



# Mental Health Charter for Sport and Recreation

## WPBSA Action plan

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:** Sport Development Manager  
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**Organisation website:** www.wpbsa.com

The WPBSA is committed to helping any player with a mental health problem. In a sport where individual focus, concentration and determination are paramount, being open about a mental health problem should not be considered a sign of weakness. The WPBSA is committed to breaking this stigma and supporting its players to be open and honest about any challenges they face.



Our action plan is set out below. **9<sup>th</sup> September 2015**

<b>Audience</b>	<b>Activity description</b> (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	<b>Support required</b>	<b>Timescale</b>	<b>Performance indicator</b>
All	<p><b>WPBSA and World Snooker websites</b></p> <p><b>Create sections on mental health within websites. To include the following:</b></p> <ul style="list-style-type: none"> <li>- What is the Charter and why we have signed it?</li> <li>- What we have done so far</li> <li>- Information and links about mental health services</li> <li>- Useful contacts</li> </ul>	<ul style="list-style-type: none"> <li>- Key messages about the Charter</li> <li>- Links to Mental Health awareness</li> </ul>	<p>Content created – September</p> <p>Published – October</p> <p>To be updated at key milestones</p>	<p>Pages live.</p> <p>Number of downloads.</p> <p>Number of contacts from players seeking advice / support</p>
All	<p><b>Communications</b> (1,2&amp;5)</p> <p>Secure regular slots for mental health promotion in your regular communications:</p> <ul style="list-style-type: none"> <li>- Players Forum</li> <li>- Workforce meetings</li> <li>- Social media</li> </ul>	<p>Updates on new resources and activities</p>	<p>Request to communications officers –</p> <p>Schedule copy reminders. Quarterly updates</p>	<p>Web analytics following publication.</p> <p>Number of contacts from players seeking advice / support</p>

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Timescale	Performance indicator
All	<p><b>Share good practice (5)</b> Work with PPF to promote and share mental health work and projects between player associations at regular forums.</p> <p>Set up formal MH meeting with all your sport's stakeholders including NGB, leagues / competition organisers, officials and fans.</p> <p>Attend and participate in mental health in sport conferences and workshops.</p> <p>Share good practice with Mind so that it can be considered as a resource on the Mental Health Charter for Sport and Recreation's website.</p> <p>Sign up to YAMMER community group on mental health</p>	Dedicated staff time	<p>Ongoing regular meetings</p> <p>Set up sport MH meeting by September.</p>	<p>Number of things done differently as a result. Impact of changes. Opportunities for joined up working.</p>

All	<p><b>Ambassadors and role models (3)</b> Recruit a number of current and ex-players who are willing to be ambassadors and role models to support the Charter. This could include those who have personal experience /close experience and those who can champion the programme</p> <p>Work with partners including PPF, the Alliance and Mind to look at training and support mechanisms for ambassadors.</p> <p>Ambassadors and champions to support with:</p> <ul style="list-style-type: none"> <li>- Mental health selfies</li> <li>- Speaking to stakeholders</li> <li>- Case studies</li> <li>- Media</li> <li>- Attendance at events</li> </ul>	Ambassador guidance	<p>i) Create a brief for ambassadors / role models - September</p> <p>ii) Recruitment and briefings – early October</p> <p>iii) Engagement of ambassadors and role models in internal / external communications – mid March</p>	2 or 3 dedicated Mental Health player and/or ex-player ambassadors in place in November.
Employees	<p><b>Raising awareness: Internal awareness raising campaign</b> Raise awareness of the Charter within the player association and how to promote positive mental well-being and reduce discrimination through:</p> <ul style="list-style-type: none"> <li>- Staff forums – Charter and well-being to be a regular agenda item at monthly meetings</li> <li>- Signpost managers to free webinars</li> <li>- Include regular information in staff e-newsletter</li> </ul>	Any supporting materials	<p>September – Charter why we have signed / case studies what we have available already (employee assistance / flexible working policy etc.)</p> <p>October – World Mental Health Day</p>	

Employees and athletes	<b>Provide mental health first aid training for one member of staff</b>	Financial and staff time	1 March 2016	One member of staff to be qualified mental health first aiders.
Employees and athletes	<b>Provide and promote confidential help lines and support for players and staff (2)</b>	Financial and partnership with providers e.g. LPP, Sporting Chance or Samaritans	1 March 2016	To have helplines in place  Monitor number of calls / referrals.
Fans and Spectators (and wider)	<p><b>World Mental Health Day Awareness (weekend) event – resources for players at all levels of professional game (1 and 4)</b></p> <p>Encourage all levels of the game to support World Mental Health Day events across the country.</p> <ul style="list-style-type: none"> <li>- Produce template social media statements and resources for players:</li> <li>- Article in match-day programmes</li> <li>- Media releases for the weekend</li> <li>- Sharing of videos and mental health selfies / video case studies at half time</li> <li>- Utilise ambassadors and champions</li> </ul> <p><b>Time to talk day 2016</b></p> <ul style="list-style-type: none"> <li>- Social media push to promote day.</li> <li>- Share plan with public</li> </ul>		<p>October 9 – 11<sup>th</sup> 2015</p> <p> </p> <p>31<sup>st</sup> Jan – 4<sup>th</sup> February 2016</p>	Reach of coverage during the event

