

## Form a community group

### Why form a community group?

Forming a group is a very effective way to take *Action on Alcohol*. It's also a great opportunity for like-minded people to get together and learn new skills while helping build a better community at the same time. Other reasons for forming a group can be:

Local government and professional organisations are more responsive to well-organised groups than equally large numbers of disorganised individuals.

They enable people to share information and help each other to solve issues.

They stimulate debate and discussion to provoke community-led action.

They bring together a variety of people with different skills, ideas and resources to address particular issues.

A recognised group is more likely to generate material and financial support from public and private sectors.

Have a look at our fact sheet about [setting up a community group](#).

### How can your group be more effective?

Value honesty.

Create an environment where members feel free to speak their mind.

Set goals – what constitutes “success”.

Determine roles – what's expected of the members? What is expected of each other?

Agree on rules – what are the agreements on decision-making, working together and how to act?

Relationships – how do members handle conflict, ambiguity, rumor, secrecy, trust?

Results – how does the group measure its effectiveness? What are the performance indicators?

Rewards – what's in it for the group – individually and collectively? Is everyone OK with that?

Adapted from Community Action, 2010, Factsheet: Why groups don't work, [Community Action, Derby](#)



