

# Loudspeaker

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YNCB NI  
body image  
research

'Get Money  
Savvy'  
parliament  
launch

Meet NCB's  
new Chief  
Executive

Meet the new  
Advisory  
Group  
members



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**Disclaimer**  
The views expressed by members in this edition of Loudspeaker are not necessarily those of Young NCB

## Welcome

### ***Hello everyone***

It's been a long time since our summer edition of Loudspeaker and it's been a hectic few months! We've got new Young NCB Advisory Group members (see pages 4-5) and NCB has a new Chief Executive, Hilary Emery. See her profile on the back page.

The Young NCB Advisory Group worked with the BBC in July to make their very own viral campaign video – check out Aneela and Saaria's article on page 3.

Jhon attended the Liberal Democrat Party Conference (see below) and gave a great presentation on the importance of public transport for young people.

Young NCB in Northern Ireland have done some research for their priority on body image – get the latest on page 6.

Teri-Ann and five other My Money Young Advisors went to Parliament to launch the personal finance education campaign 'Get Money Savvy' – find out about Teri-Ann's experience and how you can support the campaign on page 7.

Finally, Young NCB would like to know what you think are the most important issues for children and young people in England for our 2012-14 priorities – remember to cast your vote in January!



Best wishes

**Nick**

**Young NCB Co-ordinator**

Nick

## Young NCB at the Liberal Democrat Party Conference

**On 19 October 2011, I presented at the Fringe Meeting at the Liberal Democrat Party Conference with Barbara Hearn, the Deputy Chief Executive of NCB.**

The meeting was held in the Jury's Inn hotel in Birmingham and it was packed with lots of delegates and speakers. All the meetings were separated into sections and we presented in the Transport Hub. Then, there was a selection of meetings within the Transport Hub – we were presenting under the title of 'Save Our Buses: How can we protect vital services to our villages and towns?'

We presented to a group of just over 40 delegates about why bus services are important to young people and how any cuts that are made to the bus companies will affect young people. We also spoke about how it is important that the concessionary fares young people get are protected, because they are non-statutory. We got 10 minutes to present our case (which didn't seem long when we got into it!).

The meeting went very well, so hopefully young people's views will be listened to when decisions are made now and in the future!

**Jhon Bateman, aged 14**



Jhon with Stephen Joseph Chief Executive of the Campaign for Better Transport

# Young NCB's Viral campaign

Advisory Group members (Visnu, Aneela, Heather, Shivani and Ortega) presented at the NCB annual general meeting in 2010 and the BBC offered to help make and edit a film about our priority: improving the media representation of children and young people.

We wanted to create a video that would solve that problem so we decided to make a storyboard that would clearly outline what we wanted to show in our film. The film-maker/director used the storyboard to give everyone roles and actions to do that would make us look suspicious and involved in some kind of criminal act.

The actual planning, undertaken in the July meeting, became the springboard for the film and this is where the storyboard really came into its own. We had to think long and hard about our ideas and found the preparation aspect the hardest and the filming and editing the most easy and fun because we learnt new skills and improved our film related vocabulary.

On 25 and 26 July 2011, we created and edited our film on the misconceptions of young people in the media. We completed the filming on Monday and then on Tuesday we edited the footage and inserted the music.

Our film was made at Langdon School, where we met staff from the BBC. As a group we introduced our idea of what we wanted to show to the public and where the idea originated from. The film-maker/director told us about the different parts of the camera and what shots could be taken. Firstly, the film-maker told us every aspect of the camera in detail so that it did not take us long to get familiar with it. Then, we had a 30 minute playing session with the equipment. After a quick lunch we started to film. It took us



Leon, Finn, Aneela and Aisha



The Advisory Group editing day at the BBC

about three or four hours to make a one- to two-minute film. Being part of the film was a nerve-racking experience and no one really liked acting. The film-maker made us think about the actions each person could do beforehand and, in the end, this made it easy and quick to record.

On Tuesday we went to the BBC. The editing studio had about 20 Apple Macs and a little studio for composing music. Three of us went into the music studio to compose music to go alongside the film. The rest of the group were split into two to work on editing two different aspects of the film. This workshop lasted for about three or four hours allowing us to see how everything came together for both the film and musical element.

The key message of the video is that perceptions pertaining to young people need to change and that young people should not be judged by their appearance or general demeanour.

Watch our Viral campaign, 'Challenging Representations' at [www.youtube.com/user/WatchNCB](http://www.youtube.com/user/WatchNCB) and send it on to your friends.



# Welcome to our new Advisory Group members!



**Name:** Dee

**Age:** 16

**Lives:** Staffordshire

**If you could change one thing in your local area for children and young people, what would it be?**

Getting young people to try new things and using public transport.



**Name:** Ishwar

**Age:** 12

**Lives:** Staines

**What are you looking forward to most about being an Advisory Group member?**

Meeting new people and sharing opinions.

**If you could change one thing in your local area for children and young people, what would it be?**

Violence.



**Name:** Claire

**Age:** 15

**Lives:** Maidenhead

**If you could change one thing in your area for children and young people, what would it be?**

In PSHE for us to learn about conflicts and finance.

**If you were stuck on a desert island, who would you take with you and why?**

A pirate, they can save you!

At the November Advisory Group meeting, we welcomed six new members to the group from all over the county. If you want to contact the Advisory Group, send them an e-mail to [info@youngncb.org.uk](mailto:info@youngncb.org.uk) or log on to Young NCB Space and leave them a comment. We're really pleased to introduce Dee, Rishika, Ishwar, Claire, Kiran and Billal – read on to find out more about them.



**Name:** Kiran

**Age:** 14

**Lives:** Rochdale

**What are you looking forward to most about being an Advisory Group member?**

Making sure that other children and young people's voices are heard and acted upon.



**Young NCB priorities for 2012-14.**

**We need your vote!**

In January 2012, the Advisory Group are going to ask the Young NCB members across the whole of England what they think the Young NCB priorities should be for the next two years. Our priorities are the issues that are most important to children and young people across England, and become the focus of the Advisory Group's work. Please look out for information being sent to you in January and please vote!



**Name:** Rishika

**Age:** 17

**Lives:** Staines

**What are you looking forward to most about being an Advisory Group member**

Meeting new people, understanding NCB more and getting involved in the group.

**If you could change one thing in your local area for children and young people, what would it be?**

Having more opportunities for young people.



**Name:** Bilaal

**Age:** 10

**Lives:** Rochdale

**What are you looking forward to most about being an Advisory Group member?**

Having mine and other children and young people's voices heard and helping them to be aware of their rights.

## My body and I: Exploring what young people in Northern Ireland feel about their body image



Members of the YNCB NI Advisory Group discussing body image. The magazine's article is about Nadine Coyle, who is from Northern Ireland, becoming very skinny

In early 2010, the YNCB NI Advisory Group decided that our priority for the year was body image and we wanted to do some research into the area. NCB NI research staff provided training to us on research methods, research ethics, researching sensitive topics and child protection issues when doing research with children and young people. Through the training we decided that a survey would be the best method to use to explore this topic.

We decided that the **aim** of the research was: *To explore how young people in Northern Ireland feel about their body image.*

A total of 138 people completed the survey. Of these 100 (73%) were females and 38 (27%) were male. Respondents ranged in age from 12 to 18 and all of them lived in Northern Ireland. This small survey has shown that body image is an issue for many young people:

- one third were unhappy with the way they look
- more than a quarter had low self-esteem
- those with low self-esteem were more likely to be unhappy with the way they look

- three quarters had experienced hurtful comments about their appearance
- of those who experienced hurtful comments almost two thirds had tried to change the way they look as a result
- young people are much more likely to seek help from friends than professionals when confronted with body image issues.

We feel these statistics are alarming and highlight the need for more work to be done with young people to develop a better understanding of what a healthy body is and encourage more positive views of body image. In doing so, young people's levels of self-esteem should improve.

**YNCB NI Advisory Group**

Finn became Chief Executive for the day



...and Ortega took over the role of Deputy Chief Executive



The Children's Commissioner Takeover Day is a national event led by the Office for the Children's Commissioner, which gives children and young people the chance to work alongside adults and get involved in decision making. At NCB, two of our Advisory Group members, Finn and Ortega, volunteered to take over the roles of Chief Executive and Deputy Chief Executive for the day. Were you involved in Takeover Day? Tell us on Young NCB Space!

# APPG

On 6 September, I and five other My Money Young Advisors went to Parliament to go to an All Party Parliamentary Group (APPG) meeting on personal finance education for young people. When we first got there we were all really nervous but excited. Then we got into the room and all sat down and waited for the chair Andrew Percy MP to arrive so we could start.

When he got there he was very friendly and also very interested in our views on this. We began and Arun Youth Council went first. Then it was the turn of the My Money Young Advisors. We all gave a little speech and some statistics on our recent survey on what other young people thought. We told them how we were officially launching the 'Get Money Savvy' petition that day too and showed the video we made about our campaign. After that it was time for questions from the four MPs present.

It was all very interesting. MPs were asking us questions on how we thought they should take personal finance education into schools and if we thought young people would be interested in it or if they would use it as a class lesson. We told them that if personal finance education



Young NCB and Arun Youth Council members at Parliament

was taught in the right manner and the teachers knew what they were talking about then young people would be interested, as this was something that could shape young people's future financially.

After the APPG had finished, it was picture time. We all had pictures taken with the two MPs – Andrew Percy MP and Justin Tomlinson MP. They were both very welcoming and had a good sense of humour making the day more enjoyable.

From this event we were hoping the MPs would go away and take into consideration what we said, and I think they did. We also wanted to make the 'Get Money Savvy' petition known and hope that they will help us get our voice heard and get personal finance into schools.

Please support our petition. Search for 'Get Money Savvy' on Facebook, or visit [www.gopetition.com/petitions/get-money-savvy.html](http://www.gopetition.com/petitions/get-money-savvy.html)

**Teri-Ann Watson, aged 14**



Tina, Teri-Ann and Blessing at the Parliament meeting to launch 'Get Money Savvy'



## Member profiles



### Meet NCB's brand new Chief Executive!

**Name:** Hilary Emery

**Age:** 56

**Lives:** Eynsham

### How long have you been involved in NCB?

As Chief Executive for three months although I worked with the previous Chief Executive, Sir Paul Ennals, on the Children's Workforce Network.

### What sort of things have you done?

My main efforts have been on how our work improves the experiences and future chances of children and young people, especially those facing problems.

### What interests do you have?

Outside of work I swim regularly, read when I have time including children's books as I am passionate about children's literature, cook for friends and family, go to the theatre with friends and enjoy going to art galleries with my husband who is doing an art history degree.

### What did you study?

I loved sciences and did biology and education, trained to be a teacher, and later studied how we assess young children for my doctorate. I still love learning and enjoy being asked to find out about something new.

### What are your plans for the future?

I want NCB to be the place to come to for:

- research and evidence about the challenges children and young people face
- making sure policy makers in government and locally take account of our evidence and children and young people's views and hopes for the future
- practice that helps more children to have a happy and secure childhood and be able to be what they want to be when they grow up.

### What qualities do you like in other people?

I like honesty and determination. I really enjoy working with people who have a passion for what they do and the ability to laugh and not take things too seriously.

### And what do you dislike in people?

I hate it when people are negative about children and young people and make them feel unimportant.

### What are the main things that stop young people from getting their voice heard?

Adults believing that they know best and thinking that children can't tell them anything: which is so far from the truth.

### What are the biggest issues for young people today?

The image of children and young people in the media is so negative and the sense the media gives that adults are not interested in them and their future. We care and want you to be happy and do well and will do everything we can to support you.

### Do you have any words of wisdom for our Young NCBers?

Every day play, learn, make time for your friends and those close to you.



**Name:** Lisa McReynolds

**Age:** 16

**Lives:** Northern Ireland

### How long have you been involved in Young NCB and what

### sort of things have you done?

I have been involved with Young NCB for over a year now and I have participated in the Advisory Group meetings, various workshops and our Advisory Group's research on the body image survey.

### What other interests do you have?

I enjoy doing Irish dancing, public speaking, drawing and skiing.

### What are you studying?

I am currently studying my GCSEs which include English, English Literature, Maths, Double Award Science, Economics, History, Art, German and French.

### What are your plans for the future?

I hope to go to university and study either Chemistry or Business Economics.

### What qualities do you like in other people?

I love a modest person who is not outright in their opinions as everyone's view counts.

### And what do you dislike in people?

I really do not like people who have no sense of humour and take jokes too seriously.

### Who do you most admire in life and why?

I admire anybody who is original, who can speak out about an issue with complete confidence and who can give another person the respect they receive from others.

### What are the main things that stop young people from getting their voice heard?

Friends and adults who lack initiative and care concerning young people.