

Supporting armed forces children & young people

Tornado of Change | From Military to Civilian Child SCiP Alliance Conference

INSPIRATION |

PROMOTE

We listen to children and young people from armed forces and veteran families, who work with us to explore creative ways to help more than 12,500 peers across Scotland. Lived experience and passion for making things better inspire us to do what we do!

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EVALUATE

Once mobilised and given time to run, we get back together to review what has been achieved against our predefined outcomes. We discuss what worked and what can be improved to ensure learning is embedded in future decision-making.

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DELIVER

When we are all happy with what we have achieved, we mobilise our services, projects and campaigns and launch communications to target audiences – from children and young people to educators, professionals and decision-makers.

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We work together to identify and understand our audiences, and what makes them tick, to co-develop communications which have the best chance of raising awareness effectively and achieving the outcomes we have agreed upon.

ASSEMBLE

Having found our inspiration, we bring children and young people from the armed forces community together to join working groups with our team and external partners, to co-develop projects, services and campaigns.

DISCOVER

DEFINE

successful.

We creatively explore specific challenges

faced by children and young people

from this community and collaborate

to share lived experience, knowledge

things better in lots of different ways.

and expertise to find solutions to make

Building on what we have discovered, we

focus on what we feel is the best solution

think about how we will be able to measure

whether our project, service or campaign is

that will make things better and start to

COMBINED FORCE

DEVELOP

We work together to co-develop the important details, bells and whistles behind our projects, services and campaigns and start to bring our inspiration to life through creative concepts, resources and calls to action. We do this by revisiting our 'inspiration' and 'define' stages as often as needed.



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