

Stop Starting

The Stop Starting programme is a community based approach to tackling smoking prevalence in 9 to 14 year olds. There is a higher than average prevalence of smoking in Stoke on Trent with 32% of adults smoking compared to the national average of 21%. We know that most of these smokers start the habit in their teens, typically around 13 years old, so this project aims to work with 9 to 14 year olds to help them 'stop starting'.

The 'Stop Starting' programme is part of a wider national programme called Healthy Places, Healthy Lives (HPHL) which aims to build on the recommendations from Sir Michael Marmot's report on reducing health inequalities, by building partnerships between health, local government and communities to design and implement tailored interventions to address local needs.

The pilot project is taking place in the combined wards of Burslem & Sneyd Green which have been selected for its proportionally high ratio of 5-15 year olds and as it has been identified as one of the most health deprived areas of the city.

Small grants will be made available to individuals or organisations to deliver either existing, proven interventions or to develop new and innovative approaches to tackling smoking prevention in young people.

Recognising that smoking is a complex issue, a number of projects that tackle wider health and wellbeing will all be considered.

Small grants between £50 and £1000 will be awarded to successful applicants through a monthly panel selection process. Applications are invited from individuals, community groups or organisations that live, are based or work within the combined wards of Burslem or Sneyd Green.

Successful applications will represent good value for money, explain how they will have a sustainable impact and will demonstrate how they will meet the aims of 'Stop Starting' programme.

Criteria and application guidelines:

Specific aims and desired outcomes of the 'Stop Starting' Programme:

- To support community members to make decisions about how to address health and wellbeing issues, involving smoking but not exclusively smoking
- To build local capability and capacity to co-produce health and well being interventions for young people
- To reduce the number of young people (9-14Yrs) starting or continuing smoking in the combined wards of Burslem and Sneyd Green
- To gain improved understanding about what smoking prevention interventions people want locally
- To develop young people specific prevention services that are appropriate and utilised
- To improve the ability to support communities to 'co-produce' interventions and achieve behaviour change
- To build and evidence community ownership and oversight over interventions, including outcomes
- To build better partnerships between community, local and city-wide organisations

Applications are welcomed from individuals or organisations who can help deliver these aims and outcomes.

Who can be funded?

- Residents of Burslem and Sneyd Green wards
- Voluntary and Community groups and Social Enterprises based or working within Burslem and Sneyd Green wards
- Private Businesses based in Burslem and Sneyd Green wards
- Statutory organisations (including Local Authorities, Parish Councils, Schools, Police, PCT's)

Who cannot be funded?

- Any national organisation based in Stoke on Trent
- Solely commercial ventures
- Party political lobbying or campaign groups

What can be funded?

- Events, training, equipment, promotion activities, communication and merchandise delivering the 'Stop Starting' desired aims and outcomes.

What cannot be funded?

- Any activity or products which do not deliver the 'Stop Starting' desired aims and outcomes such as including activity promoting religion or with a strong religious undertone or activity promoting party political messages.

The panel will be looking for projects that best fulfil the aims and objectives of the 'Stop Starting' programme. Therefore successful applications will demonstrate that proposed activity has a clear set of aims and expected outcomes, represents value for money, includes wider community benefits, and demonstrates sustainability.

General Guidance on Completing the Application Form:

- All questions should be answered, otherwise this could result in the application being returned to you
- Guidelines are given as to the maximum number of words in some sections. If you write more the panel may not see all the information you have written so do not exceed those guideline amounts
- If you do not submit all relevant documents at the time of application, your application will not be processed until it is complete. If after 1 month the application is still incomplete, it will be cancelled
- If you have any queries on the application process please contact Staffordshire Community Foundation on 01782 683000 or by e-mail at info@staffsfoundation.org.uk