an online monitoring and order system to streamline practitioner records.
- Introduced a digital practitioner hub.
- Delivered online and face-to-face information sessions for practitioners.
- Distributed presentations, information packs, and resources to all schools and colleges.
- Launched a digital C-card as the primary offer, with physical cards remaining available where needed.

## 5 - Challenges

- Cuts to funding and budgets meant losing a number of organisations who were delivering Well Wave open access provision.
- System and reporting issues delayed the provision of reporting to practitioners and organisations.
- Reduced open access provision meant delaying wider social promotion to avoid overpromising, undermining trust and visibility amongst young people.
- System challenges and administrative processes led to initial delays launching the digital card.

## 6 - What next?

- Commissioning of Well Wave Plus to engage and appropriately support most at risk, least supported and seldom seen young people aged 13-24 years old and increase open access provision across the city.
- Social media campaign and social media strategy launch scheduled for September 2026.
- Further develop and introduce reporting on Well Wave activity at individual organisation and worker level.
- Further development and delivery of sex, sexual health and relationships topic-based training programme.
- Continue to build partnerships and community organisation delivery of Well Wave.
- LGBTQ+ sex and relationships training for practitioners and resource for young people.
- Developing safeguarding practice around digital participation and provision.

## 2 - Who did we consult with?

### Young people said:

- Not heard of existing service (80%).
- Desired confidential, non-judgemental, and easily accessible sexual health services.
- They value empowerment and inclusivity in sexual health discussions.
- The chance to build real world skills.
- Lack of sexual health education focused on young LGBTQ+ individuals.
- They wanted a more discreet, accessible and convenient digital C-card.
- Sexual wellbeing is also about healthy relationships and enjoyable sexual experiences.
- The best place to find out/hear about the service would be on socials and in education settings.

### Young people's workforce said:

- The service name '3 in 1' not widely recognised or understood by young people and noted less engagement than before.
- Desired new resources and promotional materials e.g. posters, information leaflets.
- Need for improved digital systems e.g. online monitoring and reporting.
- Opportunities to strengthen promotion of the service through online and social media channels, reflecting where young people are most active.
- Training needs on specific sexual health topics.
- Important to ensure young people understand the service is discreet, confidential, and a trusted source of information.

## 4 - Successes

- Supported more than 2,800 young people since relaunch in September 2024:
  - 1,342 registered for c-cards
  - More than 12,000 condoms distributed.
  - More than 9000 lube sachets distributed
  - 88 chlamydia and gonorrhoea STI tests
  - 92 pregnancy tests
- Supported more than 2,100 young people as part of the funded partnership between Leeds Youth Service and two Leeds Colleges. This partnership has delivered 13 tutorials on sex and relationship topics since March 2026. Feedback from tutorials has been extremely positive - young people said: **"It was very informative", "everything was explained thoroughly", "fun"**.
- Trained and onboarded over 120 new Well Wave practitioners from community and youth facing organisations, bringing our Well Wave team to over 300. Feedback has been extremely positive, with training described as **"engaging and inclusive"**.
- Co-developed and delivered, in partnership, a diverse programme of 15 training sessions covering a range of sexual health and relationships topics for the young people's workforce.
- Introduced seasonal, novelty condoms to promote condom use, generating positive engagement and increased discussion at drop-ins, with young people asking, **"can you get Christmas themed condoms?"**

## Acknowledgements

### Thank you

- To all the Well Wave workers and community and youth organisations who we work in partnership with to deliver Well Wave.
- To every young person who took part in our consultations.
- To partners who have worked with us to co-develop and deliver workforce training sessions.