



Activity Planning

noregrets


Parachute

Developing an Action Plan and Using No Regrets Activities

The Parachute youth team has developed a series of activities that students can use at any point during the year to go about raising awareness about injury prevention. These activities are diverse and participatory. They are designed to maximize the impact of the program and promote positive behavioural change amongst young people. All the activities are suggestions and will require adaptation and modification depending on the capacity of your team and the context of your injury priorities. The activities included in this toolkit have worked successfully in different settings. We strongly encourage using the activities as starting points for your own unique program.

Developing an Action Plan

Create action plans throughout your programs that state your objectives and the awareness raising activities you want to accomplish to achieve those objectives. It is recommended that you create an Action Plan for each activity/event. Organize a meeting to discuss the action plan as a group.



AWARENESS RAISING ACTIVITY IMPLEMENTATION CASE STUDY

No Regrets activities are designed to be simple, effective and relatively low maintenance. These activities are run by No Regrets teams to increase awareness about the issue of preventable injury as well as the No Regrets program. To get an idea of what is involved in the process of an activity, it is beneficial to examine a case study of an actual group's implementation.

A No Regrets school in Kelowna, BC decided to make a holiday display as one of their awareness activities for the year. Based on the outcome of their school's needs assessment, the team chose to focus on texting and driving for their Halloween-themed display.

The team met one night after school to decide what they wanted their display to look like and then spent the rest of their meeting dividing up who would collect what materials. One team member was tasked with getting permission to put up their display from the school principal.

On the week before Halloween, the team members met one day after school to put up their display. Above the exit to the school's parking lot and bus loop, students created a display showing a witch on her broomstick flying into the wall while holding a cell phone. The caption on the display said, "Don't text and fly- Drive Sober".

During the next day's morning announcements, a team member alerted the school to the display and briefly discussed the key message, Drive Sober. The team members also posted some of the No Regrets Stupid Line posters in the hallways to reinforce the messages.

After Halloween, the students took down the display. While taking it down, they were approached by two students that were interested in joining the team. While the holiday display didn't require much effort to put together, it looked great, raised awareness about the school's main injury issue and got the team two new members.

Use this Action Plan to start planning your year with No Regrets

No.	Activity	Activity Objective	Brief Description	Timeline	Resources Required	Location	Community Mobilization (Who's supporting the activity?)	Monitoring Notes

noregrets Sample Action Plan

Now that your No Regrets team is underway, you are probably beginning to look forward to the next steps. Over the years, Parachute has collected activity ideas from No Regrets teams across the country, building an inventory of successful initiatives that have proven results among young people. But before you get started with this exciting part of the program, we have some tips and hints that might come in handy during the activity planning process.

Asking Permission

This is an important step, particularly if you are planning on implementing your activity in a school setting. Be sure to explain the activity to the school principal and together, you can agree on an appropriate time and place. You can also ask your staff adviser to help you with this step. Additional considerations should be taken when planning some of the messier activities, such as Melon Splat, Mocktails, or BYOBanana. To prepare for these, it would be a good idea to speak to school maintenance ahead of time and inform them that the activity will be taking place, that your team will clean up afterwards, and that extra trash receptacles might be useful.

Obtaining Donations

There are several ways that obtaining donations from the community can be useful to your No Regrets team when planning activities. Firstly, it will help engage your community in our mission to eliminate preventable injury. It could also result in hosting a more successful event by providing your team with more resources at your disposal. One way to use donations to your advantage is if your event is a competition. You could offer a prize for the winner which you could obtain through a donation from a local business. This will provide more incentive for other youth to participate and result in a bigger turnout at your event. Another way donations might be useful is if you require certain materials for your event that could put a strain on your team's budget. For example, if your team decides to host the Mocktails event, consider reaching out to local grocery stores to help provide your team with some mocktail ingredients. See the last page for a sample donation letter.

Fundraising

One more way that donations might prove useful to your No Regrets team is for fundraising. Consider asking for monetary contributions from participants or attendees of your event. If you need to cover the cost of the event, you might want to charge a small fee for participating, or simply have a donation jar visible at the event. Or, you could have No Regrets team members sell food and drinks at the event. Having some extra resources available from fundraising could enable your team to make bigger and better events!

Using Activities to Recruit Members

If you are looking to expand your No Regrets team, feel free to use activities and events as a form of member recruitment as well as awareness raising tools. Set up a booth or table at events and have a couple of team members available to answer questions. Have sign-up sheets or application forms available (however your team chooses to recruit members). Be sure to share the benefits of being part of No Regrets with interested people.

Promoting Your Event

Ensuring that your school or community is aware of your activity or event can make a huge difference in its success. Whether its by word of mouth or advertising, ensuring that as many people as possible are aware that your event is taking place is critical to reaching a large audience. Some popular advertising techniques include displaying posters, handing out flyers, making announcements in schools, and social media. You'll find that for some of our activities, we have created sample posters available for download, but get creative! Hang them all around your school and community, or pass them out to passersby. Come up with announcements to read over the PA system. If your No Regrets team uses social media websites, be sure to announce the details of the

event or activity on them. If you would like more information on social media or traditional media, please see toolkit document 8: Spreading the Word.

A great way to get the word out about your event is to ask local media to attend and cover it. You might ask them to publish a short article before the event occurs, or send in a summary of your success afterwards so that those who were unable to attend can read about it. Remember, the goal is to get the message out to as many people as possible!

Last but not least...

Be creative! All of the activity and event ideas are really just guidelines. If you have a better idea or want to alter the activity so that it would be more suited to your school or community environment, go for it. Do the same with posters and announcements. The ones we provide for you are simply suggestions - you do not have to use them.

And remember to look back at some previous toolkit documents during your planning stages as well. Some of the sections that might be helpful to read up on include *Youth and Community Involvement*, *Spreading the Word*, and *Reporting and Capturing results*.

<School Name>
<School Address>

<Date>

Dear <Contact Name>,

I am writing to request a donation for a <Activity Name> that is being organized by the No Regrets team at <School Name> on <Date>.

No Regrets is a national leadership program dedicated to preventing injuries among youth. Since the program began in 2003, it has grown from five to over 100 schools across Canada including <School Name>.

The purpose of the program is to promote the No Regrets five key messages: Buckle Up, Look First, Wear the Gear, Get Trained and Drive Sober and to help students learn to manage their risks while participating in activities such as driving, snowboarding, skiing and snowmobiling.

The reality is that predictable and preventable injuries kill and debilitate more Canadian teenagers between the ages of 15 and 19 than all other causes combined. In the past year, more than 700 youth have died as a result of an injury that could have been prevented.

Your support will help the No Regrets team host an event that will get youth excited about risk management and learning how to prevent injury.

Sincerely,

<Signature>

<Name>
<Phone Number>