



International Pay It Forward Day - Friday 28th April 2017

A SUMMARY OF ACTIVITIES IN SEFTON



A Little Good Makes a Big Difference

This report summarises the activities that contributed to **Pay It Forward Day** in Sefton on **Friday 28th April 2017**.

This is the seventh year that Pay It Forward Day has been celebrated in the UK but the first year that Sefton 4 Good have supported this campaign. The term Pay It Forward comes from a book and subsequent film in which a young boy does a series of good turns for other people but asks nothing in return, simply that the people he has helped do a good turn for someone else, they Pay It Forward. Like seeds on the wind, wherever goodness lands goodness grows.

Working in partnership with a wide range of people, we hosted the event on the 15th March and a series of activities on the 28th April 2017. All of our activities encouraged people to tell us what they had done, by sharing information with us at Sefton 4 Good.

'Makes A Difference' Kits & Launch Event Wednesday 15th March

In March 2017 prior to Pay It Forward Day, internationally renowned Asset Based Community Development (ABCD) practitioner Cormac Russell spoke at an event in Linacre Mission along with Matthew Ashton Director of Public Health for Sefton.

This all-day event at Linacre Methodist Mission in Bootle aimed to encourage people to think about how we can all share our gifts of hands, heart and head to make a difference to the communities in which we live and work.

Everyone who attended the March event received a goody bag containing a Make a Difference Tool Kit, a book and a small pack of biscuits to share with others.

The Make a Difference Kit is a collection of recipes for positive community action and a series of tools to help others think about how they can make a difference in their community. The intention is to support the people who attended the event to pursue the development of the ideas they have, to make a difference in their community.

The discussions at the event generated some great ideas including :

- *Helpful Holidays* - *Repair Café* - *Project of Gifts*
- *Guerilla Gardening* - *Community News* - *Neighbourhood Connectors*

We have asked people to share their local recipes for success with us via the Sefton 4 Good website and twitter account @Sefton4Good



About Sefton 4 Good

Sefton 4 Good is a charity initiative from Sefton CVS that encourages local people to come together and give their **time, skills, money and resources** to help local good causes.

It is about community groups, charities, social enterprises, businesses and individuals working together to form partnerships, and the role of Sefton CVS is to manage the project, bring people together, and enable new relationships to flourish.

Can you help make a difference by giving your time and skills, money and resources? Contact the team on **Email: info@sefton4good.org** or **Tel: 0151 920 0726**



Together We Are Stronger

Our colleagues at **NHS South Sefton Clinical Commissioning Group (SSCCG)** and **NHS Southport & Formby Clinical Commissioning Group (SFCCG)** joined us in celebrating Pay It Forward Day. On every desk in the two CCG's, a small chocolate was placed with a card.

The cards have been designed especially for Sefton 4 Good by the Young Advisors.

The idea for the cards was generated following the development of the Make a Difference Kit, giving people ideas of proactive and reactive actions that could be paid forward. We hoped that the cards would stimulate and encourage people to have a go for themselves.

The CCGs included Pay It Forward in their staff newsletter, and highlighted the work of one of their staff, Tina Ewart, who gives a lot to her community and her colleagues. She runs a lunchtime Knitting group at the CCG, knitting twiddle muffs for the Alzheimer's Society.



"Liked finding it on my desk this morning. Great idea. I'd like some more to do favours with" - South Sefton CCG staff member

"Just to say thank you to Sefton4Good for this lovely idea of doing something nice without expecting anything in return, a gesture of kindness." - Southport & Formby CCG staff



The involvement of the CCG's in Pay It Forward day was a really positive, spreading the idea of a little good making a big difference.

Recipes & ideas for success

Here are some ideas of things that other people have done for Pay It Forward day...

- Can for Kindness – you can collect cans of non-perishable foods and give to a charity who would benefit.
- Book Giving – Leave a book in a public place for someone to find, with a note about Pay It Forward Day.
- Buying the train or bus ticket for the person behind you
- Giving your time to someone in need
- Buy a stranger a cup of coffee
- On a rainy day, buy a few umbrellas and give them to those who don't have one and are getting wet.
- Charity Day – bake sale, raffle, tombola. to raise money for a local charity

The Pay It Forward Challenge

On Pay It Forward Day, we sent out a challenge to colleagues to share their gifts and Pay It Forward by smiling and saying hello to three people you don't normally speak to.

We asked that people tweet at #sefton4 good or email us in response to our challenge.

We shared gifts with people across the borough with a notion of encouraging them to Pay It Forward.

At **Strand by Me, in Bootle Strand Shopping Centre**, we gave away bunches of daffodils to people passing by. One gentleman thanked us and said **"I'd like to give mine to the lady, that'll put a smile on her face!"** We watched as people shared their flowers with others in the shopping centre.

Across the borough flowers and chocolates were distributed. The local bakers shop, the post office staff as well as strangers on a train, all were recipients of gifts from others with no expectation of anything in return, just the card attached asking them to Pay it Forward.

People contacted us via twitter and email to share examples of when they have done a good deed or someone else has paid it forward for them. For example:

"Hi, just to let you know that I loved my little choc and 'pay it forward card' No matter how small a gesture is, it always makes me feel special and the little Sefton 4 Good note with messages on will certainly make people think what they could do in return,

Eg: I drove to the station on Friday and headed on the train to work at the Albert Dock. I hadn't realised that I had dropped my prescription sun glasses on the floor When arrived back to my car over 8 hours later, somebody had hooked them over the handle of my car..... We all need to be more mindful of how we can make someone smile and feel special. I think you are doing amazing work. Well done."

The people who participated in the distribution of Pay It Forward gifts all said they got great feedback from people on the day and felt personal joy through their involvement.



Social Media Activity

The **Sefton4Good twitter account (@Sefton4Good)** was the primary channels for twitter activity on Friday 28th April – used to highlight and promote the various good deeds, gifts and initiatives across Sefton.

@Sefton4Good (1,547 followers)

16 Tweets

27 Retweets from other partners, accounts etc.

Tweets earned **5,000 impressions**



In addition, the main Sefton CVS twitter account and the Volunteer Centre Sefton's twitter account were active on the 28th April:

@SeftonCVS (4039 followers)

Tweets earned **792 impressions**

@VCSefton (801 followers)

Tweets earned **1,100 impressions**



#PayItForward #PayItForwardSefton

In total, **Sefton CVS and affiliated twitter accounts (Sefton 4 Good + Volunteer Centre Sefton) earned 6,892 impressions** – meaning our key messages and activities had a reach of 6,892 individual Twitter accounts.

Sefton 4 Good @Sefton4Go... 28/04/2017
Payitforward Feedback"Last year a lady in Greg's lent me 5p to pay for my lunch. Today I gave a lady in Greg's some flowers"-#lpaiditforward
1 3

Sefton 4 Good @Sefton4Go... 28/04/2017
"Gave flowers to ladies at South Road Post Office, they are so helpful when ever you go in with a query, made me feel good and them smile"
1

Sefton 4 Good @Sefton4Go... 28/04/2017
A Colleague has shared a cake recipe 4 #PayitForwardDay Did you know there is a world cake share at the Salvation Army in S.port tomorrow?
1 3

Sefton 4 Good @Sefton4Go... 28/04/2017
Someone who received flowers told us "it has brightened up my day and my office." #payitforwardday
1

Sefton 4 Good @Sefton4Go... 28/04/2017
"A lovely idea of doing something nice without expecting anything in return." #payitforwardday
1

Sefton 4 Good @Sefton4Go... 28/04/2017
We're also starting to get some feedback from people who've received something for #payitforwardday...
1

Communities of Practice

We wanted to Pay It Forward to staff working in the health service. Recognising and rewarding individuals for giving and sharing their gifts with colleagues and patients.

The staff within our institutions are role models, constructing institutional culture through the custom and practice of their working behaviours.

We felt it important to remember that staff are the primary vector for the contagion of institutional cultural, custom, practices and mores. They Pay It Forward every day.

Recognition of the gifts of our workforce is an investment in the health and wellbeing of our community.

Healthwatch Sefton teamed up with Sefton 4 Good to spread a little happiness.

Diane Blair, Manager of Healthwatch Sefton, and Wendy Andersen, Engagement Manager, distributed bunches of daffodils to 100 Southport and Ormskirk NHS Trust staff, which raised a smile. The staff were then encouraged to pay the good deed forward.

Healthwatch Sefton decided to make Southport and Formby District General Hospital their destination as the Trust has faced a number of difficulties recently and thought the staff would appreciate the gesture.

The flowers made such an impact that a matron asked the pair to give out the flowers to staff leaving Southport and Ormskirk NHS Trust that day to work with different providers. They certainly proved a hit!

"If you want to see change happen, Model it!"

Ruth Hussey OBE, Former Chief Medical Officer, Wales



What's Next for Pay It Forward?

Planned activities for 2017

We have some on going activities planned to continue to Pay It Forward this year including supporting the Great Get Together (in memory of Jo Cox MP) in June and a Fruit Exchange in October.

Roll-out of the Citizens 4 Good initiative—recognising informal volunteering and good deeds amongst local residents, supported by The Mayor of Sefton.

Learning through sharing

We learned a lot from our first year of supporting Pay It Forward. We will be talking with our colleagues in Knowsley about their second year of supporting Pay It Forward to learn from them and to see what we can do together next year. We'll also find out what the other boroughs on Merseyside are doing to see if we can share the learning.

Evaluation

Using twitter and email to capture activity as a way of demonstrating the impact of our actions was less successful than we had hoped. We will reflect on this learning and will explore with others alternative approaches to demonstrating the impact of time and energies spent on Paying It Forward.

Follow up from the ABCD event

We will support community activators to take forward their ideas and develop more opportunities for people to Connect, Keep Active, Take Notice, Keep Learning and Give

Thank You to our partners



For More Information

If you would like to help make next years Pay It Forward a bigger and more effective celebration of the good things that happen across Sefton please get in touch, we'd love to hear from you.

If you have done something good for someone else or someone has been kind, generous or thoughtful to you and you would like to share this with us, please get in touch to share the positive stories of giving.

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[@Sefton4Good](https://twitter.com/Sefton4Good)



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