

Your Choice

By The Association of London Directors of Children's Services (ALDCS) sector-led improvement partnership – [London Innovation and Improvement Alliance](#)

Your Choice is a **high-intensity, goal-driven intervention designed to empower young people through Cognitive Behavioural Therapy (CBT), with a particular focus on Behavioural Activation**. Delivered by specially trained and supervised coaches, the programme helps young people better understand themselves, build resilience, and engage in meaningful, pro-social activities that support their well-being.

Launched as a pan-London initiative, Your Choice is a pioneering Violence Reduction Programme delivered across 31 London local authorities by adolescent safeguarding teams. It targets young people aged 11–18 who are at risk of contextual harm, equipping practitioners with psychologically informed CBT tools and techniques to promote safety and positive choices.

The Your Choice programme adopts a public health approach to help break cycles of violence and harm while complementing systemic work already undertaken by local authorities.

Its core objectives include:

- Empowering young people to focus on what matters to them and providing practical tools and resources to help them achieve their goals.
- Bridging a critical gap in practice by moving beyond understanding the causes of harmful behaviours to offering actionable strategies that help young people protect themselves.
- Contributing to evidence-based practice through participation in the London Young People Study (LYPS), advocating for further investment in violence reduction programmes.



The programme also seeks to reduce violence and criminalisation among adolescents, support their return to education, training, and employment (ETE), and improve their overall well-being and relationships.

The Your Choice programme has already **delivered significant positive outcomes**:

- Young people report feeling happier, more positive, and purposeful.
- Improved relationships and better understanding of themselves.
- Supported young people back into ETE.
- Frequent sessions have led to better engagement and finding young people's passions.
- Clinical supervision has provided personal and professional development for coaches and led to cost savings due to reduced placement costs.

The Your Choice programme has **highlighted several lessons for successful implementation**:

- Ongoing supervision is critical for supporting practitioners, offering fresh perspectives, and sustaining their motivation.
- Actively involving young people in purposeful activities leads to stronger engagement and better outcomes.

To ensure robust measurement of its impact, the programme is undergoing a Cluster Randomised Control Trial (RCT), with evaluation running until December 2024. The final Efficacy Report is scheduled for release in August 2025.

The evaluation approach is carefully monitored to prevent the RCT from distorting practice or limiting young people's access to services. This rigorous methodology aims to establish a comprehensive evidence base, positioning the Your Choice programme as an example of best practice for national and international violence reduction efforts.

See more: [The London Young People Study](#)

A participant reflected on the transformative impact of the programme:

"Working with [my practitioner] really opened my eyes. I see now that who you surround yourself with makes an image of who you are."