



YOURSTANCE IMPACT REPORT

2024

INTRODUCTION

YourStance Journey to sharing its impact for 2024:

YourStance was founded in 2019 by Ana Waddington and Nurse of the Year.

Now in 2024 YourStance has grown to become a powerful force for change; teaching nearly 2000 young people in 2024 vital life-saving skills to young people vulnerable to violence



Original Research

London Paediatrics
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LONDON PAEDIATRICS

Journal of the London School of Paediatrics

Original Research

An Evaluation of YourStance: An educational programme teaching basic life support and haemorrhage control workshops across London

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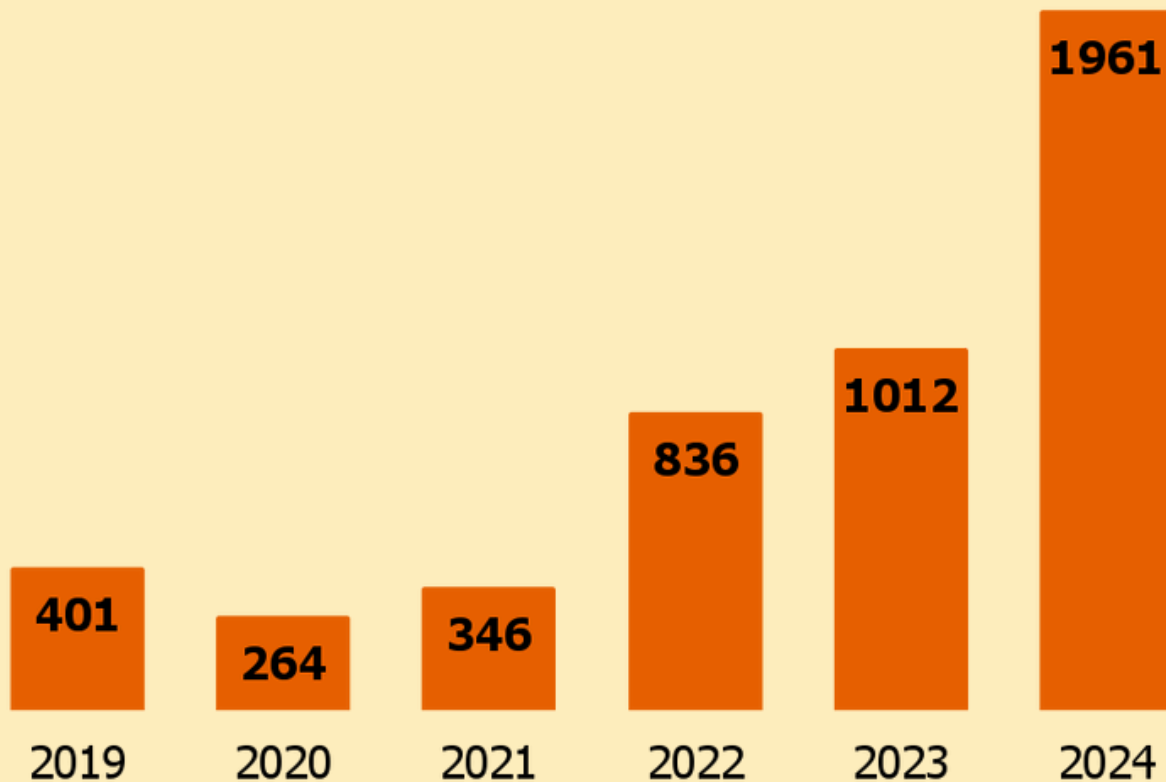
Accepted for publication: October 2023 in Volume 5, London Paediatrics

INTRODUCTION



- YourStance is a team of experienced doctors and nurses teaching young people vulnerable to serious youth violence (SYV) how to respond to emergencies.
- We teach vulnerable young people aged 11 – 25 how to perform cardiopulmonary resuscitation (CPR) and haemorrhage control, so they can become ‘zero responders’ - providing support before a first responder is able to arrive.
- Between being founded in 2019 and 2024, YourStance has trained 234 volunteers, and delivered 405 workshops to 4,820 attendees.

Total number of YourStance attendees by year



INTRODUCTION



- In addition to expanding our core project of teaching young people vulnerable to SYV life-saving skills, in 2024 we:
 - Rolled out the Advanced Responder curriculum
 - Created an animation on basic life support in partnership with Moonbug Entertainment (creators of CoComelon)
- In terms of research, we:
 - Published an academic paper using our participant data in the London Paediatrics journal.
 - Conducted a qualitative research project, looking at volunteer experiences, in partnership with master's students at UCL.
 - Initiated an academic literature review on bleed control best practice.



DEMOGRAPHICS

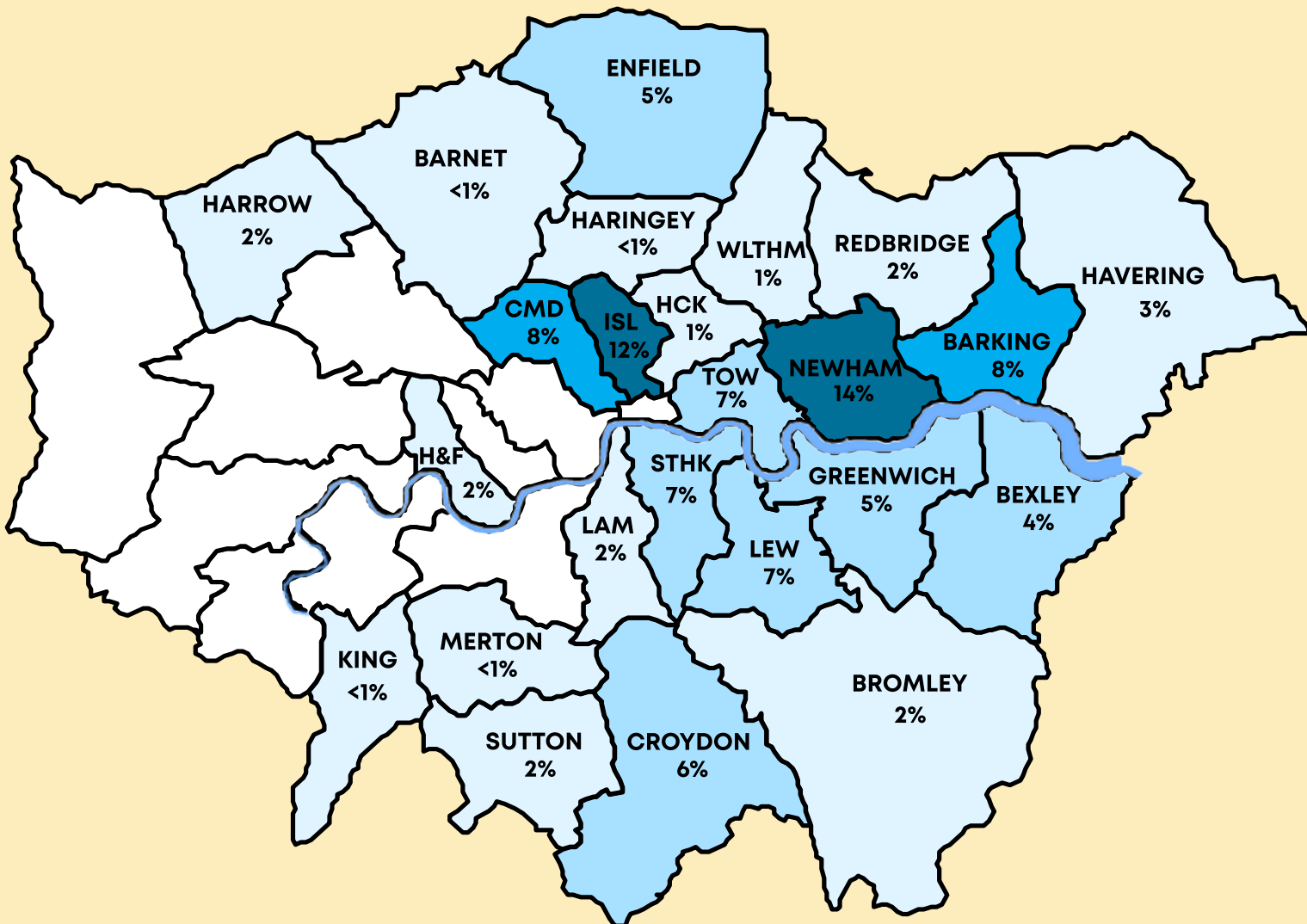


DEMOGRAPHICS



- YourStance is predominantly focused on London. In 2024, the London boroughs which accounted for the most YourStance participants were Newham (14%), Islington (12%), Barking and Dagenham (8%), and Camden (8%).

Attendees at YourStance sessions by borough, 2024

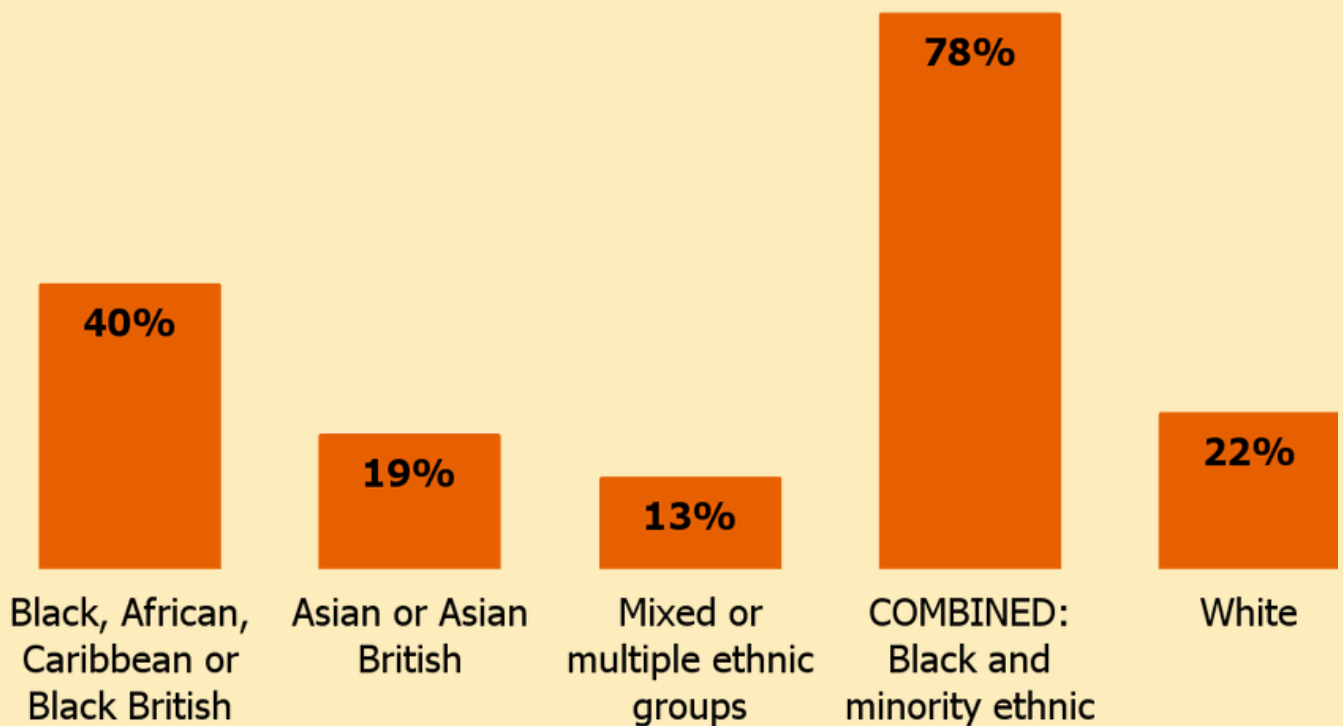


DEMOGRAPHICS

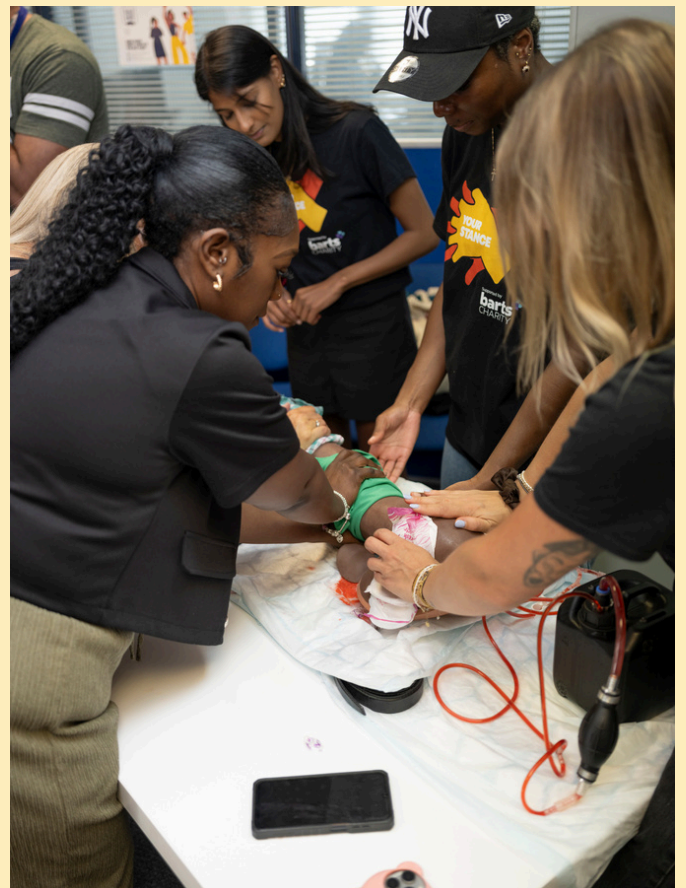


- Across 2024, 51% of attendees were male, 48% were female, and 2% preferred to describe themselves another way.
- 15% were 13 or under, 34% were 14 to 15, and 51% were 16+.
- 78% of participants were Black and minority ethnic – including 40% who were Black, African, Caribbean or Black British, 19% who were Asian or Asian British, and 13% who were from Mixed or multiple ethnic groups – and 22% of participants were White.

YourStance attendees by ethnicity, 2024



VIOLENCE AFFECTING YOUNG PEOPLE

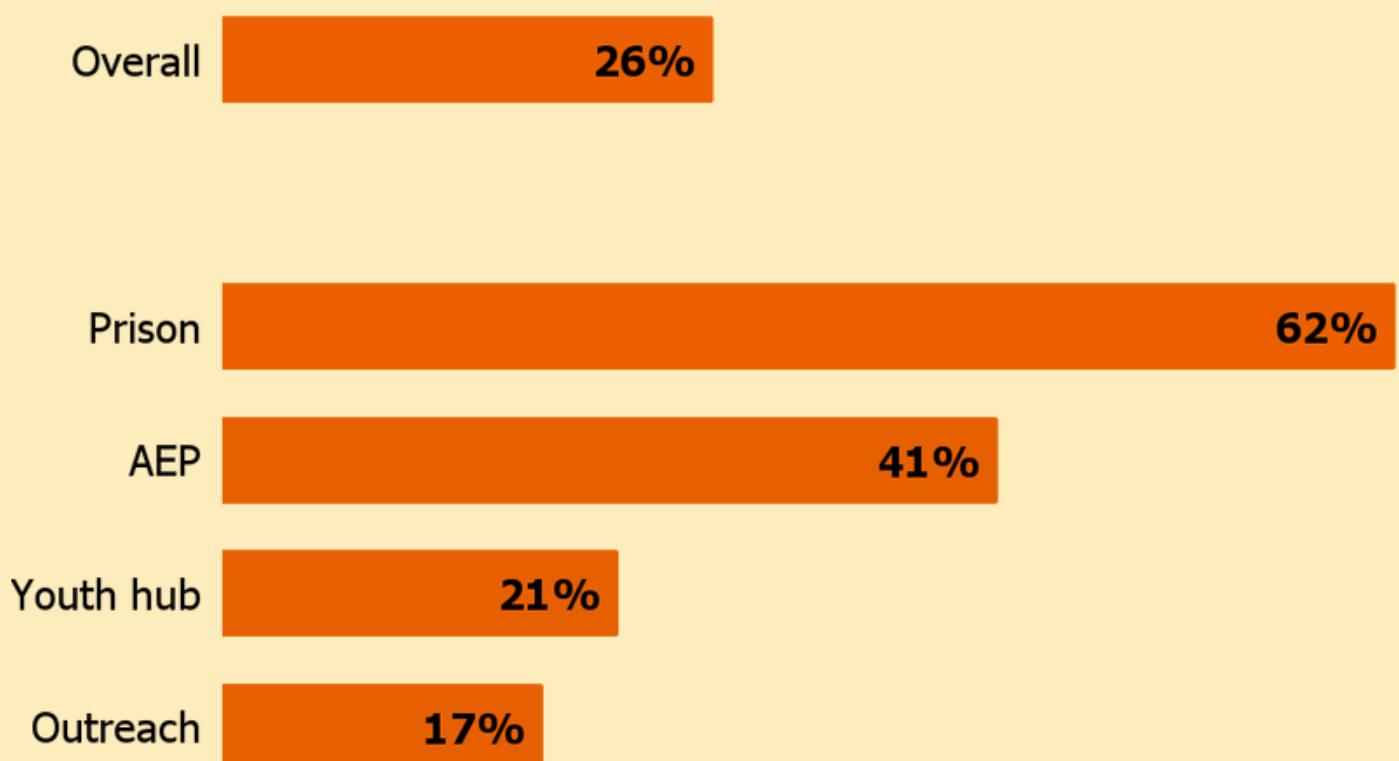


VIOLENCE AFFECTING YOUNG PEOPLE



- Overall, 26% of participants were victims of serious youth violence (SYV).
- As was the case in 2023, experiences of serious youth violence were most common among prison attendees:
 - 62% of prison participants were victims of SYV.
 - 41% of alternative education provision (AEP) participants were victims of SYV.
 - 21% of youth hub participants were victims of SYV.
 - 17% of outreach participants were victims of SYV.

Proportion of attendees who were victims of SYV, by session type, 2024



VIOLENCE AFFECTING YOUNG PEOPLE



- By borough, experiences of serious youth violence were most prevalent in Lambeth (52% of participants), Harrow (45%), Waltham Forest (45%), and Newham (43%).

Proportion of attendees at YourStance sessions who were victims of SYV, by borough, 2024



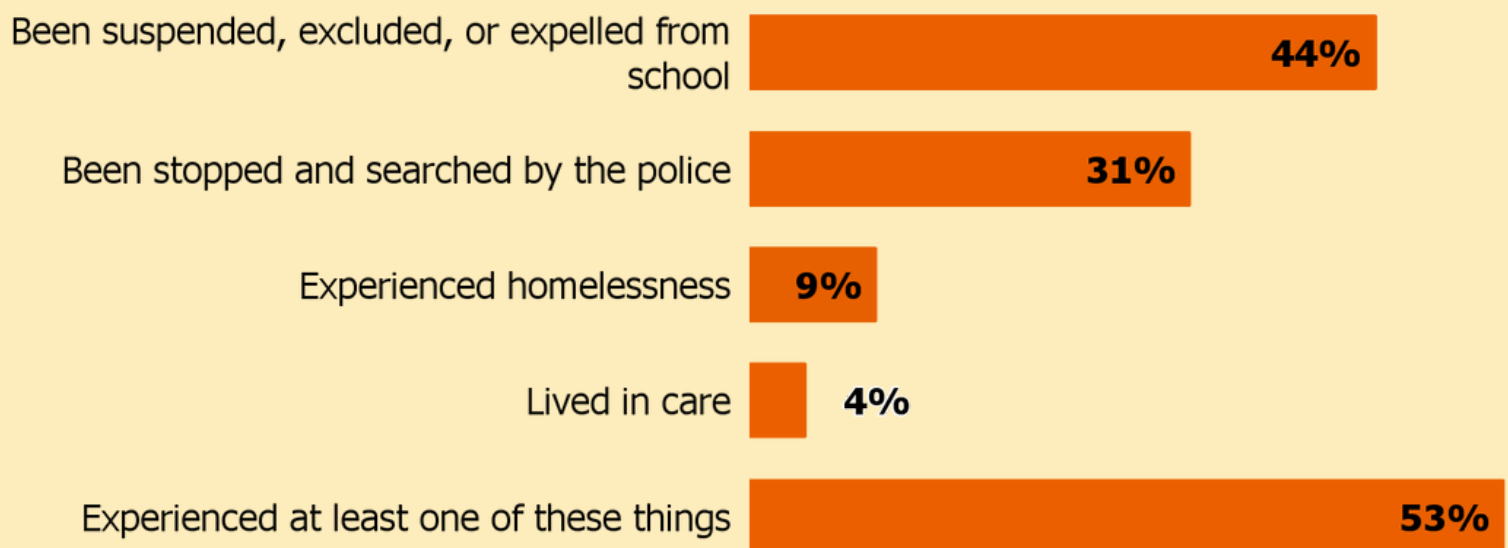
ADVERSE CHILDHOOD EXPERIENCES



ADVERSE CHILDHOOD EXPERIENCES

- Overall, 53% of participants had experienced at least one of the following adverse childhood experiences (ACES):
 - 44% had been suspended, excluded or expelled from school.
 - 31% had been stopped and searched by the police.
 - 9% had experienced homelessness.
 - 4% had lived in care.

Proportion of YourStance participants who had... (2024)

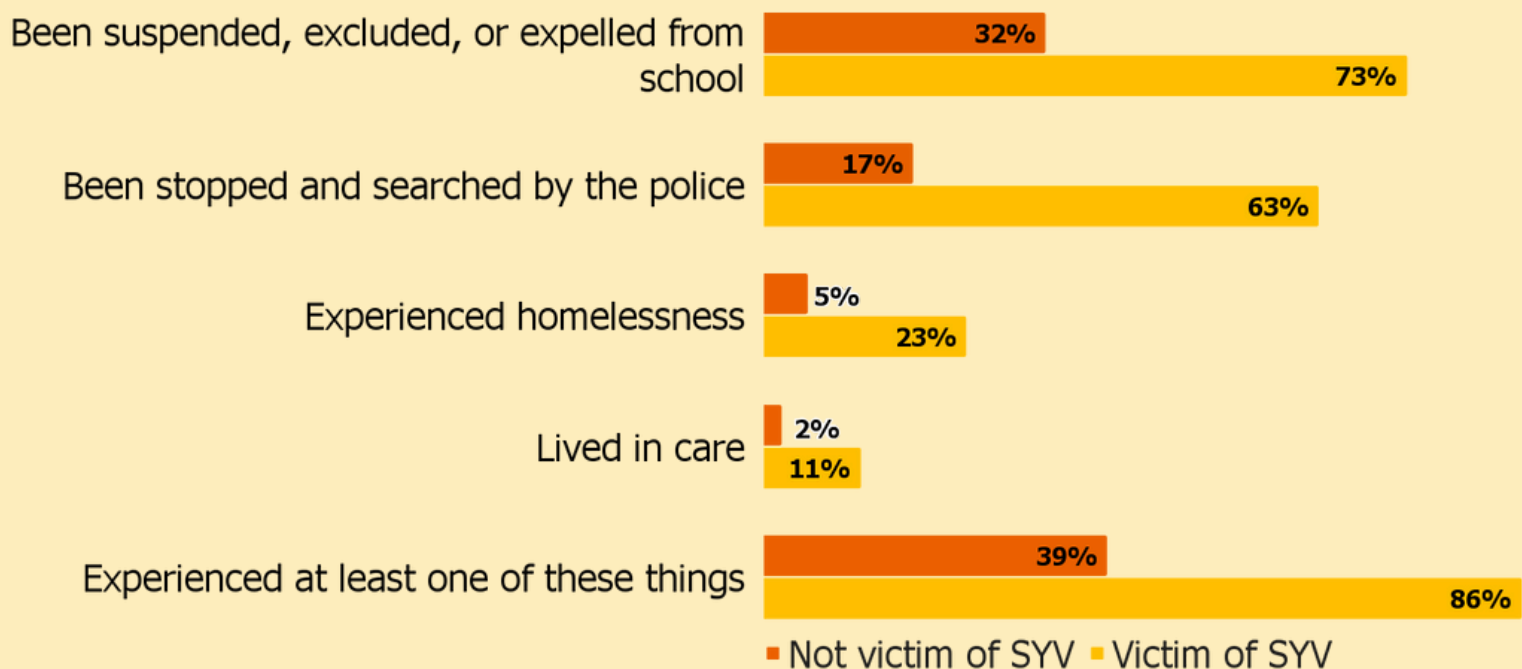


- These ACES were most prevalent among prison participants:
 - 84% had been suspended, excluded or expelled from school.
 - 88% had been stopped and searched by the police.
 - 35% had experienced homelessness.
 - 22% had lived in care.
 - 94% had gone through at least one of these adverse experiences.

ADVERSE CHILDHOOD EXPERIENCES

- There was a strong relationship between exposure to SYV and experiences of ACES among victims of SYV:
 - 73% had been suspended, excluded or expelled from school.
 - 63% had been stopped and searched by the police.
 - 23% had experiences homelessness.
 - 11% had lived in care.
 - 86% had gone through at least one of these adverse experiences.

Proportion of YourStance participants who had... (2024, by experiences of SYV)



- Those who had experienced one of the ACES were significantly more likely to be victims of SYV: of those who had gone through one of these adverse experiences, 44% had also experienced SYV, compared to only 7% among those who hadn't experienced one of the ACES

MENTAL HEALTH



MENTAL HEALTH



- Evidence of mental health problems was widespread among attendees: 38% said they often felt stressed or overwhelmed in day-to-day life.
- This was more prevalent among prison attendees: 48% said they often felt stressed or overwhelmed in day-to-day life.
- Those who had experienced SYV were also more likely to report mental health problems: 47% said they often felt stressed or overwhelmed in day-to-day life.
- At the same time, the majority of attendees felt psychologically well-supported during the YourStance session: 73% said that, during the session, they felt they could speak to a volunteer if they became distressed.
- Prison attendees in particular felt well-supported: 92% said they felt they could speak to a volunteer if they became distressed.

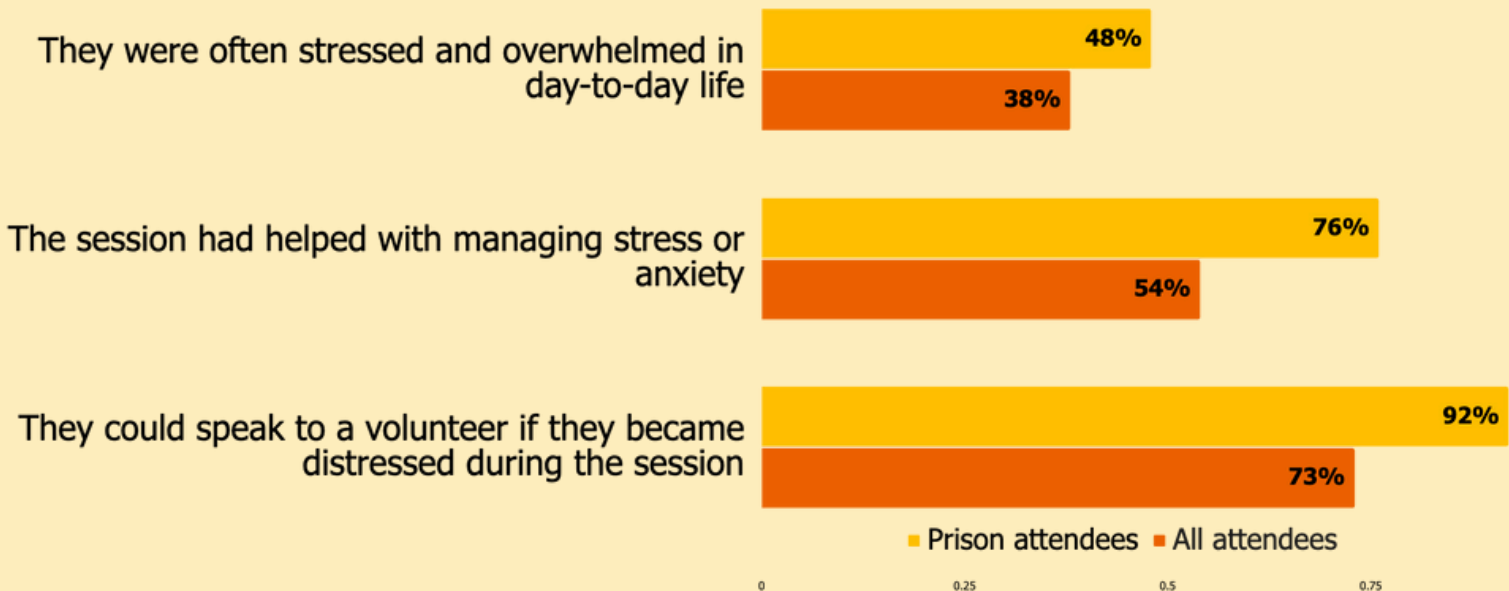
“*I liked the friendly communication and stable communication creating a safe environment.*” - male, 16, youth hub

MENTAL HEALTH

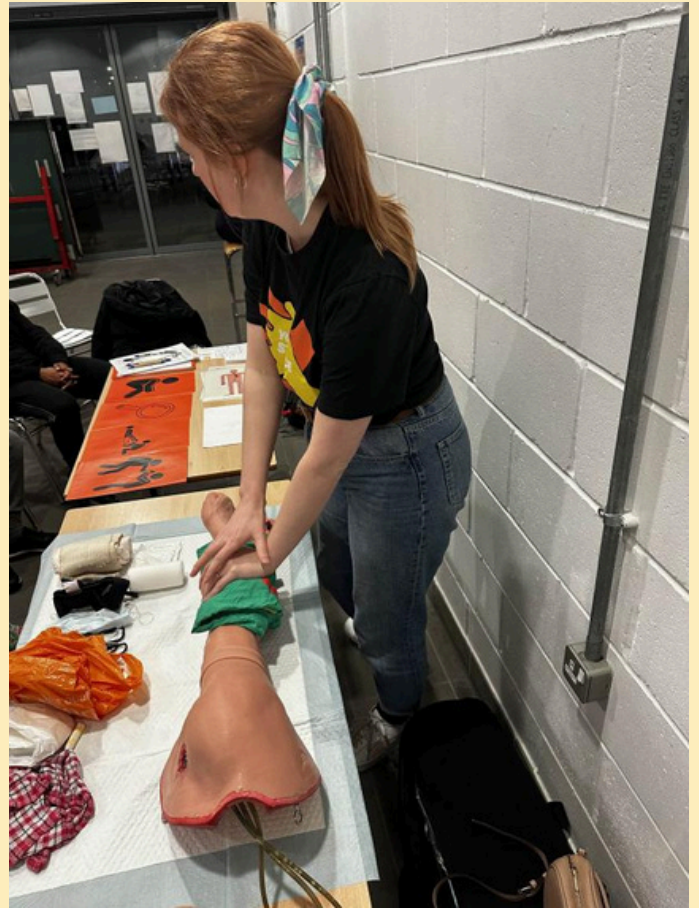


- Overall, the majority of attendees reported a mental health benefit from attending a YourStance session: 54% said that the session had helped with managing stress or anxiety.
- Prison attendees in particular reported a mental health benefit: 76% said the session helped with managing stress or anxiety.

Proportion of YourStance participants who reported that... (2024, by session type)



IMPACT



IMPACT: LEARNING



- YourStance is continuing to fulfil its core mission: reducing the impact of SYV by empowering young people to make informed decisions when faced with an emergency:
 - 83% of attendees said that, as a result of the session, they felt more confident about what to do in a situation in which somebody has been injured.
- Likely as a result of this, 78% of attendees said the session made them feel safer.

“I liked learning how to stay safe, how to deal with trauma incidents, and [learning about] paramedic work” - male, 15, AEP

*“It was very informative, I have learnt a lot which can help me in the future.”
- female, 16, outreach*

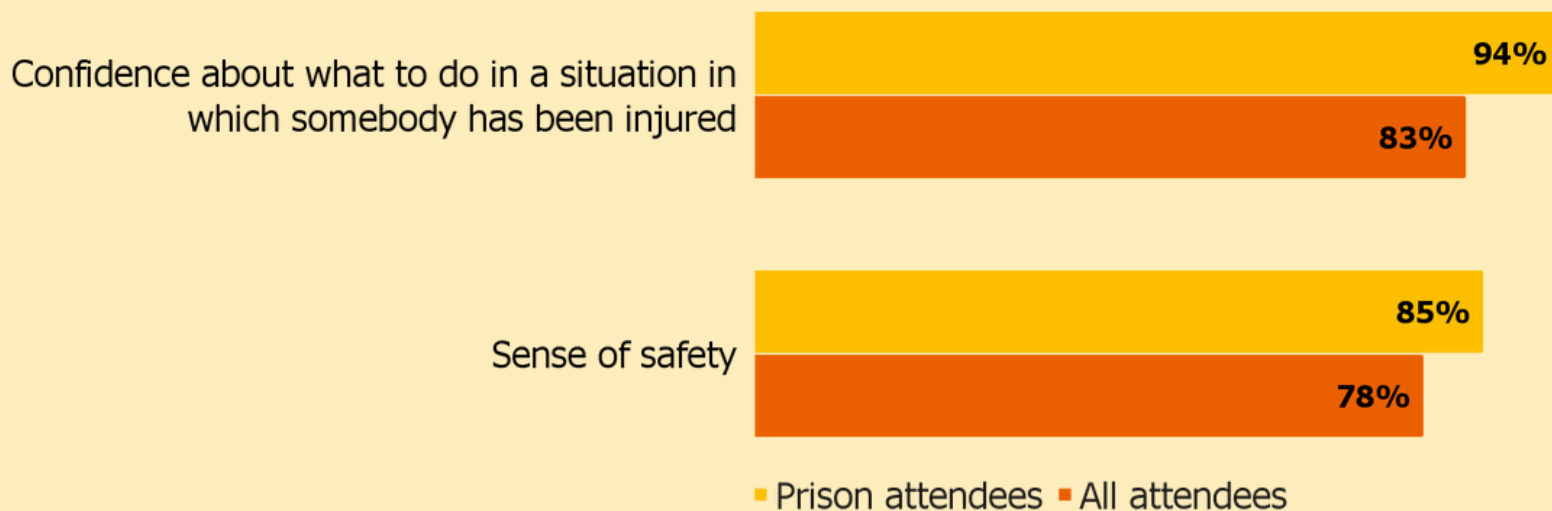
“I learned vital first aid that I can use in the future.” - male, 16, outreach

IMPACT: LEARNING



- The positive learning impacts were most evident among prison attendees:
 - 94% of prison attendees said that they felt more confident about what to do in a situation in which somebody has been injured.
 - 85% of prison attendees said the session made them feel safer.

Proportion of YourStance participants who reported attending the session had improved their... (2024, by session type)



“I really enjoyed the session, the two teachers gave us a really good lesson that could help us or anyone else in need.” - male, 25, prison

“It cleared up a lot of misconceptions I believed about CPR.” - male, 25, prison

IMPACT: HEALTHCARE

- YourStance is also fulfilling its mission of reducing communication and other barriers between young people affected by SYV and healthcare workers.
 - 66% of attendees said their opinion of the work of NHS staff such as nurses and doctors had improved as a result of the session.
 - 89% of prison attendees said that their opinion of the work of NHS staff had improved as a result of the session,

Proportion of YourStance participants who reported attending the session had improved their... (2024, by session type)



“I liked how it was run by professionals in healthcare and the amount of information that was provided if I was ever put in a situation where I can help.” - female, 16, youth hub

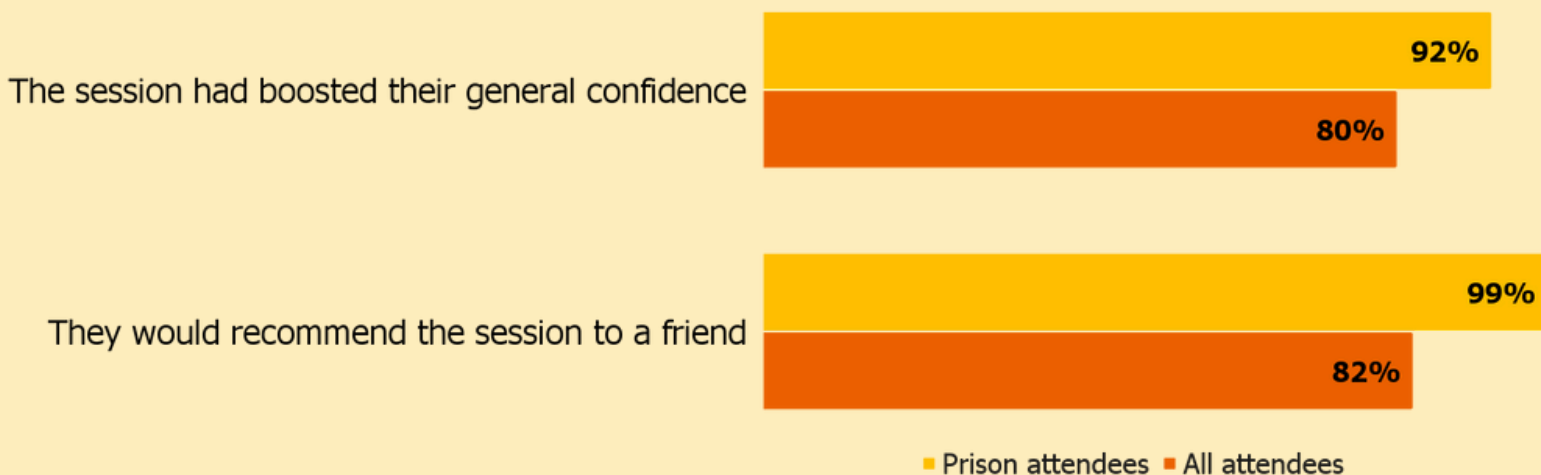
“I enjoyed the patience and the encouraging smiles from all the members and volunteers. I learned new knowledge that I was never taught before.” - female, 19, youth hub

WIDER IMPACT



- There is also evidence of a wider positive impact of YourStance sessions for participants:
 - 80% of attendees said the session had helped their confidence.
 - 92% of prison attendees said it had helped their confidence.
- This positive impact is reflected in the proportion who would recommend YourStance to a friend:
 - 82% of attendees said they would recommend the session.
 - 99% of prison attendees said they would recommend it.

Proportion of YourStance participants who reported... (2024, by session type)



“I enjoyed everything that was taught during the entire session. Everything was explained and demonstrated properly.” - male, 19, prison

“It was very informative. Makes me feel confident to step up when I see someone who needs help.” - male, 14, youth hub

SHEFFIELD TEAM



- YourStance also supports the delivery of a programme in Sheffield which has expanded to wider Yorkshire. The evidence demonstrates that the workshops are reaching a vulnerable group:
 - 45% of attendees at the Sheffield workshops were victims of SYV.
 - 66% had been suspended, excluded or expelled from school.
 - 42% had been stopped and searched by the police.
 - 7% had experienced homelessness.
 - 38% said they often felt stressed or overwhelmed in day-to-day life.
- The evidence also demonstrates that the workshops are having a positive impact on attendees:
 - 89% said that, as a result of the session, they felt more confident about what to do in a situation in which somebody has been injured.
 - 76% said their opinion of the work of NHS staff had improved as a result of the session.
 - 83% said the session had helped with their confidence.
 - 67% said the session had helped them feel safer.
 - 63% said the session had boosted their self-esteem.
 - 79% said they would recommend YourStance to a friend.

ADVANCED RESPONDER



ADVANCED RESPONDER

- YourStance also delivers BLS training to staff at organisations which work with young people vulnerable to SYV. Feedback from participants at these Advanced Responder sessions is positive:
 - 89% said they found the training session relevant to their daily work, with 57% saying it was very relevant.
 - 89% said the session had improved their confidence and knowledge in dealing with emergencies.
 - 79% said their ability to communicate with young people had improved as a result of the session.
 - Overall, 96% agreed the training had contributed to their learning, with 54% strongly agreeing

“The session was delivered and facilitated really well by the staff team, and has definitely left all participants feeling reassured, with improved knowledge and confidence to responding to incidents which may happen on the street in the community.” - Advanced Responder participant, Waltham Forest

“Very precise and clearly communicated information and practical elements.” - Advanced Responder participant, Lambeth

“One of the best training sessions I've attended - everything was relevant.”
Advanced Responder participant, Lambeth

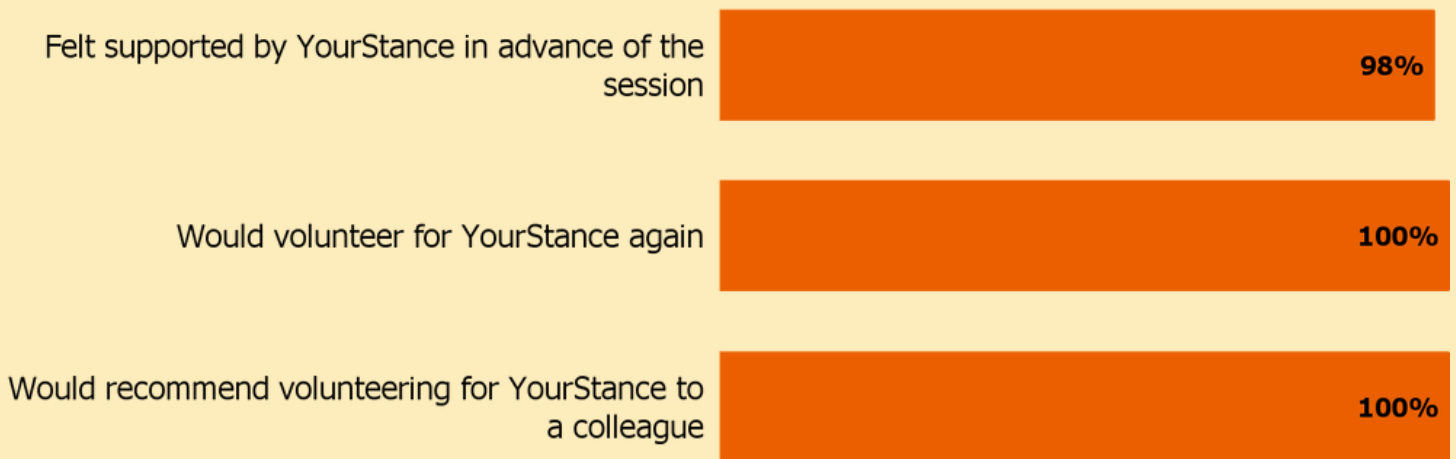
VOLUNTEERS



VOLUNTEERS: OVERALL

- Volunteers have a positive overall reflection on YourStance:
 - 98% of volunteers felt supported by YourStance in advance of the session.
 - 100% of volunteers would volunteer for YourStance again.
 - 100% of volunteers would recommend it to a colleague.

Proportion of YourStance volunteers who... (2024)



“The sessions are run perfectly and staff are able to adapt to different types of service users.”

“The young people were really excited to learn. They were excited to be involved because we're not doing it as a 'talking at you' session, it's very involved.” - radiographer

“When the young people are engaged, even if it's only a couple of them, it really does feel like you're making a difference ... It's a very unique feeling.” - registrar

VOLUNTEERS: PROFESSIONAL



- YourStance volunteers are all professional healthcare workers. Volunteers reported that YourStance sessions gave them skills which would help them in their work:
 - 87% said the session had a positive impact on their ability to communicate with young people affected by SYV.
 - 88% said the session had a positive impact on their empathy towards young people affected by SYV.

“

“Really enjoy volunteering with YourStance. working at the hospital I found it difficult seeing how many young people were affected by youth violence and felt I was very privileged to not have been so aware of the extent of youth violence growing up. By volunteering with YourStance, I feel that I can empower young people to know how to respond initially in an emergency before a first responder arrives and hopefully help save a life.” - doctor

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“

“It’s really helped me understand some situations differently than my colleagues on the ward, and to de-escalate really easily and get young people to have a better time in the hospital than they would on a normal basis.” - nurse

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VOLUNTEERS: PROFESSIONAL



- Overall, 100% of volunteers felt the session would have a positive impact on their professional relationship with young people going forward, with 75% reporting that it would have a very positive impact.

Proportion of YourStance volunteers who felt attending the session had a positive impact on... (2024)



“It’s taught me a lot about leadership.” - registrar

“I think its invaluable and am proud to be involved in these sessions as working on the coal face I understand its importance and value.”

VOLUNTEERS: BARRIERS

- YourStance volunteers also reported that the session helped them challenge barriers to victims of SYV receiving appropriate healthcare treatment in professional settings:
 - 83% of volunteers reported that the session had a positive impact on their confidence challenging discrimination against young people affected by SYV in healthcare settings.
 - 54% said it had a very positive impact on their confidence challenging discrimination.

“

“Very valuable experience for all healthcare staff working with young people to raise awareness and challenge unconscious bias and increase understanding of the unique set of healthcare and communication needs in this population.” - doctor

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HOST PARTNERS



HOST PARTNERS



- YourStance also collects feedback from staff at organisations which host YourStance sessions, such as youth workers at youth hubs and teachers at AEPs.
- This feedback demonstrates the positive perception of YourStance sessions among partners:
 - 93% felt the young people benefitted from attending the YourStance session.
 - 93% felt the YourStance volunteers kept young people engaged throughout the session.
 - 100% would recommend attending a YourStance session to their colleagues.

Proportion of YourStance partners who... (2024)



“YourStance staff were amazing and really understood our students and how to work with them effectively.” - AEP teacher

HOST PARTNERS



- The relevance of the sessions is demonstrated by the fact that 67% of partners reported that an attendee at the YourStance session had used the skills learned at the session in real life.

“Session was very good and kept the young people engaged throughout. Feedback from the young people after the session was that they really enjoyed the session, they were really impressed with the background information about the body given at the start of the session and feel as though they gained new skills and would feel a bit more confident in situations where first aid would be needed. They also really liked the session facilitators, how patient they were and how they took the time out to answer all the questions.” - youth hub worker

“Both trainers were brilliant. As a nursing professional, I found the session to be really engaging and full of lots of useful information for the prisoners to be able to use in real world experiences.” - prison nurse

“Best organisation we have worked with, absolutely amazing when it comes to delivery and keeping the young people engaged.” - youth hub worker

METHODS

- The findings are based on analysis of the following 2024 data sources:
 - 1,221 participant feedback forms.
 - 55 volunteer feedback forms.
 - 28 partner feedback forms.
 - Five depth interviews with volunteers.
 - 93 participant feedback forms from the Sheffield partnership.
 - 28 Advanced Responder feedback forms.



ACKNOWLEDGMENTS



ACKNOWLEDGMENTS



We want to acknowledge **everyone** who has contributed to our impact:

- **Participants:** The participation, engagement and demand for our workshops continues to ignite our drive
- **Our Team:** Whose frontline experience in the NHS continues to shape what we teach and why we exist —thank you for your dedication and insight.
- **Volunteers:** NHS professionals, your time and knowledge help empower young zero responders to save lives.
- **Advisors:** Your guidance and encouragement are invaluable and hugely appreciated.
- **Funders:** your belief in our work enables us to deliver life-saving initiatives, grow stronger, and build long-term sustainability.
- **Partners:** Thank you for your wide-ranging support, from leadership training, raffle prizes, fundraising strategy and especially to **Moonbug Entertainment** for providing your skills and expertise creating our bleed control animation.

Special thanks to **City Bridge Trust, The Fore, The Lottery Community Fund**, and **Hodwell Associates** for their critical support in developing our capacity, strategies and infrastructure.

Together, you make this work possible. Thank you!

ACKNOWLEDGMENTS



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MOONBUG



FOUNDATION







EMPOWERING COMMUNITIES TO SAVE LIVES

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