

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 (1&2)</p> <p><i>We have an extensive section on mental health within our website in line with our mission</i></p> <p>A general section on Health and Wellbeing http://www.thepca.co.uk/health-and-wellbeing.html</p> <p>Off that are specific links for our programme call Mind Matters including multiple aspects of well-being including anxiety and depression http://www.thepca.co.uk/mind-matters.html</p> <p>and links to our Confidential Helpline video https://vimeo.com/57140196</p> <p>and a general section about the helpline http://www.thepca.co.uk/confidential-helpline.html</p>	<p>jratcliffe@thepca.co.uk</p> <p>Communication s officer pbolton@thepca.co.uk</p> <p>Cognicity</p>	<p>Communications officer pbolton@thepca.co.uk</p>	<p>Content created on ongoing basis</p> <p>In place since 2007</p>	<p>We closely monitor the number of contacts from players seeking advice / support via our confidential helpline</p>	
All	<p>Communications (1,2&5)</p> <p>At regular intervals we circulate information to promote for mental health awareness in our communications:</p> <ul style="list-style-type: none"> - Membership magazine 'Beyond The Boundaries' - Membership eflyers 	<p>Updates on new resources and activities are ongoing</p>	<p>Communications officer pbolton@thepca.co.uk</p>	<p>Request to editors Schedule copy reminders. Monthly / quarterly as appropriate</p>	<p>Web analytics following publication.</p> <p>Number of contacts from players seeking</p>	

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	<ul style="list-style-type: none"> - Direct text messages - Social media –twitter and Facebook - Direct emails - General mind matters website 				advice / support	
All	<p>Sharing good practice (5)</p> <p>Work with PPF to promote and share mental health work and projects between player associations at regular forums 6 times per annum.</p> <p>A main PPF committee meeting (x3) and its subcommittee Training and Education (x3)</p> <p>We are signed up to YAMMER community group on mental health</p>	iratcliffe@thepca.co.uk	iratcliffe@thepca.co.uk Communications officer pbolton@thepca.co.uk	Ongoing regular meetings Set up sport MH meeting by September.	Share and 'steal' good ideas! Opportunities for joined up working.	
All	<p>Ambassadors and role models (3)</p> <p>We use a number of current and ex-players who are willing to be ambassadors and role models to support the Charter, including, Marcus Trescothick, Graeme Fowler, Tim Ambrose, Mike Yardy. Monty Panesar and Iain O'Brien</p> <p>Ambassadors and champions to support with:</p> <ul style="list-style-type: none"> - Mental health selfies - Speaking to stakeholders / PPF Conference's - Case studies 	Ambassador guidance iratcliffe@thepca.co.uk Communication s officer pbolton@thepca.co.uk	iratcliffe@thepca.co.uk Communications officer pbolton@thepca.co.uk	i) Create a brief for ambassadors / role models ii) Recruitment and briefings iii) Engagement of ambassadors and role models in internal / external comms – ongoing 2016	4 dedicated Mental Health player and/or ex-player ambassadors in place by September 2016	

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	<ul style="list-style-type: none"> - Media - Attendance at events 					
Members and Employees	<p>Raising awareness: Internal awareness raising campaign (1,2&4)</p> <p>Work with our Comms team colleagues to raise awareness of the Charter within the player association and promote positive mental well-being and reduce discrimination through:</p> <ul style="list-style-type: none"> - Membership magazine 'Beyond The Boundaries' - Membership eflyers - Direct text messages - Social media –twitter and Facebook - Direct emails <p>Launch of new Mindfulness App (Stress Free)</p> <p>Graeme Folwer (ex Test cricketer and ambassador) is attending every county cricket club to highlight mental health signs and symptoms</p> <p>Launch of a bespoke play telling the story of Colin Milburn (ex cricketer), who sadly drank himself to death at an early age. The play will be held at every county cricket club for members</p>	<p>iratcliffe@thepca.co.uk</p> <p>Communications officer</p> <p>pbolton@thepca.co.uk</p>	<p>iratcliffe@thepca.co.uk</p> <p>Communications officer</p> <p>pbolton@thepca.co.uk</p>	<p>Ongoing communications through the year</p> <p>April 2016</p> <p>March /April 2016</p> <p>October/November 2016</p>		

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	<p>and wider public to attend. Our 6 Personal Development Managers (PDM's) work closely with all players past and present on a needs basis and act as referral mechanism</p> <p>Circulation to members and staff of a book written by a member, Steve Sylvester called 'Detox Your Ego'</p> <p>Continuing help and promotion of Time to Talk and World Mental Health days</p>	MIND		<p>Ongoing</p> <p>TBC 2016</p> <p>TBC 2016</p>		
	<i>Provide mental health first aid training for PDMs and staff. (2)</i>	Financial and staff time	iratcliffe@thepca.co.uk	Completed for PDM's and TBC for other staff 2016	2 staff members to be trained	
	<i>Provide and promote confidential help lines and support for players and staff (2)</i>	In place and provided by private medical insurance	iratcliffe@thepca.co.uk	1 January 2016	<p>Helplines in place</p> <p>Monitor number of calls / referrals.</p>	
	<i>Ensure staff working to support players with MH issues have access to regular MH supervision / support themselves. (2)</i>	Counselling supervision for lead staff is available	iratcliffe@thepca.co.uk CEO dleatherdale@thepca.co.uk	TBC 2016	Identified staff have regular "supervision" sessions	

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Fans and Spectators (and wider)	World Mental Health Day Awareness (weekend) event – resources for players at all levels of professional game (1 and 4) Encourage all levels of the game to support World Mental Health Day events across the country. <ul style="list-style-type: none"> - Produce template social media statements and resources for players: - Article in match-day programmes - Media releases for the weekend - Sharing of videos and mental health selfies / video case studies at half time - Utilise ambassadors and champions 		Communications officer pbolton@thepca.co.uk	October 2016	Reach of coverage during the event	

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 can also provide key descriptions of the Charter and details of other organisations who have signed up.

Please email sport@mind.org.uk if you want any help and advice.

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

