The Kailo journey

What our ripple effect mapping shows

Northern Devon, 2021 to now

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Kailo

Why Kailo

Most support for young people’s mental health comes late, and far from where life happens.

Reactive

Help often arrives once things are already hard, instead of tackling what causes them.

Removed

Support usually happens in clinics, away from young people’s everyday lives.

Remedial

It tries to fix problems, rather than stop them from happening.

So Kailo set out to work further upstream: on the things that shape wellbeing, like belonging, opportunities, safety and connection, in the places where young people live.

What Kailo is

Kailo brings a way of working. The answers come from the place.

Kailo means ‘connected and whole’. It helps young people and local partners work out what matters most for wellbeing where they live, then design, test and grow ideas together.

Relationships

Connect and strengthen what is already happening locally.

The bigger picture

See the things that shape wellbeing, and how they link together.

Young people at the centre

Design with young people, not for them.

Change that lasts

Find, adapt and grow ideas that keep going.

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How Kailo worked in Northern Devon

One journey, built on relationships, in four phases

2021–22
Early Discovery
Listen to find out what matters locally, and bring people together around shared priorities.

2023–24
Deeper Discovery
Explore what is going on around each priority, with young people.

2023–24
Co-design
Imagine, try out and test ideas together.

2024 onwards
Implementation
Help local partners test and grow what was designed.

Throughout: partnerships, collaborations and relationships

01
Early Discovery

1

Kailo

Early Discovery

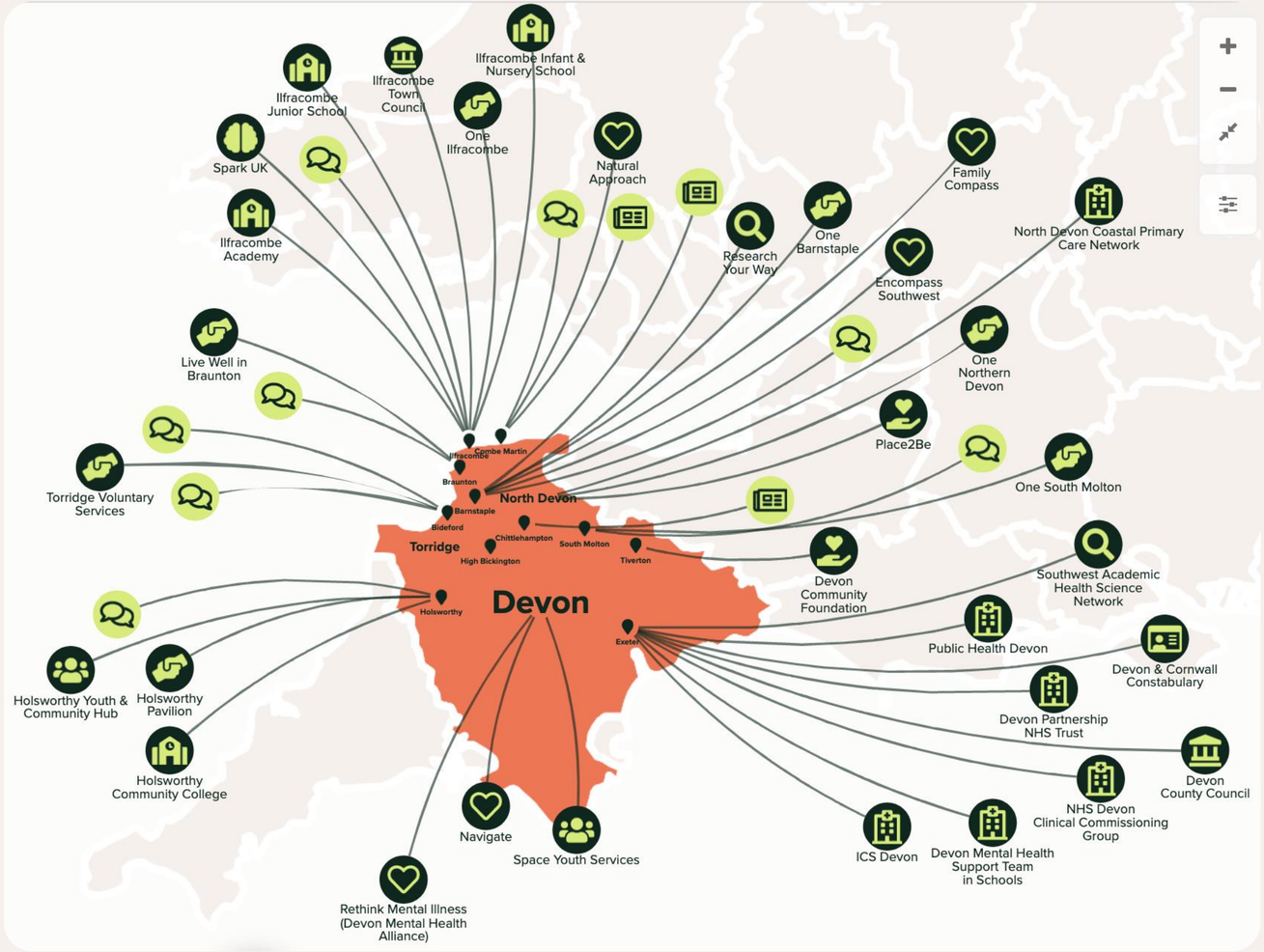
Starting by listening, widely

2021 **2022** 2023 2024 2025 Now

200+
young people

100+
professionals

50+
organisations and partnerships



Three priority ‘opportunity areas’ emerged

How might communities be places where young people feel accepted, supported and that they belong?

How might young people be inspired, supported and connected to a diverse range of jobs, opportunities and careers?

How might we increase mental health awareness, literacy and support for young people, families and communities?

Early Discovery

The first ripples

Young people at the heart

Young people, including those from less-heard groups, were actively involved in discovery and setting priorities.

Youth voice in strategy

Youth voice became central to strategic conversations about mental health in Northern Devon.

Mental health on the agenda

Adolescent mental health and its social drivers became more visible in local discussions and decision-making.

Kailo methods adopted

Kailo presented priorities to a local health inequalities strategy process, which also used Kailo's methodology (November 2022).

Trusted relationships

Trust grew with community members and organisations, and Kailo became recognised locally as a partner for youth-led mental health work.

Evidence shared

Findings were shared through blogs, briefings and a peer-reviewed paper amplifying young people's voices in rural and coastal areas.

Not every ripple was positive: some organisations did not engage at first, and some youth workers had reservations about taking part.

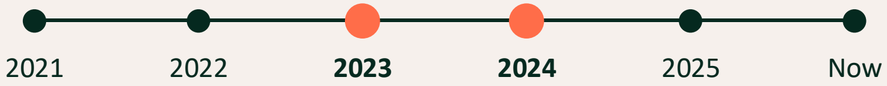
02
Deeper Discovery

2

Kailo

2023 to 2024

Then we designed together



22

young people aged 12 to 25 in Small Circles

7

community researchers

144

survey responses, so more voices shaped the work

What they designed

- A careers programme connecting young people with local employers.
- Neurodiversity and mental health training, led by young people with lived experience.

Young people and community members said they felt heard, valued and respected throughout.

Deeper Discovery

Ripples for the people involved

Heard and respected

Young people and community members reported feeling heard, valued and respected throughout co-design.

Accessible and affirming

Neurodivergent young people and community members found co-design spaces accessible, respectful and affirming, which helped them stay involved.

Different ways of thinking

Neurodivergent ways of thinking, communicating and contributing were recognised as valid knowledge, not barriers.

Agents, not subjects

Participants created knowledge and meaning together, as agents rather than as a group being studied.

Growing skills

Community researchers developed research and co-design skills and grew in confidence.

Less hierarchy

Professional, community and lived-experience knowledge were held in dialogue, with young people’s perspectives at the centre.

Deeper Discovery

Ripples across the system

Partners stayed

Key community professionals and leaders chose to keep engaging beyond Early Discovery, showing trust in the process.

A new programme

Petroc's Earth Scholar programme was largely influenced by a Small Circle's co-design, according to its lead.

Invited in

Young Devon invited Kailo to be written into a mental health hub bid.

Joining networks

Kailo joined the Barnstaple Youth Network, and its findings fed into efforts to coordinate local support for young people.

In decision-making spaces

Kailo shared its work in local forums on skills, the voluntary sector and corporate parenting, raising awareness of young people's perspectives.

Commitment to co-design

A community organisation committed to developing co-design further and keeping young people involved.

03
Implementation

3

Kailo

Implementation

One ripple, followed through

1
WayMakers develop the Barnstaple co-design further on mental health literacy, with help from a Kailo community researcher.

2
Way Makers set up the RISE group. Four Small Circle participants join.

3
First pilot of training for professionals, giving insight into a typical day for autistic people.

4
Kailo's site lead supports Way Makers with a funding application.

5
WayMakers secured funding for implementation (May 2025).

6
Training is delivered to professionals working with neurodiverse young people in Northern Devon.

7
Around four new young people join, and the group runs its second practice session.

8
First paid training is delivered at Kingsley School, and development of other offers.

Along the way, Way Makers and the RISE group also secured funding to make a film, and local partners took ownership of a mental health and neurodiversity training strategy.

Implementation

Ripples spreading further

Young people in local councils

Small Circle members joined Barnstaple Youth Council, and Kailo was asked to run a youth voice session with older councillors.

Shaping local strategy

Joining the Northern Devon Futures children and young people group opened a chance to shape local strategy with Kailo's findings.

Youth voice in services

Youth voice sessions fed into the Youth Enquiry Service mental health hub and Young Devon's mental health offer in Barnstaple.

The Kailo Framework travels

Live Well Braunton and Barnstaple Town Council asked for Kailo toolkit training to support the approach in other areas.

Methods in new places

There is local interest in using the Kailo methodology in other work, such as a Poverty Truth Commission.

Opportunities for young people

Work experience resources for employers were developed with young people's input, and the Makers Map opportunity website was created.

Not everything took root: one space was not able to implement the co-design developed in Bideford.

Implementation

From designs to movement in the system

Employers and the blue–green economy

Kailo's careers work helped spark employer action, including apprenticeships and work experience in blue–green industries, with Energy361.

A place on the agenda

Kailo became a standing item for North Devon Futures, with young people feeding directly into its meetings alongside education, skills and employment partners.

Investment in youth voice

Devon County Council and the University of Exeter's civic agreement is resourcing youth voice, and research into practice.

Kailo 2.0

A second round of discovery with the Devon Mental Health Alliance, drawing on #BeeWell survey data from over 1,400 pupils.

Youth-led training funded and delivered

Way Makers took a Small Circle co-design forward and secured funding for RISE, training for professionals led by young people with lived experience of neurodivergence.

Looking ahead

Where the ripples are heading

Participation as business as usual

Community and young people's participation becomes how things are done, not a one-off project.

Young people as partners

Young people are recognised as partners in leading system change.

Prevention in communities

More preventative, community-based solutions that tackle the social determinants of mental health.

More youth advisory groups

An increase in local advisory groups involving young people.

Working together differently

New ways of working, collaborating and creating collective impact.

Better mental health

Improved mental health outcomes for young people across the population.

These are the changes Kailo is working towards. They are not yet outcomes the map shows.

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[Add contact name, role and email]

THANK YOU

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