

# 13 steps to good practice

- 1 Have you understood the problem and critically reflected on the proposed solution?**  
Have you talked to experts and members of the intended audience about the nature of the problem? Is the solution achievable? Have you examined alternative solutions?
- 2 Have you researched similar programs?**  
Have you (at the very least) done an internet search to find out about similar programs? Have you contacted other educators, agency staff or academics to locate relevant social research? Have you checked out academic journals?
- 3 Are your behavioural objectives actionable?**  
Who needs to act? Are these actions realistic? Are they measurable?
- 4 Have you really understood the situations, current practices and needs of your audience?**  
Have members of your audience participated in refining the target behaviours and designing the program? Does the program offer better ways to meet their practical needs as well as yours? Do you understand the obstacles to the behaviour? Have you answers for the doubters?
- 5 Is the solution compatible with your audience's personal values and norms?**  
Does your audience perceive the same problem? Have you explored the 'common ground' between the proposed solution and audience's values, perceptions and needs?
- 6 Have you planned how to collect evidence?**  
Consider how you will capture evidence about the impact and results of your program. Have you planned for time to reflect on the evidence? How will you report back to the community?
- 7 Will it be fun?**  
Check that your activities will excite and stimulate participants. Does it involve tactile, experiential and interactive learning? Could there be a more fun way to do it? Will YOU enjoy it too?
- 8 Will it be social?**  
Check that your project will encourage good inter-personal relationships. Is there food? Is there time to socialise? Are there group activities? Have you created ways for diverse players to share views, including activists, councillors, managers, business-people, planners.
- 9 Have you pre-tested your communications?**  
Is your message presented in a vivid and interesting way? Have you pre-tested messages and materials on the audience?
- 10 Have you thought about access?**  
Have you offered a range of opportunities suitable for different audiences? - both sexes; all ages; people from non English speaking backgrounds; people with disabilities.
- 11 Have you approached partners?**  
Do other organisations, agencies, businesses have similar goals? Could you collaborate with them? Don't think you have to do it all alone; build local networks; share ideas.
- 12 Do you practice what you preach?**  
Have you thought about the environmental impact of your program? Is your operation an exemplar of environmental responsibility?
- 13 Will you leave something behind?**  
How will you: • build the capacity of your community to act after the program finishes? • help existing groups grow stronger? • facilitate new relationships? How could you assist a sustained program? Have you developed new knowledge? If so, how can you share it?