**The Peer Empowerment Model**

Our learning so far has revealed that the 'Peer Empowerment Model', which has been utilised successfully over the past 5 years through the Jog Northants programme can be used successfully with other target groups and communities.

Our experience has shown that even some of the more unlikely candidates for Leadership and Coaching have thrived as some of the most successful activators. This is often due to lack of confidence and a feeling that they do not possess the correct skills and knowledge. Understanding the needs, motivations and challenges to being more active is central to the Peer Empowerment Model.

The Peer Empowerment Model is an approach to workforce development that will ensure more people across Northants are getting active and are receiving great physical activity experiences.

Choices affecting engagement and motivation to take part in an activity are predominantly dependent on self-efficacy. Self-efficacy beliefs are cognitions that determine whether health behavior change will be initiated, how much effort will be expended, and how long it will be sustained in the face of challenges, obstacles and failures. People generally avoid tasks where self-efficacy is low, but undertake tasks where self-efficacy is high.
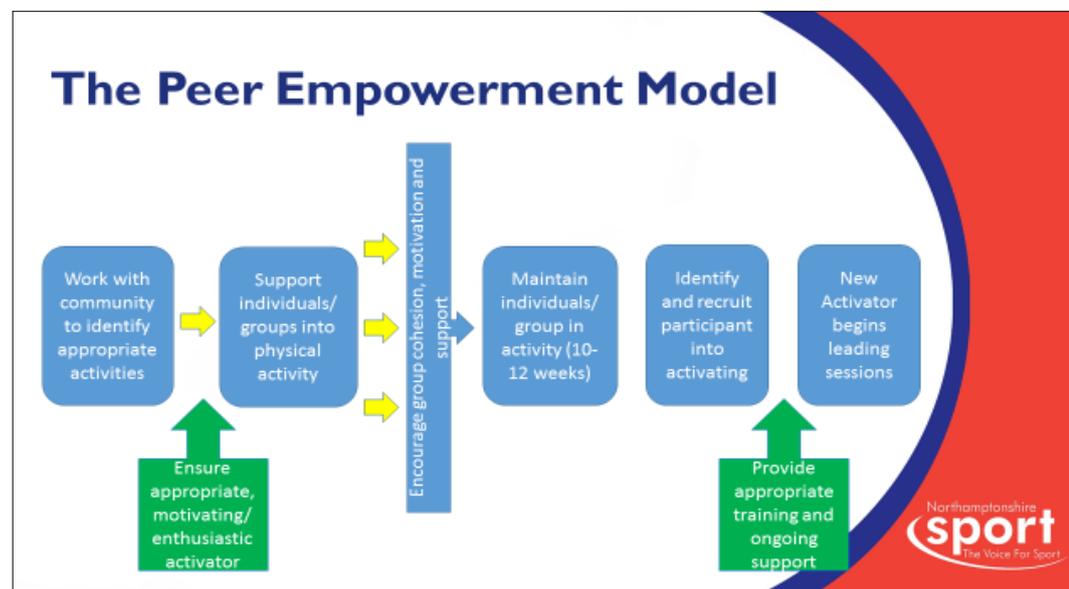
MODEL A – Learn 2 Be
- Work with a specific target group to activate them and establish a Peer Support Network
- This will help to increase self-efficacy, confidence, knowledge and self-esteem
- Once there is a level of competency, engage them in a qualification
- Deploy them within the original group (this can be used multiple times to establish a supporting workforce)

MODEL B – Bellinge
- Recruit from within the community and use the incentive of employability skills – Community Champions/Activators
- Gain experience within an activated group to establish a **Peer Support Network**
- Establish an appropriate qualification through PDP and qualify for deployment
- Deploy initially within the original community group