

Dad Challenge

We are looking for ideas that will help dads be more actively involved in their children's early years.

Anyone can apply. Send us your ideas by 11 September. We'll give 5 groups or individuals, £500 to bring their idea to life over 5 weeks.

Dads can often be left feeling alienated by early years services. Cultural, traditional, economic and social pressures can make them feel like the less important parent. This can influence confidence and leave dads feeling unsure about how to best support their new baby. Research shows that involving dads improves a child's speech, development, physical activity and social confidence.

A group of experts will select 5 ideas to receive: £500 and opportunities for mentoring and support. Each team will then have 5 weeks to get their idea off the ground. Ending with an evening to celebrate and share what we have learnt.

For more information, please email: Mollie.Courtenay@designcouncil.org.uk



What we can offer:

1. 5 weeks to get your idea off the ground
2. £500 grant
3. Support and mentoring on topics such as; design, social finance, behavioural science and funding applications
4. Design and project planning tools and resources
5. Celebration and sharing evening.

How to apply:

Answer the 5 application questions on the next page in a simple film (max 2 mins) or written document (max 2 pages). **Email** this with your contact details to: *Mollie.Courtenay@designcouncil.org.uk*

We won't judge the quality of the films, we just want to hear what you have to say.

More info on the next page.

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Some prompts for new ideas:

1. **Before becoming a dad.** What might help more dads be prepared for parenthood?
2. **The first moment.** What might enable dads to be engaged in the early stages of pregnancy?
3. **The nine months.** What might support dads to better understand their role and influence during pregnancy?
4. **A baby is born.** In the first year of a child's life, what might support dad's to take an active role in their child's development?
5. **The future.** In the longer term, how might dads remain as involved and influential in their child's life.



Application questions:

1. What is your idea?
2. What impact do you aim to achieve?
3. How will you get your idea off the ground in the 5 weeks?
4. Tell us about yourself and why you want to do this?
5. What support will you need?

Selection criteria:

1. **Impact:** Could the project make a difference to dads in Southwark and Lambeth?
2. **Relevance:** Is the idea practical and achievable?
3. **Desirability:** Do others want or need this idea to happen?
4. **Passionate:** Do you have a desire to make a change?
5. **Openness:** Do you have a genuine willingness to test, challenge and develop the idea?

Deadline:

11 September 2014. 6pm.

We'd like you to spend the 5 weeks engaging with the local community (in Southwark and Lambeth if possible). To test and improve your idea and build the support you'll need to make it happen.

What we'd need from you if you were selected:

1. **Agreement:** to adhere to a Design Council grant agreement and to meet set deliverables.
2. **Documentation:** 500 words for a blog post, photos, film clips
3. **Commitment:** tell us what you need to make your idea happen
4. **Energy:** and enthusiasm
5. **Availability:** 29 October 2014.

All entries are welcome. Good luck!
#DadChallenge @DCchallenges