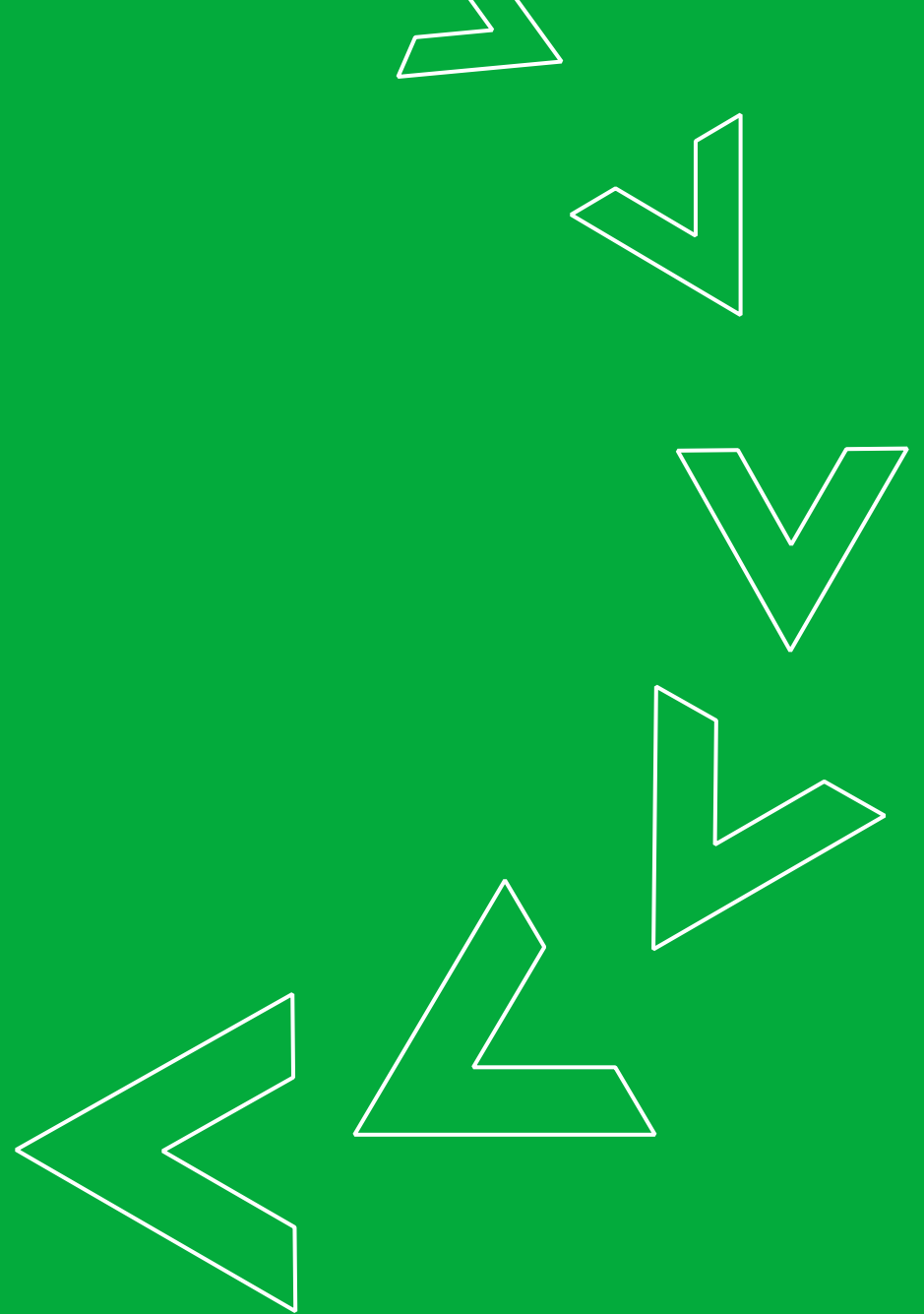




Young Humber Ambassadors Qualitative data



DECEMBER 2025





Introduction

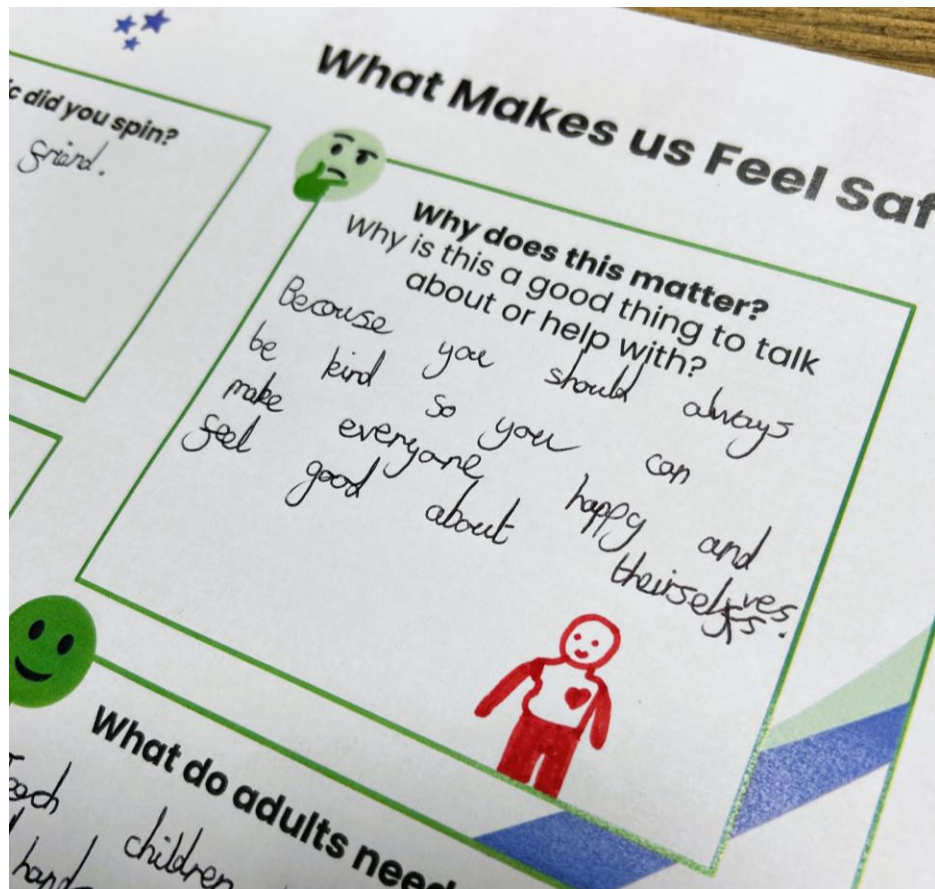
The Humber VPP were represented at a Young Humber Ambassadors engagement event at the University of Hull.

Pupils (aged 10 and 11) from schools across the Humber region attended the event.

Local industries and organisations were invited to engage with the children through table activities.

During the HVPP table activities, the children were encouraged to discuss what makes them feel safe, such as trusted adults, sports and activities and being a good friend, using a simplified communications plan.

The Topics: Being a good friend



“The world is a better place when you’re kind to others”

Why does it matter? The groups described the emotions and feelings that are associated with friendship, such as happiness, safety and comfort. They commented that being unkind can make people feel down, while kindness can make them feel good about themselves.

They reflected that it matters because some people might feel pressured by others to act in an unkind way, and that it’s important to protect your own reputation.

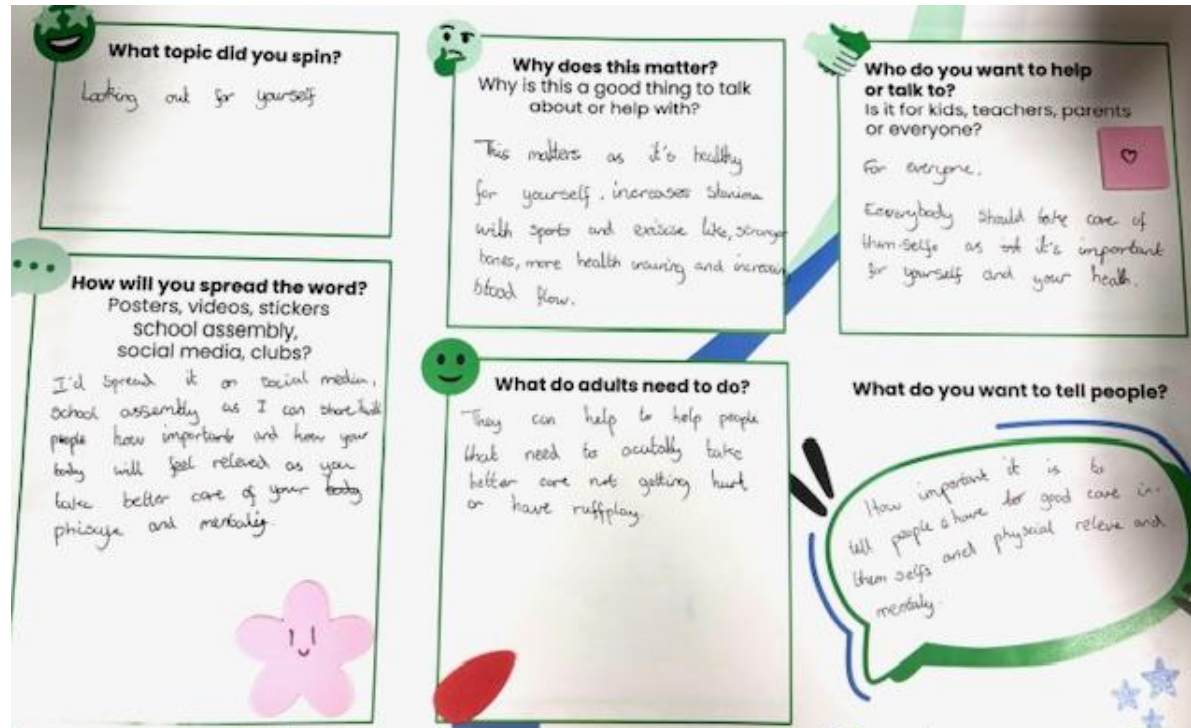
Who do you want to help or talk to? Everyone

How will you spread the word? Posters, stickers, assembly, telling people.

What do adults need to do? Teach and encourage kindness

What do you want to tell people? Kindness was the key message from these groups. Be kind, be a good friend to others, and always be polite and well-mannered.

The Topics: Looking after yourself



“Support you, ask if you’re ok, be respectful”

Why does this matter? The groups were able to explain the link between looking after yourself and being physically and mentally healthy.

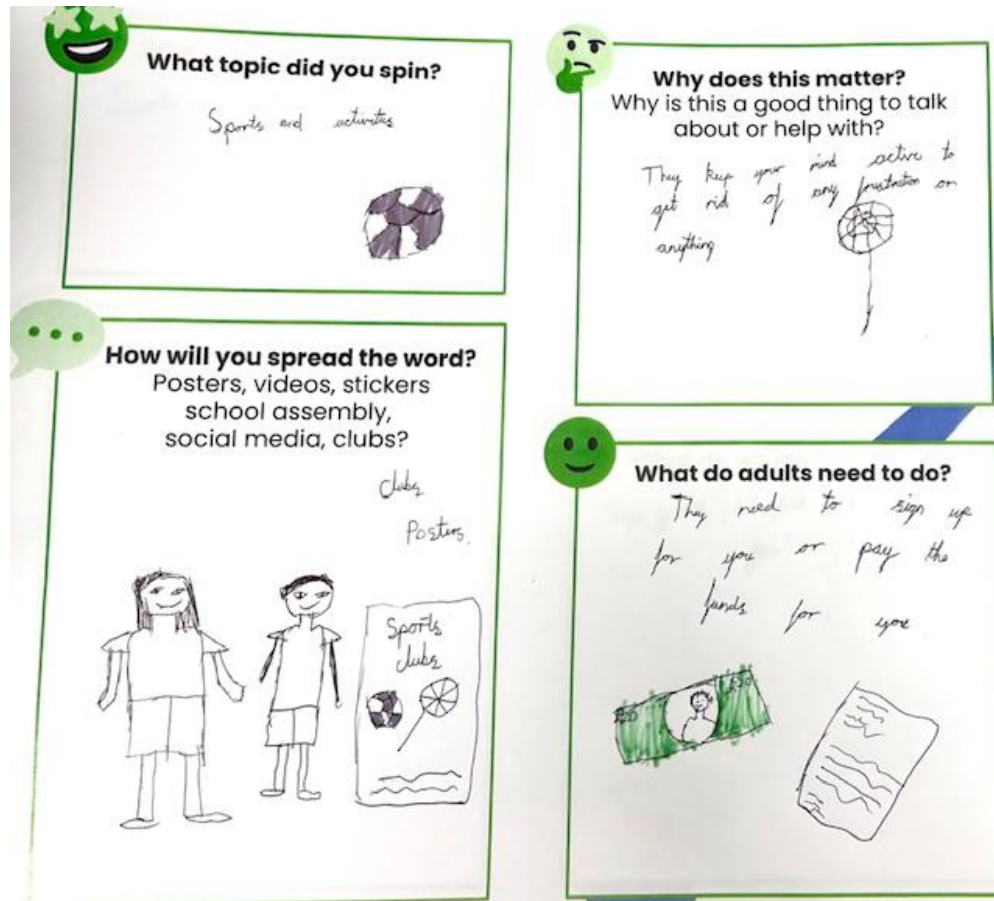
Who do you want to help or talk to? Everyone

How will you spread the word? Assembly. Social media

What do adults need to do? The responses to this question focused on *prevention, taking action, and supporting.*

What do you want to tell people? The responses linked to how looking after yourself can lead to positive mental health and happiness.

The Topics: Sports and activities



“Safeguard, listen, talk to me, and be fun!”

Why does this matter? The groups were able to explain how sports and activities have wider benefits than just physical health and fitness, such as benefits to communication and socialisation.

Who do you want to help or talk to? Everyone

How will you spread the word? Visual media such as posters, videos and social media.

What do adults need to do? The groups saw the importance in adults keeping themselves fit as well as encouraging children and young people to do the same.

What do you want to tell people? *“You can dance if you want to”*
Enjoy sports and activities, have fun, it’s good for you.

The Topics: Staying safe online

“Make it a better place”



Why does this matter? The children were able to identify online risks such as being hacked and being contacted by strangers or talking to someone who isn't who they say they are.

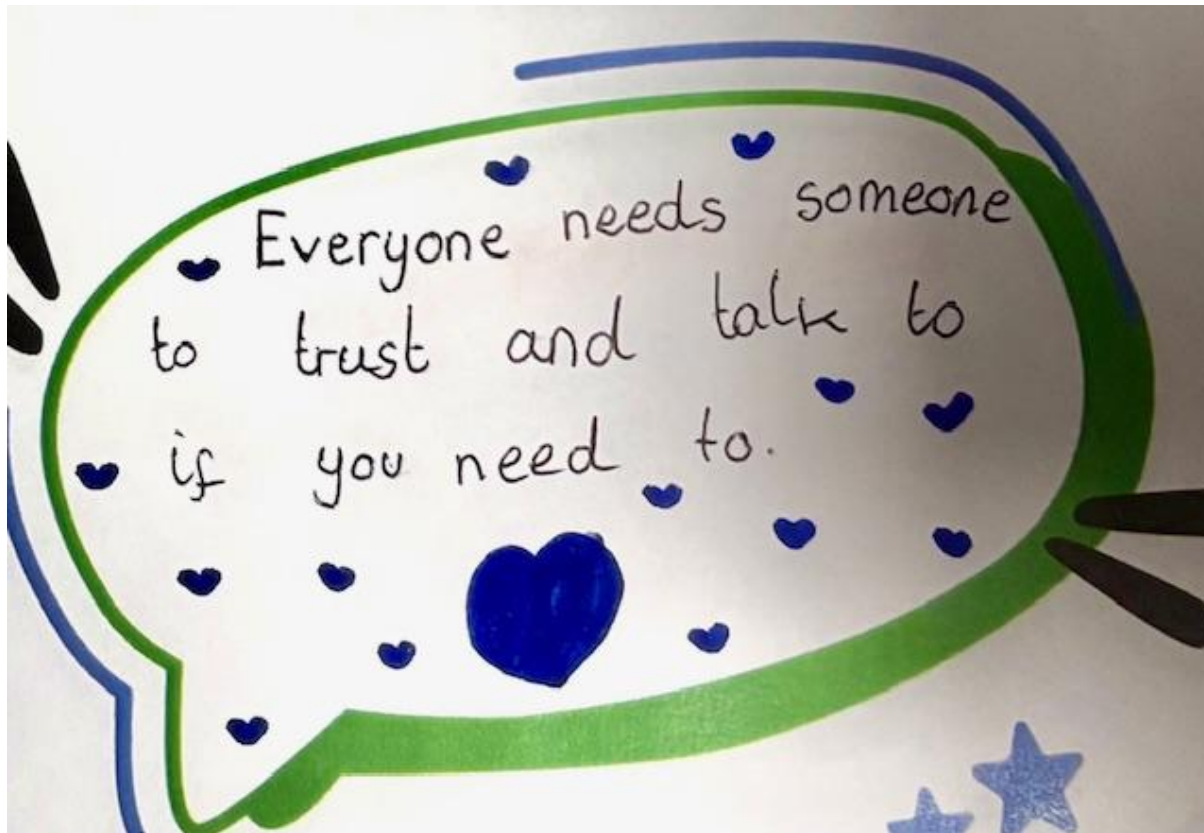
Who do you want to help or talk to? Children and teachers. Everyone

How will you spread the word? Visual media such as posters and videos

What do adults need to do? The groups showed their reliance on adults to show them and tell what is safe, what to look out for, and to encourage them to be safe online.

What do you want to tell people? Secure your passwords. Be responsible online. Don't let children go on social media if they aren't old enough – stick to age recommendations. Don't trust strangers.

The Topics: Trusted adults



“Help us learn, listen, don’t speak over people”

Why does this matter? The groups reflected that having someone you can talk to makes you happy and impacts on your mental health.

Who do you want to help or talk to? Parents and teachers

How will you spread the word? Visual media such as posters and videos

What do adults need to do? Their message to adults was to make sure that children and young people know who to trust and who not to trust.

What do you want to tell people? Talk to people you trust. Trust. Be a good friend.

Key themes

There are 3 key themes that can be identified from this engagement piece: ***The benefits of being kind;***
The importance of communication; Adults as good role models

The benefits of being kind

Many of the groups talked about kindness, whether that be towards others or being kind to yourself. They were able to recognise that not only does being kind to other people make them feel good, but it can also make yourself feel good.

The children were also able to link how kindness links to other benefits such as positive mental health and positive physical health.

It is important that children and young people are taught to understand, recognise and demonstrate kindness from an early age, therefore providing them with a baseline of acceptable and unacceptable behaviours, not only of how to treat others, but also on how to expect to be treated.

Adults as good role models

It was clear from the children's engagement in this piece that they rely on adults to be good role models and to help them navigate what is safe or unsafe. For example, they suggested that adults should make sure that children and young people know who they can/cannot trust and help them understand how to stay safe online and what dangers to look out for.

Being a good role model or trusted adult isn't limited to teaching children and young people about being safe but extends to actions and behaviours which are seen and experienced by children and young people. The groups included examples such as ***be respectful*** and suggesting that adults keep themselves fit and healthy as well.

The importance of communication

The groups covered communication in various formats, such as the importance of having someone to talk to, and the importance of listening without talking over or talking for someone.

The children were able to explain how having someone who you can talk to makes you feel – happiness and comfort. This also links well with the theme of kindness and being there for someone else and being a good friend.

The children also gave ideas on how adults should communicate with them, such as ***listen, and don't speak over people. Talk to me and be fun!*** This demonstrates how important communication style is when engaging with children and young people. Just like adults, children and young people want to know they are being listened to and heard.

Communication with children should also be engaging. When asked "*How will you spread the word?*" most of the suggestions involved information being presented **visually** – posters and stickers for example.





***“The world is a better
place when you’re kind to
others”***

