

As before, it was the feeling of wanting to get back playing football which saw me through! And if it hadn't had something to do with football I might not have wanted to come back. I'd even asked the surgeon if he could delay my operation by three days so I could play in an Everton football tournament!

Currently, I'm **still working for Everton in the Community and Mersey Care** and I'm awaiting **starting John Moores University** this September having just learned last week that I'd been accepted to **study mental health nursing**. I was in Uni many years ago. But in the last two years, I've picked up **more qualifications through Everton in the Community than at any time in my life**. This programme 'Imagine Your Goals' invests in people, both time and money and has, **inadvertently, saved my life and gave it meaning**. I have been **free from anti-psychotic medication for three years**.

My story is indeed extraordinary. It is also just one of many.



Mental Health Charter

Case study

February 2016

- 1. Project name:** The People's Family Project
- 2. Organisation name:** Edge Hill University/Everton in the Community
- 3. Target group:** Families with children living in the Everton area of Liverpool (L3, L4 and L5 postcodes)
- 4. Aims of project:**

The People's Family Project (PFP) was set up in February 2014 as a joint venture between Edge Hill University and Everton in the Community. The PFP provides families from an area of high socio-economic deprivation with opportunities to enhance their understanding of health and make positive health changes by engaging in a range of sessions including: gym sessions, walking/bike riding, yoga, family fun, health education workshops and cook and taste sessions. To maximise engagement, families are encouraged to attend sessions which appeal to them and fit into their lifestyles.

5. Impact of project:

To date 61 families have engaged with the project and 10 families (28 people) engaged with, and completed, a 12-week course of sessions with some participants attending 58 of a possible 68 sessions. Results investigating the impact of the project on health behaviours demonstrated that the intervention did not have a statistically significant impact on overall physical activity levels or sedentary behaviour, however all children and adults (excluding one) were meeting overall physical activity guidelines prior to engagement in the intervention and physical activity levels did increase for some individuals and families. The intervention did, however, have a significant impact on parental mental health and parental overall dietary quality up to 12 months after completion of the project.

6. Case study: Susan's story

Susan attended the sessions with her 10-year-old daughter. During the intervention period Susan was 48-years-old, unemployed (associated with existing health conditions), educated to GCSE level and lived with her partner of 14 years in a privately rented property. She also has a 21-year-old son from a previous relationship who still lives at home. Susan suffered from arthritis in her knees and was also diagnosed with depression, anxiety and agoraphobia. These conditions often prevented her from taking part in activities on her own and with her daughter.

Before engaging in the project, Susan was occasionally physically active and attended Slimming World for 12 months, losing around 20kg in this time. Before beginning the project, Susan's Body Mass Index was 44.6, classifying her as obese. However, in just the first 12 weeks of engaging in the PFP, Susan lost 9.12kg reducing her BMI by 3.6. After 12 months, Susan lost another 10.4kg, which took her total weight loss during the programme to 36.22kg.

Susan also increased her weekly engagement in physical activity by 53.83 minutes and improved her dietary quality which she attributed to the programme's structure and encouragement and motivation she had received from staff.

Now, Susan says that her healthy eating and food choices had become part of her everyday life: 'I don't even think about it, to be honest. It's just natural. It just comes natural now. I'd sooner go for an apple than a packet of crisps.'

During and after the project, Susan volunteered on other EitC projects such as Girls on Side and Tackling the Blues. In October 2015, Susan was offered a casual staff position at EitC and is now a valued member of the team on both projects.

7. Further information

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A Social Return on Investment (SROI) analysis demonstrated that IYG has supported 24 participants into casual, part and full-time employment, helping to generate a social return value of £455,856 in calculated cost savings. Based on all the programme objectives IYG has an overall **SROI value of £3.22 for every £1 invested**. This figure demonstrates the significant benefit the programme delivers to its participants, local council services and national exchequer contributions with direct and indirect cost savings (figures sourced from a SROI exercise carried out by a leading multinational professional services firm, August 2013).

4) Creating Training and Education opportunities:

- Over 250 service-users have completed FA Coaching qualifications
- 199 service-users and support-staff have accessed health support training/ workshops and counselling courses of 40+ hours

5) Providing Competitive football opportunities:

IYG organises the Merseyside Mental Health football league, involving 16 community mental health teams which engage over 200 service users per month.

IYG are not only local, regional, national but international football champions and award winners after winning the European Mental Health Championship in Hamburg Germany in May <http://community.evertonfc.com/news/european-success-doesn-t-come-e.a.s.i/>

6) Raising Awareness of mental health and challenging stigma:

IYG hosts annual football tournaments that coincide with World Mental Health Day which engage teams comprised of service users with mental illness, as well as teams from the public and private sectors. The tournament helps to raise awareness of mental health and is intended to help the public better understand mental illness.

Working in partnership with the FACT facility Liverpool (<http://www.fact.co.uk>) IYG has begun to merge together art, sport and mental health via an innovative creative arts project centring on the themes of mental health, masculinity and being a 'real man'. A collaborative piece of work will be featured in a public exhibition working alongside acclaimed artist Mark Storer.

We actively promote mental health awareness and support the 'Time-to-Change' campaign, signing an organisational pledge to stamp out mental health discrimination. <http://www.evertonfc.com/news/2011/10/10/hahnemann-helps-out>

To date we have **trained over 1000 members of the public in Mental Health awareness training**. We have also trained cohorts of staff, volunteers and peer mentors in mental health first aid.

We also host annual exhibition matches that coincide with Everton home fixtures at Goodison Park, where the first team manager Roberto Martinez has helped raise awareness of mental health, engage with fans, celebrate participants progress, and supports the publication of as marketing materials in match programmes and on stadium screens: <http://community.evertonfc.com/news/martinez-helps-celebrate-world-mental-health-day/>

7) Underpin project impact with academic research:

An independent report in the Journal of Mental Health Practice found that:

- 100% of participants stated they were fitter as a result of the programme
- 94% had an improved sense of wellbeing



- 59% had fewer mental health symptoms
- 88% had more self-esteem
- 76% were mixing more with family and friends
- 76% had more hope for the future

8) Partnership working:

Everton in the Community and IYG work very closely with Edge Hill University (Times Higher Education 'University of the Year' 2015) –

<https://www.edgehill.ac.uk/news/story/edge-hill-partnership-everton-community/>

This unique partnership has developed to create a dedicated Centre for Sport, Physical Activity and Mental Health Research. The purpose of the research centre is to undertake and facilitate the production of high-quality, publically-engaged and policy-relevant research which advances international understanding of the links between sport, physical activity and mental health. The Centre brings together academic researchers, practitioners, policy makers, representatives of sports bodies, service users, those with experience of mental illness, and members of the public, private and voluntary sectors to inform policy and practice intended to enhance the mental health and wellbeing of individuals and their communities.

This partnership has led to the launch a new postgraduate programme which will be the first of its kind. The MSc Sport, Physical Activity and Mental Health programme started in September 2015 and will also provide accredited CPD training modules and provide annual dissemination and sharing best practice workshops/ conferences.

Everton in the Communities' IYG programme are official members of:

- The European Association of Social Integration (EASI)
- The European Football Development Network (EFDN)

IYG's ground-breaking approaches to harnessing the known therapeutic benefits of physical activity and sport on mental wellbeing have been showcased at a number of European academic and practitioner forums including:

- European Sports Development Network: <https://www.edgehill.ac.uk/sport/esdn-presentations-2013/>
- National Mental Health Conference: <https://www.youtube.com/watch?v=IUBqe5yiwAk>

Achievements:

- 2010 Sports Industry Award for 'Best Community Programme'
- 2010 North West Football Award for 'Best Community Scheme of the Year'
- 2010 Tony Adams Award for 'Positive Mental Health programme'
- 2011 North West Public Health Winner
- 2012 European mental health football champions, Germany
- 2013 National Positive Practice in Mental Health; 'Partnership Working Award'
- 2014 NHS Excellence in Supply Award; Mental Health Care & Overall Winners
- 2014 Charity Times Awards; 'Cross Sector Partnership of the Year'
- 2014 European mental health football champions, Oxford, UK



Mental Health Charter

Case study

February 2016

1. **Project name:** Active Blues
2. **Organisation name:** Everton in the Community
3. **Target group:** Men aged 35-50 in North Liverpool
4. **Kenny's Story:** Kenny Hon was informed about the Active Blues programme by his local General Practitioner, who felt it would be beneficial for him to increase his physical activity levels. Kenny was experiencing difficulties performing daily tasks due to a lack of energy and strength, in addition to becoming breathless. Kenny also struggled with his mobility due to his high BMI which placed him in the obese category. Unfortunately Kenny became socially isolated and lost his confidence, in part due to his physical health issues, but he also became unemployed and moved home to live with his mother. Subsequently his mental health began to deteriorate and he started to suffer from depression.

Kenny was open to attending Active Blues due to his previous positive childhood experience in sport and started by attending walking football sessions. He has an interest in football and these sessions appealed to Kenny, where he began to build new friendships with a number of men in similar circumstances to him. Over the last 6 months Kenny has developed his fitness and has seen a reduction in his BMI which has allowed him to progress onto other Active Blues sport sessions. He has attended local park walks and golf, and more recently he has commenced gym sessions where he has a tailored programme to suit his goals. Through increasing his physical activity levels his motivation has grown in improving other health behaviours such as his diet, which he is now receiving support with.

Kenny's future aspirations include learning to cycle, which he is currently working towards by using a stationary bike at the gym. He has also enrolled onto a cycle mechanics course which he reports wouldn't have been possible without his improved self-confidence and self-esteem. Kenny aims to continue to develop his skills, confidence and knowledge in order to become part of the volunteer scheme at Everton in the Community in the future.



Mental Health Charter

Case study

February 2016

1. **Project name:** Tackling the Blues
2. **Organisation name:** Edge Hill University and Everton in the Community
3. **Target group:** Children and young people aged 6-18
4. **Aims of project**

Tackling the Blues is a sport, physical activity and education-based programme targeting young people who are identified by schools or colleges as experiencing, or are at risk of, developing mental health problems.

The programme is delivered in a context of increasing mental illness among young people, its impact on wellbeing, and the associated workplace pressures on head teachers, teachers and carers who work with mentally ill young people.

The programme offers a range of interactive and engaging activities to recruit young people who, once engaged, participate in tailored educational and peer-led activities to tackle experiences of conditions associated with poor mental wellbeing, and increase awareness of mental health and illness. Tackling the Blues raises awareness of mental health and illness among 8-14-year-olds using sport, physical activity, peer-mentoring and education workshops across primary and secondary schools, and young carers groups.

The project examines the relationships between sport, physical activity and mental health, and young people's understanding and experiences of health and wellbeing, of the Tackling the Blues project, and of their social relationships with significant others (e.g. parents, friends, teachers) inside and outside of Tackling the Blues. Tackling the Blues also examines expectations on schools and teachers to educate and care for young people who present complex health and wellbeing needs.

5. Impact of project

Tackling the Blues delivers 12 one-hour weekly sessions across 10 primary schools, secondary schools, and young carer groups throughout Sefton and Merseyside with plans to expand delivery further into Merseyside and Lancashire in the near future. As of January 2016, Tackling the Blues had delivered 227 one-hour physical activity or educational workshop sessions to 257 6-15-year-olds. 25 young people have also so far achieved a qualification in Healthier Food and Special Diets.

During a visit by the Shadow Secretary of State for Mental Health, Luciana Berger MP, Tackling the Blues was described as 'very impressive' in its impact on young people's lives and features on the Minister's blog (<http://tinyurl.com/hpdkkcg>).



