

Mental Health Charter for Sport and Recreation



Action plan for MyPlayers Pty Ltd

As a signatory of the [Mental Health Charter for Sport and Recreation](#) we are committed to taking action across the following six areas:

1. Use our sport to promote good mental health and wellbeing
2. Adopt good mental health policies and best practices
3. Appoint ambassadors and role models
4. Tackle discrimination on the grounds of mental health
5. Support a pan-sport platform to develop and share resources and best practice
6. Throughout all of this we should regularly monitor our performance

To help facilitate a joined-approach we have appointed a lead staff member:

Name: Jonéll Bester
Position: Player Development Manager
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Organisation website: www.myplayers.co.za

We as the South African Rugby Players Association have identified the need to provide our members with mental health support and services.

Our action plan is set out below.



[Add date and version number]

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
All	<p>Website & Mobile App (1&2)</p> <p>Section on mental health will include:</p> <ul style="list-style-type: none"> - What is the Charter and why we have signed it? - What we have done so far - Information and links about mental health services - Useful contacts 	<ul style="list-style-type: none"> - Key messages about the Charter - Links to Mental Health awareness 	Brand and Communications Manager nyaniso@my-players.com Player Development Manager ionell@my-players.com	Content to be uploaded and published – March 2016 To be updated at key milestones	Pages live. Number of downloads – statistics. Number of contacts from players seeking advice / support	
All	<p>Communications (1,2&5)</p> <p>Mental health promotion in regular communications:</p> <ul style="list-style-type: none"> - Membership newsletter and magazine - Social media (MyPlayers facebook page) - SMS - Annual Booklet - Road show presentation 	Updates on new resources and activities	Brand and Communications Manager nyaniso@my-players.com Player Development Manager ionell@my-players.com	Monthly, quarterly or yearly as appropriate	Web analytics following publication. Number of contacts from players seeking advice / support	
All	<p>Share good practice (5)</p> <p>Share mental health action plans and successes between player associations worldwide – regular conference call with Player Development Managers from IRPA (Ireland), IRUPA (Ireland), NZRPA (New Zealand), RPA (England), WRPA (Wales)</p>	Dedicated staff time	Player Development Manager ionell@my-players.com	Quarterly meetings	Number of things done differently as a result. Impact of changes. Opportunities for joined-up working and sharing	

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	Meet with South African Cricketers Association (SACA) to share mental health initiative plans/projects and recommend what has worked.				service providers.	
All	<p>Ambassadors and role models (3) Recruit ex-player(s) with personal experience who will be willing to be ambassador(s) and role model(s) to support the Charter.</p> <p>Ambassador(s) to support with:</p> <ul style="list-style-type: none"> - Speaking to stakeholders - Case studies - Media (testimony in magazine) - Attendance at events 	Ambassador guidance	Brand and Communications Manager nyaniso@my-players.com Player Development Manager jonell@my-players.com	i) Create a brief for ambassador(s) / role model - June iii) Engagement of ambassador(s) and role model(s) in internal / external comms – mid July onwards	At least 1 dedicated Mental Health player and/or ex-player ambassador in place by September.	
Employees and athletes	<p>Provide and promote confidential help lines and support for players and staff (2)</p> <p>Help line for screening process, then 4 free consultation sessions</p>	Partnership with service providers (private Psychologists)	Managing Director eugene@my-players.com Brand and Communications Manager nyaniso@my-players.com Player Development Manager jonell@my-players.com	June	To have helpline in place Monitor number of calls / referrals/ sessions conducted	

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Members Fans CEO's Stakeholders Benefit Partners	World Mental Health Day Awareness (1 and 4) Encourage all levels of the game to support World Mental Health Day across the country. <ul style="list-style-type: none"> - Create awareness via website and social media pages (share videos) - Article in newsletter or quarterly magazine (share statistics) - Advert via e-mail - Utilise ambassador(s) 		players.com Brand and Communications Manager nyaniso@my-players.com Player Development Manager ionell@my-players.com	Monday, 10 October 2016	Reach of coverage during the week	

If you are communicating externally, it's important that you have a look at our guidance on the most appropriate language and photo images to use. We have provided information and key messages on the Sport and Recreation Alliance's [website](#).

You can see details of other organisations who have signed up [here](#).

We hope you will be proud of your action plan and tell your staff and networks about it!

Please send this completed form to:

sport@mind.org.uk

Checklist:

- ✓ You have completed the action plan
- ✓ Written a website summary of your activity
- ✓ Sent to sport@mind.org.uk and let them know if happy for your action plan to be shared publically

