



empowering your club
to support mental health
and wellbeing



Introduction

Football West and Healthway have created the "Kick off the Conversation" program, aimed at promoting mental health and wellbeing in the football community. The program focuses on raising awareness, advocating for better mental health practices, developing an educational strategy with resources, and identifying wellbeing champions to lead these important conversations.

Health promotion

Health promotion encompasses the physical, mental, and social wellbeing of individuals, with various factors influencing our health, such as social and economic factors, the physical environment, and our behaviours and attitudes.

The goal of health promotion is to create environments that support good health and empower individuals, groups, and communities to take control of their health. Engaging in healthy activities and fostering healthy environments can have a positive impact on the overall health of the community.

The Healthy Partnership Program aims to educate and raise awareness about good health, create healthy environments, discourage the promotion of unhealthy messages, provide opportunities for participation in healthy activities, and build the capacity of organisations and the community to advocate for health promoting practices.

Kick of the Conversation Program

By participating in the program, clubs will gain a better understanding of the role they play in supporting and educating their members on mental health and wellbeing.

Through education and support, these clubs will become better equipped to foster the mental health and wellbeing of their members, identify and support those who may be struggling and better manage situations where a more in-depth response is required.

How can we score our goals?

Football West, Healthway and a range of various stakeholders will work with clubs to implement the following strategies:

- Educate clubs (committees, staff, volunteers, coaches and managers), members and the wider community around good mental health and wellbeing practices.
- Raise awareness amongst the community about how to look after your own mental health as well as those around you.
- Create a healthy club and team environment that supports good mental health practices.



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- Build the capacity of clubs and the community to advocate for good health through good club culture, promoting new norms and practices.

Why should your club become involved in the Kick off the Conversation Program?

- To create a club culture that is inclusive, supportive and nurturing
- To develop a positive reputation within the sport and be known for good sportsmanship
- To be eligible to win a share of \$15,000 in cash prizes
 - 1st Prize: \$5,000
 - 2nd Prize: \$4,000
 - 3rd Prize: \$ 3,000
 - 4th Prize: \$2,000
 - 5th Prize: \$ 1,000

What does the program involve?

The program involves the following components:

- Mental Health Training
- Establishment of a Wellbeing Officer/Champion within the club.
- Mental health session for club members facilitated by an external provider.
- Active participation in the Mental Health Round.
- Promoting Think Mental Health key messages and program strategies on social media.
- Development and implementation of a Mental Health and Wellbeing Policy.
- Reviewing club policies and procedures to ensure they all support positive mental health and wellbeing.
- Addressing and preventing official abuse within the club.

Participating clubs earn points based on their achievements in these components. At the end of the season, the club with the highest points is awarded 1st prize, followed by prizes for 2nd to 5th place.



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Participating in the program

Below is a list of actionable items clubs should endeavour to achieve through the program to support the mental health and wellbeing of their members.

Club Nomination

Initial actions:

1. Club Committee to nominate to be a part of the program
2. Advertise the commitment to the program and, in turn, the commitment the club is making to build a culture that positively supports the mental health and well-being of its members

Mental Health Training

Action Items:

1. Identify members of the club willing to participate in mental health and wellbeing training. (Note – this will be offered both in person and online)
2. Register nominated members for the training

Wellbeing Officer/Champion/s

Action items:

1. Club Committee establishing/adopting a job description of a wellbeing officer/champion (WO/C) for the club.
 - a. A template will be made available by FW
 - b. The job description should also outline the club's intentions to support this role
2. Nominated Wellbeing Officer/champion to:
 - a. Sign up for training offered through FW
 - b. Review resources provided by FW, providers, and source own if required
3. Club WO/C discuss with the club what role they will play for the club
 - a. Identify promotions for the year
 - b. How the WO/C will be available for members to talk to if needed – noting, the WO/C doesn't need to provide therapy, they just need to be comfortable in providing advice and direction of where members can get more help if needed
 - c. What activities the club will run to embrace and support members



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Mental Health and Wellbeing Policy

Action items:

1. Draft and Implement a Mental Health and Wellbeing Policy
 - a. Club Committee with WO/C to either adopt the 'Mental Health and Wellbeing Policy' provided by FW or develop your own policy
 - b. Announce and promote the policy to club members
 - c. Ensure the policy is readily available for club members to access in times of need (both physical document and soft copies online)

Club Policies and Procedures

Action items:

1. Club Committee with WO/C to review existing policies to ensure they all support positive mental health and wellbeing.
 - a. Specifically:
 - i. Noting that policies and availability of liquor can have an impact on one's mental health and wellbeing
 - ii. Policies on functions and events held by the club should support good sportsmanship
 - b. Club committees are encouraged to review member code of conduct policies to ensure they reflect respectful behaviours for all people who are involved in the sport.

Protect Our Game

Action items:

1. Acknowledge the Football West Three Strike Policy and promote the club's active approach to embracing it
2. The club is actively engaged in removing abuse towards match officials both on and off the field (including spectators)
3. Discuss and potentially adopt a policy whereby positive player and member interaction is acknowledged, promoted and where possible rewarded



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Mental Health Session

Action items:

1. Either through a provider suggested by FW or by selected by club, host a session for club members
2. The session should aim to 'Kick off the Conversation' about feeling comfortable to reach out if you need help or support
3. The session can be based on the individual needs of your club
4. From the session, ensure the needs of your members are acknowledged and acted upon:
 - a. This may be in the form of promoting a more supportive environment
 - b. Setting up regular check in sessions
 - c. Creating groups (outside or within teams) that are responsible for checking in on each other

Think Mental Health Round

Action items:

1. Host a Think Mental Health event associated with Mental Health Round that provides an opportunity for members to socialise and 'kick off the Conversation' with one another or someone new
2. Promote photos of the event on social media (including tags: #footballwest, #healthwaywa, #thinkmentalhealth, #creatingahealthierwa)
3. Display Think Mental Health posters and signage provided as part of the program

Think Mental Health Promotion

Action items:

1. Promoting the Think Mental Health campaign messages on social media (content provided by Football West)
2. Promoting strategies included in this program on social media
3. When your club holds a Think Mental Health event promote it on social media



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What do you get for participating in the program?

Clubs who engage with the 'Kick off the Conversation' program will receive:

1. Support from FW, HW and service providers to enable clubs to be sufficiently equipped to introduce this topic into their club setting and feel confident in being able to support the health of their members
2. A Think Mental Health merchandise pack to use as a giveaway for the Think Mental Health round.
3. A Think Mental Health signage pack for the club to erect at games and events
4. Opportunity to win up to \$5000 for your club

Points Allocation

ACTION	POINT ALLOCATION
Club Nomination	
Nominate your club to be a part of the program	5
Advertise the commitment to the program and, in turn, the commitment the club is making to build a culture that positively supports the mental health and well-being of its members	10
Mental Health Training	
WO/C and or club member(s) attend Mental Health Training offered by the Kick off the Conversation Program	5 points per member attending training (maximum of 15 points allocation)
Wellbeing Officer/Champion (WO/C)	
WO/C appointment announced on social media and/or club newsletter/email	10
Club Committee establish/adopt a job description of a wellbeing officer/champion for the club. The job description should also outline the clubs' intentions to support this role/position	5
Create a list of activities or initiatives the club will introduce (or continue to run) that support the mental health and wellbeing of its members.	5
Mental Health and Wellbeing Policy	
Either adopt the 'Mental Health and Wellbeing Policy' provided by FW or develop your own policy	5
Announce and promote the policy to club members	5



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Ensure the policy is readily available for club members to access in times of need (both physical document and soft copies online)	5
Review Policies	
Club Committee with WO/C to review existing policies to ensure they all support positive mental health and wellbeing	5 points per reviewed policy
Protect Our Game	
Acknowledge the FW Three Strike Policy and promote the club's active approach to embracing it. Any clubs that receive strikes under the FW Three Strike policy will lose 10 points per strike.	-10 points per strike
Mental Health Session	
Host a mental health session for club members.	30
Promote the session on social media	5
Think Mental Health Round	
Host an event during the round that provides an opportunity for members to socialise and 'Kick off the Conversation' with one another or someone new	20
Promote photos of the event on social media (including tags = #footballwest, #healthwaywa, #thinkmentalhealth, #creatingahealthierwa)	10
WO/C or a club member kicks off the conversation during the event by highlighting the reasons for holding the event and encouraging members to support each other	10
Display TMH posters and signage provided as part of the program	10
Promotion	
Promote the key mental health messages/social tiles provided by FW	2 points per post (maximum of 10 points allocation)

Program Report

Participating clubs are required to submit a program report by **11 October 2024** via email to tmh@footballwest.com.au

The report should outline the actions completed and initiatives undertaken by the club as part of the Kick Off the Conversation Program. Clubs are required to include supporting evidence, such as photos, social media prints, copies of policies, and any other relevant materials to demonstrate the completion of each action.

In the event of a tie between two or more clubs, Football West and Healthway representatives will resolve the draw by analysing the provided reports and thoroughly assessing the actions taken within the program.



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Prize Pool

Position	Prize
1 st	5,000
2 nd	4,000
3 rd	3,000
4 th	2,000
5 th	1,000

Winners announcement

The announcement of the winners will be made on Football West's social media pages on **24 October 2024**.

Join the Kick off the Conversation Program and take the first step towards prioritising mental health and wellbeing in your club. Together, we can create a more supportive and inclusive football community.

[COMPLETE EOI HERE](#)