

People Can make a difference

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Stronger Communities Co-ordinator

A New approach needed

- Austerity
- Safer, cleaner, greener
- Early interventions

- Power and control back to communities
- Working together properly
- Learn from our communities
- Celebrating all the great stuff people do that makes a difference

The bottom line

People

Must

because we

Can not

Should not

So what is it

- Behaviour change in practice
- Campaign to get people to do more for themselves and others
- Asset development approach
- Cutting the apron strings/permission to act
- **BRAND** for the Council, partners to use –
- For **different** purposes
- Brand/campaign to encourage certain behaviours that support district outcomes

People Can Make a Difference in a number of ways:

Be Neighbourly - carry out small, informal, everyday acts of kindness

Community Action - create a new group, Activity or event with likeminded people



Volunteer - devote some of your time to helping others

Raise Money - use your skills to raise funds for a community project



How?

- Partnership
- Website
- Social media
- Branding
- Promotion
- Owned by all

People DO



Friends of the deceased



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How **flexible** and **applicable** is it?

- Helping people to maintain a healthy weight using the people can approach
 - Be neighbourly
 - Community action
 - Volunteering
 - fundraising

Apply the People Can Approach

Why don't people maintain a healthy weight?

- Motivation
- Loneliness
- Time
- Habit
- Cultural norms/practises
- Poverty/affordability
- Opportunity
- Confidence
- Medical conditions (physical or mental)

Neighbours Can be healthy

Walking groups

Walking Buses

Cook with/cook and eat

Pokémon go – Bradford versions

Buddying

Healthy Community Action

Parks and woodlands –friends of groups

Allotments/growing projects

Forest of Bradford

School or faith based activities

Volunteers Can be healthy

Get out of the house (loneliness)

Meet new people make friends

Volunteer led clubs – profile these

Cycling clubs

Volunteer walk and ride leaders

Fundraisers CAN be healthy

Sponsored weight loss – schools, youth clubs (but could be body shaming/bullying) so

- Sponsored steps – how many miles walked etc
- Sponsored dance a thons
- Donate a Passport to leisure to someone who couldn't afford one? Gifting?
- Experience days -
- Family fitness passes (e.g. two plus lane)

Further Opportunities

- Project building platform
- Website
- Linking to other initiatives

Further information

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