

Mental Health Charter for Sport and Recreation The next steps...

Action plan – February 2016 (v2)

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:

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Position: Policy Adviser
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Why the Mental Health Charter? The Alliance was inspired to help deliver a Mental Health Charter for Sport and Recreation by the drive within our membership and the professional players associations to do something positive in this area. We want to facilitate a culture change within our sector so that people – players, coaches, volunteers and staff - feel able to talk about mental health and are able to seek help and support when needed.

Our action plan is set out below.



February 2016 v2

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	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
Internal/HR						
SMT	Charter action plan management (6) SMT agree this action plan and monitor progress at 6 and 12 months, agreeing appropriate actions or changes.		Policy	Agree at September meeting Review January 2016 Review July 2016	Meetings held and action plan reviewed	SMT agreed the action plan and has reviewed at 6 months – Jan 2016
Employees	Internal Mental Health Steering Group (2,3,4 & 6) <ul style="list-style-type: none"> Set up internal Mental Health Steering Group and regular meetings to be scheduled 		Policy	Set up August 2015 Regular meetings on-going	Group set up Workplace wellbeing plan agreed by SMT	Internal Mental Health Steering Group set up and recommendations made to SMT
Employees	Raising awareness: Internally (1,2&4) <ul style="list-style-type: none"> Repeat Time to Talk session at staff meeting in February 2016 Update poster and literature available in the office 	Any supporting materials from Time to Change	Policy	February 2016	Staff session delivered Office information updated	Time to Talk session delivered at whole staff meeting on 4 Feb 2016

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Employees	Policies and procedures: Internally (2) Review existing relevant HR policies to ensure follow best practice		HR	December 2015	Policies reviewed	Policies being reviewed
External awareness raising and sharing good practice						
All	Raising awareness – website pages (1&2) <ul style="list-style-type: none"> Create and update website pages on the Mental Health Charter for Sport and Recreation 	Digital communications	Policy/Comms	On-going	Pages live and up-to-date	Website pages updated. Will be updated again for one-year anniversary March 2016
Signatories and wider sport and recreation sector	Raising awareness – keeping signatories and the wider sport and recreation community up-to-date (1,2&5) <ul style="list-style-type: none"> Promote Mental Health Charter for Sport and Recreation and developments through comms channels including e-newsletter and blogs Promote through social media 	Digital communications	Policy/Comms	Weekly e-newsletters and online content can be uploaded at times agreed with digital comms	Web analytics following publication or Twitter activity	Regular content uploaded to Twitter and Yammer network pages. Signatory blogs uploaded in Jan.
Voluntary Code signees and external governance partners	Raising awareness – through governance networks (2,4&5) <ul style="list-style-type: none"> Raise awareness at governance events, ADC networking events and Code workshops including signposting members to our website and policy team Promote Mental Health Charter for Sport and Recreation at external partner events 	Any supporting materials from Mental Health Charter Steering Group or other experts such as Time to Change	Governance	On-going	Workshops and events, delivered and materials disseminated Organisations report changes	Promoted MHC in governance workshops and at relevant ADC events.

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	<ul style="list-style-type: none"> New Code signees to receive information about Mental Health Charter for Sport and Recreation in their information packs 				in policies and practice (possibly through action plans)	
Signatories and wider sport and recreation sector	<p>Share good practice (5)</p> <ul style="list-style-type: none"> Create Yammer network for Mental Health Charter for Sport and Recreation signatories Generate content for the Yammer network and ensure it is used safely and appropriately Gather case studies and promote on the website 	Digital communications	Policy Comms	Yammer is ongoing Case studies gathered by 6 October	Signatories signed-up to Yammer group and positively engaging. Case studies gathered and shared on the website by March 2016	Yammer network set up and information being shared.
All	<p>Ambassadors and role models (3)</p> <ul style="list-style-type: none"> Work with members to recruit a range of ambassadors and role models who are willing to support the Charter including those who have personal experience /close experience and those who can champion the programme. This could include professional players, volunteers and coaches Specifically for the event in advance of World Mental Health Day 	Media	Comms	On-going	Ambassadors speak at event on 6 October Media coverage including social media	Ambassadors attended Sport Minds.

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Events						
Sector	Mental Health Charter event 6 October 2015 (5) In partnership with PPF, Mind and FA. Celebration and sharing event for signatories and interested parties at Wembley	Events, comms	Policy	Event to be held on 6 October 2015	Event delivered Media coverage including social media	Event done
Parliamentarians	APPG Sport – Mental Health – autumn 2015 (3,5) APPG to gain profile and support from Parliamentarians. Work around party conferences and outdoor recreation Parliamentary week		Policy	Autumn tbc	APPG delivered	APPG delivered October 2015
Public	World Mental Health Day 10 October 2015 (1,3,4,5) Work with members to: <ul style="list-style-type: none"> recruit Ambassadors encourage members to deliver activity promote member activity through our communications channels 	Member involvement	Policy/Comms	Activity in the run up to the main event on 10 October 2015	Members deliver activity on 10 October Media coverage including social media	Organisations such as Karate Union of Great Britain, World Snooker and Exeter City Football Club took action and social media done
Sector	Leadership event 3-4 November (5) Speaker/workshop on mental health in the workplace	External speaker	Projects	Event to be held on 3-4 November 2015	Event delivered	Mind delivered workplace wellbeing workshop at Leadership Conference

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Sector	<p>One-year anniversary of the launch of the Mental Health Charter March 2016 (5) Work with Mind and PPF to deliver activity around one-year anniversary of the launch of the Mental Health Charter – actual date Friday 25 March.</p>	Comms	Policy	March 2016	<p>New website resources produced and pages updated</p> <p>MP drop-in session delivered 15 March</p>	Planning under way for activity on 15 March

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

