

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.



