



**DAME KELLY
HOLMES TRUST**



**STIMULATING BEHAVIOUR CHANGE AMONGST
THE HARDEST TO REACH**

Adam Whitehead – 20th September 2017

A photograph of three young people standing side-by-side against a dark background. On the left is a young man with short, curly dark hair, wearing a black hoodie with blue accents. In the center is a young man with short brown hair, wearing a camouflage-patterned t-shirt, with visible tattoos on his left arm. On the right is a young woman with long brown hair, wearing a black t-shirt with blue accents and a logo. The text 'Our 2020 Vision' is overlaid in the center, with 'Our 2020' in white and 'Vision' in yellow.

Our 2020 **Vision**

To empower young people facing **disadvantage** to adopt the **high performing attitudes** to make **positive life** choices through the support and inspiration of **world class athletes**.

Athletes unlock the five key attitudes: **CONFIDENCE**
RESILIENCE DETERMINATION FOCUS MOTIVATION
people which they need to lead a positive life (**STEVE!**)



POSITIVE LIFE



How do we make this **behavior change** happen?

Our **THEORY OF CHANGE MODEL** =
Behaviour change model

CHARACTERISTICS OF PRE-16s THAT DKHT WORKS WITH

High index of multiple deprivation
Health conditions
At risk of (various factors)
Abuse
Physical, educational, psychological, mental trauma
Or/eligible for state benefits
Poor educational outcomes
Known to support services
Carer
Not in mainstream education
Young offender

CHARACTERISTICS OF POST-16s THAT DKHT WORKS WITH

High index of multiple deprivation
Health conditions
At risk of (various factors)
Unemployed
Abuse
Physical, educational, psychological, mental trauma
Or/eligible for state benefits
No recourse to public funds
Supported by a non-governmental body
Harmful behaviours
Social housing tenants/homeless
Experience of institutionalisation
Substance use
Isolated from services
Carer/lone parent
Care leaver
Offender/criminal record

LEGEND:

- All programmes activity
- Transformational programmes only activity
- F Final goal
- Young person interim outcome
- F Young person long term outcome
- Outcome for other stakeholders
- Assumption
- Enabling factor
- F Athlete outcome

LINE OF ACCOUNTABILITY INSPIRATIONAL PROGRAMMES

Choose to attend
Actively engaging
Become inspired

Desire to change

Market need

Effective recruitment

Referrals

Trusting relationships

INSPIRATIONAL ACTIVITIES
Athlete led group activities including physical activity sessions and reflective learning



Registered charity in England and Wales no. 11289129

LINE OF ACCOUNTABILITY TRANSFORMATIONAL AND ATHLETE PROGRAMMES



PAMELA

Physical

YP are mentored to become physically active and reflect on the associated benefits of this

Affective

Situations trigger an emotional response and an opportunity to reflect on their feelings

Mental

YP mental wellbeing is improved through activities, friendships, social inclusion and aspirations

Emotional

Social capital and emotional intelligence is built through the learning journey of all the YP

Learning

YP are given the opportunity to learn, both informally and formally, through the programme

Attitudes

Our 5 high performing attitudes are unlocked and amplified in YP

#MoreThanMedals







**COMMUNITY
CHAMPIONS**



**SPORT
ENGLAND**

How is behavior change be **SUSTAINED**?







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