



Promoting Behaviour Change

You may think of your work as campaigning¹, influencing, advocacy or bringing about social change – aiming to change people’s behaviour. This can take many forms – for example, groups and organisations may wish to:

- run stop smoking campaigns
- promote more considerate parking
- raise awareness of all ability access
- raise awareness of self-harm and suicide with programmes targeting young people

Social change is underpinned by such endeavours – all working to make a real difference to people’s wellbeing and quality of life.

Although the Community Fund **cannot** support any project or initiative that has a political or lobbying element, an exclusively religious focus or is concerned with non-renewable energy, we do encourage applications that aim to enable more people to fulfil their potential and work to address issues that negatively impact community health and wellbeing.

The Fund Prospectus² highlights important community aims and actions in relation to behaviour change:

- *Communities that are healthier and more active*
- *Starting early to tackle long term issues*
- *A network of community champions*
- *Exploring new solutions to development of life skills and confidence*
- *Engage and change behaviour around energy and sustainability through education*
- *Awareness raising campaigns*
- *Campaigns to engage local people in developing the future and services in their area*

Applications for projects and programmes relating to behaviour change should:

1. demonstrate evidence of need – what is the issue you are aiming to address? How do you know it’s a problem?
2. describe exactly what you plan to do and explain why you feel this approach will work.
3. include details of project partners - for example, if you are running a project relating to all ability access, are you working with local disability support groups, local schools, organisations managing community buildings etc.?
4. include clear costings - what is really needed to make the project work?
5. set out how the project will be promoted and the campaigning methods to be used – identifying any potential controversial issues and how you will deal with these.
6. set out clearly what difference the project will make – what will have changed when it is complete? We recognise that bringing about change is often long term and unpredictable and it is not always clear what the end results will be but you must be able to provide a clear description of what you want the outcomes to be and how you will monitor and evidence the outcomes.
7. set out what will happen when the project ends – how will the learning be used? If the work is a pilot, might the work be rolled out elsewhere etc.

NB: compliance with this guidance note does not guarantee that an application will be successful – it gives an indication of some elements of our assessment process and criteria.

¹ Definition: working in an organized and active way towards a particular goal, typically a social or political one.

² Developed through extensive community consultation prior to the launch of the Fund. Over 3,000 residents, groups and organisations took part and contributed to discussions.