

STATE OF MIND SPORT

USING SPORT TO REACH HARD TO ENGAGE GROUPS

WE URGE YOU TO THINK ABOUT UTILISING THE POWER OF SPORT TO INFORM YOUR PREVENTION AND HEALTH PROMOTION STRATEGIES AND ACTION PLANS. TAKE YOUR MESSAGES OUT TO WHERE MEN ARE, FOLLOW THE EXAMPLE OF THE COVENTRY SERVICES WHO ESTABLISHED A GROUP TO CO-ORDINATE THEIR CAMPAIGN ENTITLED, "IT TAKES BALLS TO TALK" OR, THE DERBY SERVICES WHO EARLIER ON IN THE FOOTBALL SEASON CO-ORDINATED A PUBLIC HEALTH CAMPAIGN AROUND THE BIGGEST MATCH OF THE SEASON AGAINST NEWCASTLE, AND INNOVATIVELY LIAISED WITH THE NEWCASTLE SERVICES SO THAT BOTH SETS OF FANS WERE TARGETED.

I ALSO RESPECTFULLY SUGGEST THAT CLINICAL PRACTITIONERS CONSIDER HOW THE CONCEPTS AND CHARACTERISTICS OF SPORT MIGHT INFORM CARE AND RECOVERY PLANS, TO COMBAT ISOLATION AND INCREASE SELF ESTEEM, FOR EXAMPLE, THE CONCEPT OF

I WILL CLOSE WITH THE KEY MESSAGES FROM OUR EXPERIENCE.

- WORK IN PARTNERSHIP WITH NATIONAL AND LOCAL ORGANISATIONS. WE HAVE BEEN FORTUNATE TO HAVE THE SUPPORT OF POPYRUS TO ENABLE OUR EX PLAYERS TO ATTEND THEIR TRAINING PROGRAMMES AND TIME TO CHANGE FOR PROVIDING US WITH RESOURCES.
- DELIVER SIMPLE, CREDIBLE MESSAGES.
- HAVE THE PASSION TO ENSURE AND SUSTAIN A MOMENTUM.
- FORM PARTNERSHIPS WITH SPORTS GOVERNING BODIES AND CLUBS.
- SEEK TO BE INVOLVED AND GIVE OWNERSHIP TO GAIN COMMITMENT.
- SCAN THE HORIZON FOR NEW POLICES OR ASSOCIATED INITIATIVES AND EMBRACE NATIONAL POLICY.
- SEEK SPORTING STARS TO ACT AS AMBASSADORS.
- DEVELOP A WEBSITE AND CAPITALISE ON SOCIAL MEDIA OPPORTUNITIES.
- COLLABORATE AND USE IMPORTANT DATES AND EVENTS TO RAISE AWARENESS.
- GIVE OUT BROADER MESSAGES AND ENCOURAGE LOCAL RESPONSES.
- DEVELOP A MEDIA STRATEGY AND LINKS.

- SEEK METHODS OF EVALUATION AND USE EVIDENCE AS LEVERAGE TO ACCESS RESOURCES.
- CELEBRATE SUCCESS