

# Mental Health Charter for Sport and Recreation

## Spreading the word: Champions, ambassadors and case studies

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### Introduction

As part of your commitment to the Mental Health Charter for Sport and Recreation, you may be planning to recruit champions or ambassadors or ask people to share their stories through a case study to help support your work. This briefing has tips on:

- [The difference between a champion or ambassador and a case study](#)
- [How to broach people to share their story](#)
- [How to support people to share their story](#)
- [Further information](#)

### What is the difference between a champion or ambassador and a case study?

In this context, a **champion or ambassador** is someone from your organisation (an athlete, participant, coach, volunteer or employee) with either has personal experience of mental health problems or has experience through supporting a close friend or family member. They are committed to supporting and promoting your organisation's Mental Health Charter work on an ongoing basis.

Ambassadors may be involved in a range of activities from media interviews, speaking at meetings, events and conferences, through to social media and supporting individuals. This will depend on you as an organisation and on the individual.

Wherever possible, try to recruit more than one champion or ambassador so you are not calling on one individual all the time. Try to find people from a range of backgrounds that reflect the diversity in your audience.

Relationship – usually ongoing.

**A case study** is the story of an individual (an athlete, participant, coach or employee), a programme or service over a fixed period of time.

Relationship – usually 'one off'.







