

Behaviour change top tips...

THINK ABOUT LANGUAGE

Using negative language like 'DON'T' and 'NEVER' is **less effective** in campaigns.

Instead, use positive language which encourages people such as ...

Go create
better help
improve win
change
make

BE ROLE MODELS

People are most likely to change their behaviours if they see other people doing it too!

Make sure you are doing what you are encouraging everyone else to do and **sharing your stories** with friends and siblings at school.

There's no reason that YTAs can't also take part in competitions and events you hold in school!

GIVE PEOPLE AN INCENTIVE TO CHANGE

Of course prizes are good, but can you think of other ways to reward your community to take part...



FREE BREAKFAST

