1. Project name: Active Blues

2. Organisation name: Everton in the Community

3. Target group: Men aged 35-50 in North Liverpool

- 4. Aims of project: The Active Blues project is a community-focused project which aims to support currently inactive men aged 35-50-years-old to become physically active at least once per week through participation in sport. Active Blues delivers: angling in local canals and parks, cycling using the transpennine trail and local parks, walking football and football at Powerleague, rambling in local parks and Wales, golf at Wirral's Golf Centre and yoga and exercise and fitness at the partnership's venues including Everton Football Club and community venues. All sessions are free of charge for those in attendance and rewards, such as ground tours and match day tickets, are given when participants reach certain landmarks on the programme.
- 5. Impact of project: Active Blues held its launch event, 'Lads Night In', in November 2015 where over 120 people were in attendance. Former Everton players Pat Van Den Hauwe and Stuart Barlow were part of the question and answer session on the evening in addition to current Academy Coach Kevin Sheedy who introduced the Active Blues project to the audience. The night also included a comedy set from local comedian Jake Mills, a raffle for signed Everton memorabilia, and an appearance of replica FA Cup and European Cup Winners Cup trophies which many had their photographs taken with. Active Blues is still in its infancy and aims to host future recruitment and awareness events periodically throughout 2016 to engage individuals and encourage men aged 35-50 who live in North Liverpool to take the opportunity to get involved in the project.

6. Further information

http://www.evertonfc.com/community/health-and-wellbeing/the-projects/active-blues

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- 1. Project name: 'Imagine Your Goals' (IYG)
- 2. Organisation name: Everton in the Community (official charity of Everton Football Club)
- 3. Target group: Adults experiencing mental health problems
- 4. Sean's story:

After being sectioned under the mental health act in 2007, Sean was at the lowest point of his life. Coupled with the stigma he faced he soon became agoraphobic and didn't leave his home for two months. He describes this time as being a prisoner in his own mind. He was deteriorating in both mind and body whilst his anti-psychotic medication drastically increased his appetite and made him perennially drowsy and bereft of any sort of physical activity. This all resulted in rapid weight gain with him putting on three stone in two months. As his weight increased, so his self-esteem plummeted. He hated looking at his reflection in the mirror and feelings of worthlessness set in.

Sean shares his story...

I heard about mental health football sessions ran by Everton in the Community from my C.P.N. The closest session to me was a ten minute walk from where I lived, but it may as well have been a thousand miles away. I agreed to go, because I've always loved football: I scored three goals that day, worked up a sweat, got to know a couple of people, and they got to know me. They'd been through their own problems and that helped me not to feel like an 'alien'.

Over time my confidence slowly grew. I became more sociable, began to smile, lose my inhibitions. I didn't feel ashamed anymore. I had **got my freedom back**. My excess weight soon dropped off. My medication was reduced. I was sleeping better, I had something to look forward to, to get out of bed for, something worthwhile. At one point, I was **attending a football session every day of the week**. I then **started volunteering with Everton in the Community** with the delivery of the sessions and with Early Interventions Team providing peer support for all the new patients coming into the programme.

At this time I was diagnosed with cancer and had to undergo surgery followed by chemotherapy. It was much easier for me going through that than it was overcoming my mental health issues. When I was better, I continued my volunteering and applied for a **work experience placement** within Everton in the Community and Mersey Care NHS Trust which allowed me to **get paid** for what I was doing, which felt great. Having confidence to play football and make new friends is one thing but having the confidence to do a job and sit in an office full of people is another when you've been away for so long.



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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peoples-family-project

- 1. Project name: 'Imagine Your Goals' (IYG)
- 2. Organisation name: Everton in the Community (official charity of Everton Football Club)
- 3. Target group: Adults experiencing mental health problems

4. Aims of project:

- Increasing Participation
- Enhancing Health and Wellbeing
- Providing Volunteer and Employment pathways
- Creating Training and Education opportunities
- Providing Competitive football opportunities
- Raising awareness of Mental Health and challenging stigma
- Underpin project impact with academic research
- Partnership working

5. Impact of project:

1) Increasing Participation:

- We deliver 7 regional football training sessions, engaging 200+ service users per week
- This is the only/ main sporting activity for 77% of participants

2) Enhancing health and wellbeing:

- 58% of IYG participants reported that they were able to reduce their use of medication or mental health services since starting the programme, with a 86% direct attribution rate to IYG
- 64% of participants reported that they have lost weight since joining the programme, with a 81% direct attribution rate to IYG
- 9% (almost 1 in 10) of IYG participants have given up smoking since joining the programme

3) Providing volunteer and employment pathways:

IYG has supported 55 service users into active volunteer opportunities contributing 1,415 volunteer hours. 56% of these would not have volunteered if they had not participated in the IYG programme. IYG volunteer time leverages a greater value per £1 spent than it could get additionally in gift aid per £1 donated:

Example web stories:

http://community.evertonfc.com/news/danny-secures-his-dream-job/http://community.evertonfc.com/news/accolade-for-everton-in-the-community-coach/



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=IUBge5yiwAk

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



Impact/ footprint:

In 2010-2012, IYG received a national roll-out via funding from the Premier League, Sport Relief and Time to Change, where other 15 Premier League clubs adopted the IYG model. Everton in the Community helped support this process by leading on the cascade training and sharing best practice workshops to the various professional clubs across the UK. To date over 3,500 participants have benefitted from the scheme which still continues in certain parts of the UK. Other football league clubs now have dedicated programmes which address mental health promotion based upon the work originally developed by Everton in the Community. As a member of the European Football Development Network, Everton in the Community is also now endeavouring to lead the way by promoting and sharing its best practice in mental health community football to other European clubs, presenting its pioneering approaches at this year's member's conference.

Case Study: Derrick

When Derrick enrolled on IYG he had significant mental health problems displaying some complex issues. From not communicating or making eye contact, to not engaging with the rest of the group; both his medication and NHS care packages were significant. However, after just a year of participating in the programme each week Derrick is now one of our most active and vocal participants. His health and fitness has improved significantly, his medication and care packages have been reduced tenfold and he is now making plans for the future after completing a number of accredited qualifications with Everton in the Community. In 2009 Derrick secured a part-time job as a receptionist at a busy sports centre and is now on a foundation course to access a University degree.

In addition to enabling service users to enter training, education or employment it is the positive changes we have witnessed in terms of confidence and self-esteem of service-users that has been most rewarding, with individuals now overcoming other significant challenges in their lives. These include substance addiction, to breakdown in family relationships, accommodation problems and social anxiety.

Speaking of the impact of the IYG programme on him, Derrick said:

"This programme has literally saved my life, if it weren't for the routine of coming to the sessions or knowing people were expecting and wanting me to turn up I wouldn't go and would have fallen back into that dark place again. Meeting people who welcome me and include me for who I am is amazing and gives a focus to my life like never before".

6. Further information

Website:

http://www.evertonfc.com/community/health-and-wellbeing/the-projects/imagine-your-goals

Facebook: Everton in the Community 'Imagine Your Goals'

Twitter: @ EFCIYG



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.



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/hpdkkcq).



6. Case study: Emily's story

Emily is a 14 years old Year 10 student who attends Tackling the Blues sessions once a week. Emily has caring responsibilities for her mother while attending school. Before engaging with Tackling the Blues, Emily had been identified as self-harming due to low self-confidence and self-esteem, and had previously received counselling for this. In addition, Emily felt stressed with school exams.

While engaging with Tackling the Blues, Emily has had "more good days than bad" and has participated in regular exercise to keep in shape. She has enjoyed spending more time with her friends who also attend the sessions, has learnt to value herself more and has been able to open up to her parents about her feelings and concerns about body image or pressures of school. Moving forward, Emily is going to continue attending Tackling the Blues and to engage with her counselling sessions. She feels that "when things haven't been so good, the Tackling the Blues sessions have been the one constant positive".

7. Further information

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