# Mental Health Charter Case study







# **March 2019**

1. Project name: #RunAndTalk

2. Organisation name: England Athletics

3. Target group: Children and young people

**4. Aim of project:** #RunAndTalk is an England Athletics initiative supported by Mind, the mental health charity, which aims to improve mental health through running in England.

# 5. Project overview

The program has 4 main areas:

1. Mental Health Champions and Ambassadors

A network of volunteers in England Athletics affiliated clubs and RunTogether groups promoting mental wellbeing through running and supporting the aims of #RunAndTalk.

#### 2. Mental Health Charter

An organisation wide action plan for mental health focussing on employee wellbeing as well as mental health activity in the wider sport. England Athletics was one of the first signatories of the Mental Health Charter.

# 3. Partnerships

A partnership with Mind, the mental health charity which provides expertise around mental health. Potential for further partnerships with organisations such as Student Minds and Young Minds.

## 4. Campaigns (currently 2)

Twice a year during a one-week period linked to Time to Talk Day (January/February) and World Mental Health Day (October) our digital campaign #RunAndTalk encourages people to run one mile or further and to have a chat with friends, family, colleagues or other runners whilst doing it. This can be done at a time and location of their choice or by joining one of the organised runs at an England Athletics affiliated club or RunTogether group.



### 6. Impact and testimonials

No of participants and/ or volunteers:

There are currently 211 clubs and RunTogether groups registered on the programme who have appointed 510 volunteer Mental Health Champions.

Since 2016 #RunAndTalk has also delivered 5 campaigns with approximately 525 organised runs and over 17,600 participants. Of these participants an average of 30% report mental health problems and between 15-30% of runners for each campaign are new runners or returning to running.

"I have had a really tough Christmas run and talk have really pushed my motivation switch back to positive"

"Thank you. That was fun and social. I never expected that and I never expected I would enjoy it and be looking forward to coming back next week "

Our clubs and RunTogether groups are reporting more openness to talk about mental health problems:

"I found out something about someone I never knew tonight and I'm really pleased they shared it with me"

"We then had tea and cake in our club house which was open to the whole club and suddenly the room was alive with chatter when normally people grab their coats and head off."

#### 7. Outcomes

England Athletics have also signed the Time to Change Pledge, #21by21 and the Workplace Wellbeing index (we are the first organisation from the sports sector to do this).

#### 8. Further information

For more information visit England Athletics website.

