

2015/16

ANNUAL REPORT



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Our Vision

All sports groups in Northern Ireland have the structures and support mechanisms in place to support positive mental health.

Our Mission

To make mental health a top priority for all sports groups in Northern Ireland.

Sports Develop-Mental Approach

- **Promote..... Positive Mental Fitness**
- **Raise Awareness....of issues that affect Mental Health**
- **Tackle Stigma.... and break down barriers through Sport**

Word from our Chairperson

Welcome to Tackling Awareness of Mental Health Issues (TAMHI's) Annual Report for 2015/16.

It is at this time of year we reflect on our achievements and 2015/16 was a very busy year for TAMHI.

In the course of the year TAMHI has supported over 50 sports/community clubs which is a real achievement for a charity with one employee. Some of the programmes that have been delivered have really made a positive impact on people's lives.

This year the theme was Wellbeing; and the big focus was on building on the success of last year with a more robust monitoring & evaluation process.

Also the board made the decision to support TAMHI to pursue means to invest in the long term sustainability; TAMHI CIC is currently under development. The CIC will package the talks, training and active mental health into products that will be used to educate and support other clubs and also hopefully generate an income to sustain and develop the great work of TAMHI.

The portfolio of services under the auspices of the 4 P's Policy, People, Programme and Partnership includes the distribution of a Mental Health **Policies**, resources to educate club **People** as well as new training programmes, support to deliver Mental Health/Wellbeing **Programmes** based on successful blueprints and identification of **Partners** to support further work.

Our board remain committed to our vision and I want to pay tribute to our mental fitness coordinator Joe Donnelly for all his hard work.

This year our strap line going forward is supporting groups to "Shape, Change and Save lives through Sport & Activity" and I have every confidence with Joe's innovative approach to mental health awareness and tackling the social issues head on that we will do just that.

Thanks to all the funders and supporters of TAMHI as without you known of this great work would be achievable.

Ciara Brennan TAMHI Chairperson



Word from Mental Fitness Coordinator

2015/16 was a great year. Thanks to the Sported Inspiring Impact programme TAMHI has learnt to better monitor and evaluate programmes.

The overall monitoring and evaluation programme is stronger than 2014/2015 however there is still room for improvement. TAMHI supports groups to deliver programmes and has found that when TAMHI delivers directly the monitoring and evaluation process is better, however with education and support, groups TAMHI has supported have improved.



This year was all about wellbeing and TAMHI was involved in some great programmes, Change Makers Phase 2, Roll out of the New Lodge Sport & Wellbeing Plan and Street Games, Football 4 Health and Communities United through Sport for Mental Health to name but a few. Building on from last year's Social Innovation Camp, TAMHI won a place in Building Change Trust Techies in Residence programme, were TAMHI had an employee design a prototype app, that measures engagement and impact on resilience which will be the key theme of 2016/17.

2015/16 has been a challenging year in terms of attracting investment for TAMHI directly; two significant bids from Youth Advisory Panel and Children in Need took a significant amount of time to prepare and involved lots of engagement and consultation. Both were focused on getting TAMHI some dedicated staff support, focused on positive delivery every day; all the learning to date has shown that an ongoing coach/lead is required to support the delivery of projects on ongoing bases and provide continuity and build on development opportunities. Also I had the most challenging time of my life with my young son born in September having transposition of the great arteries which required him to have open heart surgery at 10 days old, and we near lost him. My board were fantastic in terms of support and for that I am grateful.

These knock backs have made myself and TAMHI more determined than ever, to pursue new programmes and to put means in place to be self-sustainable. TAMHI CIC is at the advanced stage of development with programmes Mental Wealth Games, TAMHI Mental Health Team Talk (Football, Team Sports) and TAMHI Head-guard (Boxing) are all in place for 2016/2017.

Looking back on 2015/2016 I am proud of the work that has been done and the network that has been developed and that is growing. This year is all about resilience, reaching out across Belfast and beyond and sharing the learning and blueprints of success in relation to the successful programmes delivered and the great work that has gone on in clubs TAMHI has supported.

Joe Donnelly

Key areas: Headlines

TAMHI's work was divided out into two key areas; Core Community; entailed the delivery of the New Lodge Sport & Wellbeing Plan and Communities United Through Sport which entailed outreach and connection with other clubs and groups throughout NI and further afield.



Programmes:	8
Groups supported	10
Programme beneficiaries	700+
People Trained:	46
Talks delivered to:	242
Information Distributed	4000+



Programmes supported directly*:	9
Facebook Campaign Reach (peak)	48,000
Clubs supported with resources	47
Reach of Resources	10,000+

*directly means TAMHI has sat with group to plan programme/advise on development

New Lodge Sport & Wellbeing Plan

Overview

Through a dedicated plan for the whole core community; TAMHI was able to work with clubs to better coordinate activities around wellbeing in the New Lodge area (Core Community).

This was challenging in terms of delivery; and relying on volunteers had its drawbacks, not in relation to delivery, but in relation to programme administration and gathering statistics.

Project Objectives /Outcomes

- Get More People Active
- Get More people involved
- Tackle Social Issues
- Access to Quality Facilities
- Increase Groups Capacity
- Successful Athletes

The ultimate aim of the plan was to increase positive activity for better mental wellbeing.

Programmes all fell under this banner – some e.g. boxing 4 Wellbeing could sit in both; local clubs were represented and led on this; but overall aim was awareness further afield.

Project beneficiaries:

Change Makers Clubs:

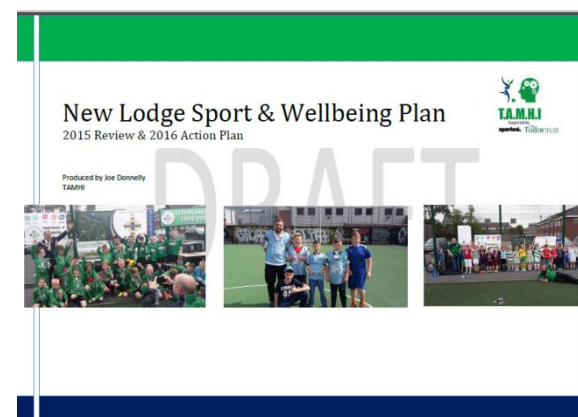
1. St Patricks FC
2. St Patricks YMFC
3. Pearses GAC
4. Star ABC
5. Holy Family ABC
6. Kronk ABC

Others

Star Youth Club
New Lodge Youth Club
NB Harriers
Sporting Belfast

Key Outcomes

- Get More People Active, Figure of mass participation of 1900; but that based on headcounts.
- 23 new volunteers supporting community.
- 38 volunteers obtaining training qualifications.
- 6 /8 clubs targeted delivered programmes to engage anti-social disengaged youth.
- All 8 groups have delivered an awareness programme around positive mental health.
- All 8 groups delivered a positive mental health programme
- School Health & Wellbeing Programmes – Summer Fete and Take 5 Campaign benefited 600 pupils and their families; over 1000 people
- TAMHI supported 3 Boxing Clubs to attract investment of £79,000 to improve facilities ; TAMHI supported community to get £110,000 to covert a dangerous concrete park into a Polymeric Multi- Use Games Area to give young people a place to play.
- Club capacity has improved; but this has been challenging as goal posts keep being moved.
- Players from both St Patricks FC teams joined Irish League Clubs; Inspiring stories.
- Ryan Burnett who boxed at Holy Family won a European Title in Boxing; inspiring story.
- TAMHI helped attract £50,420 worth of investment into the community for sport/activity programmes on top of capital totalling £239,420.



Community Development

TAMHI sits on a number of committees and programme groups within its core community the New Lodge as well as North Belfast wide groups.

Community Empowerment Programme: TAMHI sits a member of this with all services who benefit the Greater New Lodge area; TAMHI shares information with this group, plans shared projects and works to tackle social issues affecting the community pulling resources. This group meets monthly and TAMHI has attended 9/10 held meetings in 2015/2106.

Community Festival: TAMHI supported the delivery of programmes directly and through TAMHI change makers clubs and is actively involved in community planning for summer intervention through this group. Attended 5 meetings 2015; this year will be the same.

Girdwood: The new state of the art Leisure facility in North Belfast has gone a long way to improving the living environment which was the number one reason people felt down in the New Lodge area. TAMHI is a member of the overall forum influencing design and delivery of the facility as well as the good relations forum championing mental health and the local sports development need.

North Queen Street Park: TAMHI represented the sport community and worked on lobbying to improve facilities for young people to play; and was part of a group that helped secure £110,000 for a new Multi-use games area.



North Belfast Suicide Awareness Group: TAMHI sits on this recently set up group focused on sharing information and pulling resources to tackle suicide and ill mental health. This group has met 3 times between January and March. Mental Health Groups, Community Groups and schools all sit on this and this is helping shape some work to be delivered in 2016/2017.

Friends of St Patricks PS: Working with teachers and parents to develop programmes and get access to information about activity and play; working to challenge for a new school with better play facilities.



Change Makers

Overview

Working with 8 clubs; Pearce's GAC, Star ABC, Holy Family Golden Gloves, Kronk ABC, St Patricks FC, St Patricks YMFC, Sporting Belfast FC (Formally Lighthouse/BSA FC); North Belfast Harriers to drive social change and challenge issues that impact on mental health dedicated to working with people aged 11-25.

Duration: Ongoing

How much did we do?:

- 7 campaigns around Bullying (NI Bullying Forum provided resources)
- 7 campaigns around drugs and alcohol's entailed information distribution,
- 8 Positive Mental Health Campaigns delivered (Clear Project)
- 2 clubs received Clubmark/Club Excellence – Capacity Building Kronk & St Patricks FC – IABA created their own programme so the other clubs have to work towards this.
- 350 people have benefited from receiving information; new programmes designed to raise awareness of issues, talks around issues affecting wellbeing and programmes implemented to counter these.
- Holy Family delivered a Fight 4 Peace programme targeting disengaged youth (e.g. those involved in crime); 8 young people have benefited
- St Patricks FC & Star ABC delivered street intervention programmes targeting kids that don't engage; 14 young people took part; these were marginalised youth e.g. Bonfire Crews
- St Patricks YMFC and Sporting Belfast delivered a programme around Men's Health for 62 male club members aged 18-62 (of which 33 were 18-25); over serious of weeks; looking at alcohol, men's issues with seeking support.
- North Belfast Harriers run a programme for 10 people with diagnosed Mental Health issues.
- Kronk ABC delivered a Box-ability (Disability Boxing) Programme with 174 Trust; empowered young people with disability to take part in Sport/Activity and teach parents new skills thus improving their confidence and self-belief.

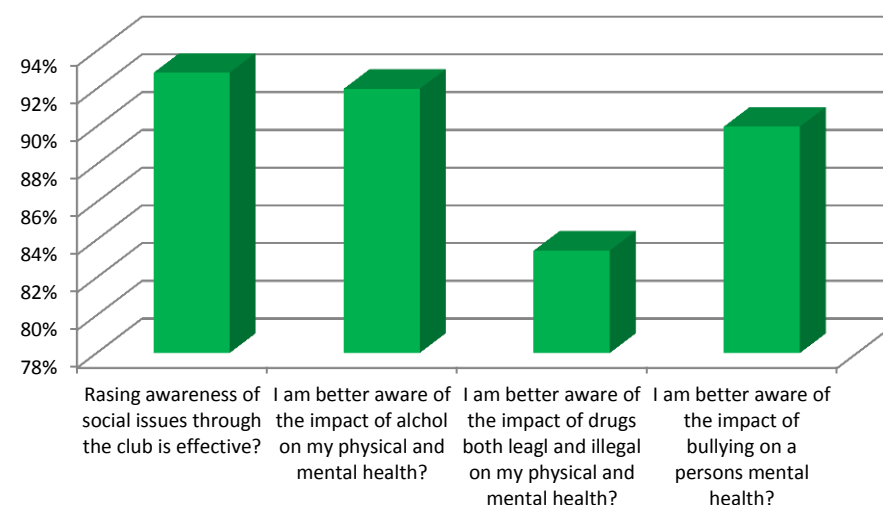
Football/Boxing Intervention (14 young people)

- Pearce's GAC set up a new Go Games Centre for the younger generation and promoted mental health and anti-bullying through this.
- Volunteer Development/Coach Development – 38 coaching qualifications gained; inspiring confidence and self-belief in people. Star ABC got young coaches aged 16-18 to support delivery of the Afterschool's Boxing benefiting 300 young people; St Patricks FC through Football 4 Health had 4 young leaders in supporting the delivery of afterschool's with 182 participants. The primary school received two free programmes; TAMHI focus on empowering volunteers.

How well did we do?

All clubs worked towards making a positive difference to tackle the social issues impacting on their members. The specific focus of the Change Makers programme is working with young people aged 11-25;

Bullying & Alcohol & Drugs Programmes; (70 responses, 10 from each club) (scale 1-5)



Street Games

New Lodge youth club, Star ABC and St Patricks FC delivered an intervention programme where they took the lead in planning and delivering a programme around the 8th August bonfire to deter young people away from it. TAMHI used this as an engagement exercise.

Findings

- 14 young people started the process and 9 saw it through the others became disengaged; 64% completion rate
- 100% enjoyed football, Boxing; only 3 took part in a club programme; the main reason for the others not taking part was 1. Rejection as in deemed not good enough to make the team and 2 cost.
- They planned a programme around football and had various competitions in the new Multi-use games area; the day of the Bonfire only 9 showed up and the rain ruined the day.

Is anyone better off?

- Promoting awareness is one of TAMHI's key aims and the work with change makers clubs has been key to creating blueprints for other clubs to aspire towards.
- Clubs within TAMHI core community have bought into being champions of wellbeing and doing the best they can to tackle social issues; as noted 350 club members aged 11-25 which the Change Makers target have benefited; however the clubs serve in excess of 700+ members of age's ranged between 5-40 playing, plus volunteers, coaches and extended families of club members. The cascade effect of programmes effectively filters out to the wider community associated with the clubs.
- All clubs memberships increased with new sections created thanks to volunteer development/young leaders programmes.
- Investment attracted into clubs as they were able to demonstrate "added value" towards programme creation which focused on tackling social issues

Is anyone better off

that affect mental health.

- Men's health programme was very successful; with 85% of men stating they feel more confident in speaking about their health. More work to be done, but a high score shows increased confidence in asking for help.

Next Steps:

- St Patricks FC and Star ABC the two most advanced clubs are working with Sported Mentor with TAMHI advising and supporting the development of a targeted intervention programme around resilience for the disengaged and the non-engaged young people in the New Lodge – based on the Intervention Programme delivered in Summer.
- Education of new members v training & Talks
- Development of more key programmes to tackle social issues and promote clubs in the community.



Overview

TAMHI won the Building Change Trust SI Camp Award for a project that improved monitoring and evaluation. TAMHI gained support for NPC Wellbeing Licences and a mentor to support the delivery of the programme and carry out an evaluation of the impact on wellbeing.

New Lodge Youth Club and Star Youth centre delivered Street Games with support from TAMHI who oversaw the delivery.

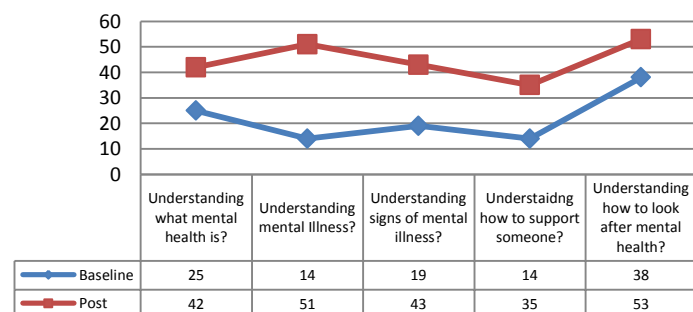
Duration: Pilot run from June 2015- November 2015 (Phase 2 in development)

How much did we do?

- Supported the delivery of a 10 week education programme for young 11 volunteers to improve confidence and self-esteem to support them to deliver games and activities for young people in the New Lodge Community.
- 21 programmes were delivered between August and November 2015.
- Trained 11 volunteers in mental health awareness as part of a larger group of 33.
- Figures show 400+ participants; TAMHI is aware of 77 who took part through the duration of the programme and are supporting the legacy. More confidence in the 77 as unique participants.
- Overseen the evaluation and delivery of programme to maintain a wellbeing focus.

How well do we do?

In relation to the mental health training/talks Figure 1 shows the pre-post scores of 11 participants who TAMHI trained around introduction to mental health. (max score 55)



The report attached details the programme; a snapshot would be

- 9 volunteers trained in skills for Sport; 4 other young people interested in supporting the programme also took part; 13 trained in total.
- 11 original volunteers trained in Mental Health Awareness as part of a group of 32.
- 9 volunteers still engaged in the programme delivering Street Games.
- 77 young people remained engaged after the November pilot period
- 32 young people, 20 of which are female now enjoy activity and take part in games/programmes within both New Lodge youth and Star Youth Centre each week.
- 10 to 15 young people take part in the Pop up Football on Friday nights.



Next steps

- Working on development of phase 2; equipment legacy has resulted in ongoing activity programmes; but not coordinated by anyone; TAMHI can oversee but learning has been a part time/full time post would be required to ensure delivery and support of volunteers.

Football 4 Health

Overview

TAMHI supported St Patricks FC to deliver the Football 4 Health Programme which promoted positive mental health to 180 members through resources and talks and hosted a number of dedicated outreach based camps to engage kids in positive activity over the summer months.

Duration: June 2015-August 2016

How much did we do?

- Delivered a summer long programme which entailed delivery of Mental Health Workshop for 22 coaches and young leaders;
- Delivered a Summer Camp lacing positive mental health messages into the programme for 56 young people.
- Delivered a Football for Health Tournament to promote Positive Mental Health) attended by 90 young people/ 12 clubs.

How well do we do?

Figure 1: Feedback from 42 young people on programme

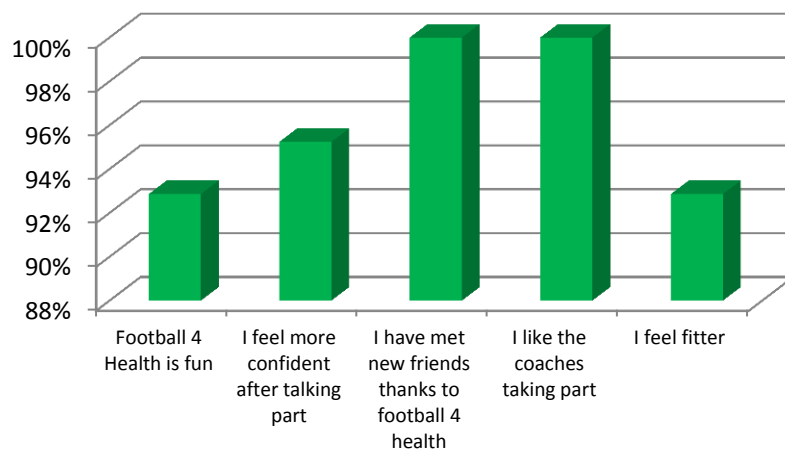
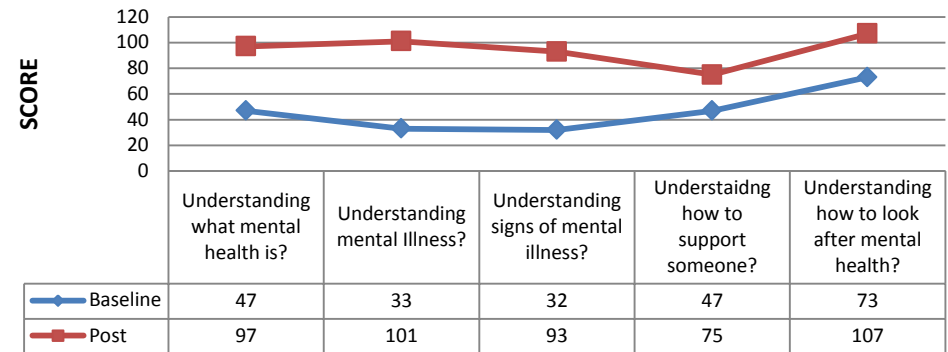


Figure 2: Feedback from training of 22 coaches/leaders (max Score 110)



Is anybody better off:

- Clubs membership grew thanks to this programme and the focus of development a person.
- The model was adopted by other clubs using the club to promote mental health.
- TAMHI used this as a learning platform to develop programme blueprints that can be adopted by all sports clubs.



Clanmill Harbourview

Overview

Harbourview is a housing estate “Urbanely isolated” from the New Lodge by a dangerous motorway and an interface. The area had no play facilities for youth. TAMHI supported Clanmill to develop a Positive Activity & Wellbeing Hub in an underground Car-park.

Duration: Phase 1: November 2015 to March 2016

How much did we do?

- Consulted with residents and youth
- Prepared a plan
- Secured £4.5K funding
- Supported the delivery of the project

How well did we do?

- 32 kids regularly take part in activities.
- Volunteers have not come forward as expected and the programme is currently under review – funding in place to train them up, however they have not come forward as was agreed.
- Feedback was kids really enjoyed it and wanted more
- Clanmill have invested in a portable toilet and buffers for the beams in the carpark.
- Full evaluation still to be undertaken by Clanmill.

Is anyone better off:

- The project provided great learning about what the young people wanted and needed. There is £3,000 worth of equipment in place that gives the kids something to do.
- Clanmill are working to secure space in an old church for a proper youth space in the community.
- A big push is being made for volunteers to support programme.



St Patricks College Activity & Wellbeing

Overview

With aspirations to apply learning from clubs TAMHI agreed to take part in a School Programme in founders Joe Donnelly's old school. As a past pupil it was great to give back and also to learn about issues and challenges faced in school environment.

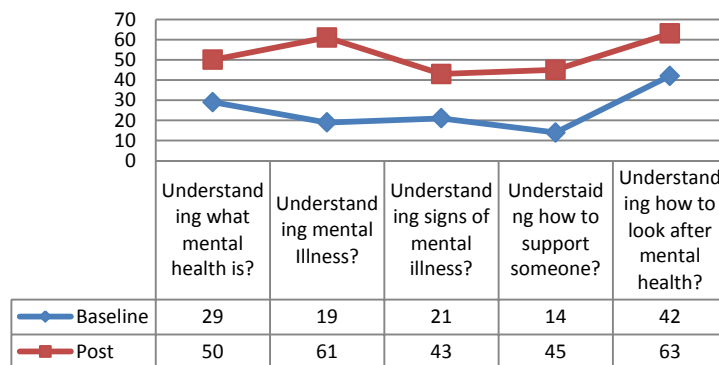
Duration: January – March 2016.

How much did we do?

- Delivered a mental health awareness programme to 13 young people aged 15/16;
- Tested out new Mental Wealth Games; adjusted programme for school setting and tested out new games with feedback from the young people e.g. Mental Health Dodgeball;
- Designed a Take 5 Campaign (tied into Clear Project) which the young people took lead on design and delivery;
- Designed a school de-stress awareness campaign
- Carried out research and engagement around TAMHI app

How well did we do?

Figure 1: shows pre-post scores of mental health awareness (Max Score 60)



Is anyone better off:

- The school got good coverage;
- TAMHI took away great learning about what works and what does not work with an audience not focused on sports; but enjoy activity
- Learnt to challenge behaviours and attitudes.
- "The programme was class, we had fun learning about mental health through games"

Barry Begley Pupil

- "It was great to get Joe a past pupil back in, he sat on the seats these lads sit on now, he can relate to them and he has through this programme broken down a lot of barriers in relation to Mental Health" **Colin McAllister**, Head of Pastoral Care



Techies in Residence

Overview

TAMHI was successful in securing support to design a proto-type application that measures engagement and the impact on resilience. The app was designed by Kyle Gawley who has now joined the board. Building Change Trust Techies in Residence funded Kyle (Directly) to work for TAMHI to design app.

Duration: Phase 1: Sept 2015– February 2016

What did we do?

- Joe Donnelly applied to the programme.
- Attended an interview and was shortlisted.
- Attended various programme meetings to explore the TAMHI “Problem and possible solutions.
- Building the Street Games Evaluation we identified what worked and what did not work and the key areas we wanted to review – decided on resilience.
- Facilitated working groups with Students, Sports Coaches, Youth Leaders and key stakeholders.
- Designed a prototype.
- Presented to a panel with aspirations to develop further.
- Engaged with Child & Youth Resilience Measure Canada and also Oranterio Mental Health RE: Development of a Mental Health/Resilience Programme

How well did we do?

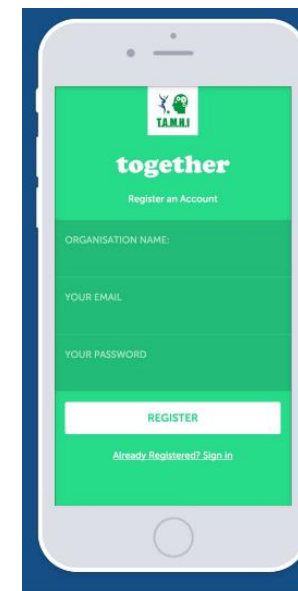
- Feedback is positive about the application.
- Tests have shown a few adjustments need to made to facilitate better navigation.
- The Resilience Tool has laid the foundations for future work.
- Groups are very interested in the app and can see the potential but a programme around resilience is needed.

Is anyone better off:

- TAMHI network has grown as groups have admired and complimented the work of TAMHI
- Regardless of development of app, the principles of the learning and the measurement tool can be adopted to create a successful programme
- There is enough evidence of positive feedback to explore the development of the proto-type into an Android and I Phone App.
- It has been the most fun and enjoyable programme to be part of, it has laid the foundations for future work and development of new initiatives.

Next Steps:

- Designing and implementing resilience focused programmes;
- subject to funding developing app further



Clear Project: Take 5 for Wellbeing

Overview

Dedicated Take 5 campaign design to identify how Take 5; Give, Keep Learning, Take Notice, Be Active and Connect. The project supported local Core Community Groups to Live take 5 and celebrate this.

Duration: September 2015 – March 2016

How much did we do

- Attracted £1000 towards design and delivery of the programme.
- Delivered Mental Health Awareness Training highlighting Take 5 to counter negatives in the community for with 33 attendees (note 11 were New Lodge Youth Street Games, 22 Football 4 Health);
- 26 coaches volunteers attended a talk about Take 5 (not Training) – dedicated only to Take 5.
- Held 3 working groups with St Patricks PS PTA, Year 12 St Patricks College, and New Lodge Youth Club/Star Youth club to revise the Take 5 message so young people understand this.
- Created resources with over 4000 giving out locally between schools and clubs with revised message. Also clubs from Shankill and West Belfast printed 5000 and put them around their whole areas.(Outreach)
- Supported a dedicated day of mental health in St Patricks College and St Patricks Primary school where kids got active, and information given out. European Boxing Champion Ryan Burnett helped launch the resource.
- TAMHI supported a Take 5 for Wellbeing Cup through St Patricks Football 4 Health programme attended by 222 young people.
- Delivered Talks to 213 young people as part of Football 4 Health / 15 Pearces GAC/ 5 Star ABC/3 Kronk/ 10 New Lodge Youth around Positive Mental Health (NOT TRAINING).
- Dedicated Boxing Club show ghosted by Star ABC to raise awareness of Take 5
- Supported Winter Be-Active Programmes in Primary school and Youth clubs which 158 young people took part in with a focus on helping them identify what is needed in relation to activity in the community; all Fundamentals and games around Wellbeing.

How well did we do?

- TAMHI used this as a learning/research project to engage with people about not only raising awareness of Take 5 but also supporting people to practically implement it. Working groups helped improve the message so people could understand it; also people could read it – literacy was identified as a key deterrent in implementing the Take 5 message.

Figure 1: Pre/Base Perception of Take 5 Information (sample 50 aged 11-44)

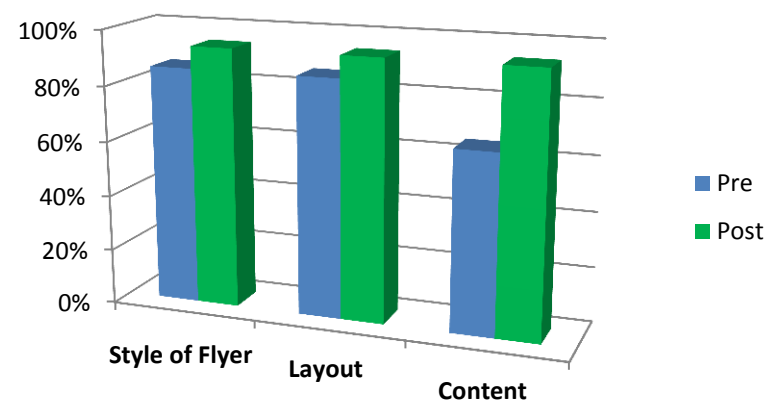
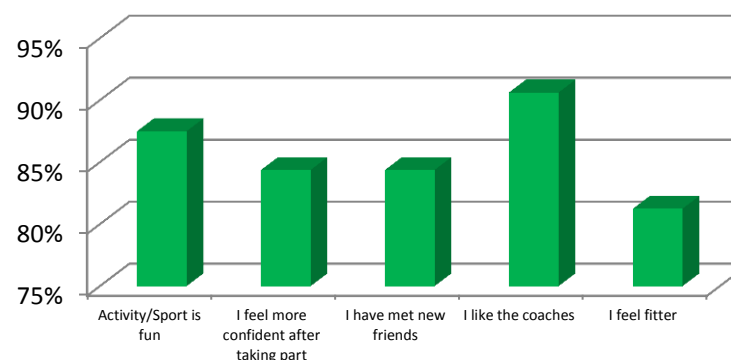


Figure 2: Sample of 32/158 (20%) kids that took part in the Be Active Days



How well did we do? continued:

The most exciting aspect was working with the schools and supporting a dedicated Take 5 campaign where year 12 pupils designed their own resource and acted out Take 5 programme with support from TAMHI that was given out as part of this programme in the school community. (more detail in St Patricks College School Programme)

Feedback from the Take 5 Programme

- “Thanks to TAMHI and all the groups involved the Take 5 message is now simple and easy to understand and therefore implement”
Katrina Newall New Lodge Youth
- “We loved taking part in the Take 5 resource design in the school through the pta; we took something had too much complicated words and made it simple so everyone could understand it and relate to it”
Neil Privilege – St Patricks PS PTA Chair
- “Take 5 for Wellbeing can make a massive impact on our community and the foundations have been laid to try and do our best as a community to get everyone young and old to embrace it”
Paul O Neill Ashton Centre
- “ our reputation in the community went through the roof as 20 odd volunteers put over 3000 flyers around Turf Lodge, Ballymurphy and Whiterock and we were seen as making a positive difference”
Micheal O Reilly Belfast Celtic

Is anyone better off:

- Over 9000 homes across North & West Belfast (including Shankill) received Take 5 resources which generated great feedback and reaction;
- 158 Kids had the opportunity to experience different sports/games and feedback about what they wanted and needed to support their wellbeing – layered foundations for applications;
- Able to directly educate 33 leaders (scores reflected in Street Games/FFH)

- 26 volunteers/coaches from various clubs attended a Take 5 talk; real positive feedback and support to explore how we can live Take 5 message and role it out practically.
- **TAMHI has created resources for clubs throughout NI; as when posted on Facebook Clubs contacted TAMHI to get them made;**

Next Steps

- What has come across is that a dedicated Activity & Wellbeing Coordinator is needed for the New Lodge Community solely responsible for delivering ongoing programmes ideally on a full time bases OR part time. Having projects that run for short durations engage people in general young and old, however they fizzle out when funding dries up and expecting volunteers to keep them going has proven difficult not due to commitment but because of issues around confidence.
- If a dedicated Coach in a paid position was available to role out programmes every week and create what TAMHI calls Positive Pathways them living and celebrating Take 5 would be very easily implemented e.g. we have volunteers, we have resources in terms of facilities and equipment BUT we need a dedicated delivery person(s).
- The Resources created are now part of TAMHI's service/offering for FREE as a platform to build network and relationships.



Sport NI: Mental Wealth Development Programme

This was dedicated programme focused on using the power of sport to raise awareness and to support people to access activity and break down barriers and stigma around mental health, and celebrating sports role in positive mental health.

Duration: June 2015-Jan 2016

How much did we do?

- TAMHI attracted £6000 to deliver this programme directly
- Delivered a Communities United Through Sport For mental Health Programme attended by 16 teams from across the City – raised; awareness of Positive Mental Health and the A SPORT Resource; developed links with teams across Co Antrim; also information packs distributed to all clubs
- Delivered a dedicated Female Wellbeing programme to explore how to engage females who based on TAMHI research felt excluded and alienated within the community due to limited activity;
- Deliver a Run 4 Wellbeing using this a creative and fun way to raise awareness of all the great services in North Belfast;

How well did we do?

- 335 people benefited directly from this programme; plus indirectly coaches/families
- 12 females took part in a Netball/Fundamentals programme
- Sports minister attended Communities United and this got good press coverage locally and on the Department of Culture Arts & Leisure Webpage with 171 kids taking part; 32 coaches/volunteers and 122 spectators
- 152 people took part in a run for wellbeing were all local mental health charities in North Belfast raced each other and then friends, families and siblings run in the memory of lost loved ones or for their own personal health.
- Survey from both Communities United and Run 4 Wellbeing focus on

simply how people rate these events in relation to awareness raising – 31 responses from both events.

- Active Mental Health was delivered by TAMHI coaches to improve the programme; delivered to NON sport club participants as part of this programme. Details included in Mental Wealth Games.

Figure 1: Programme rating in raising awareness

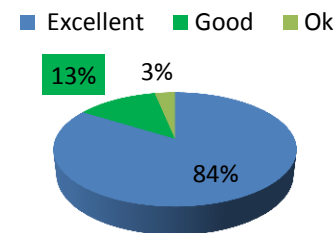
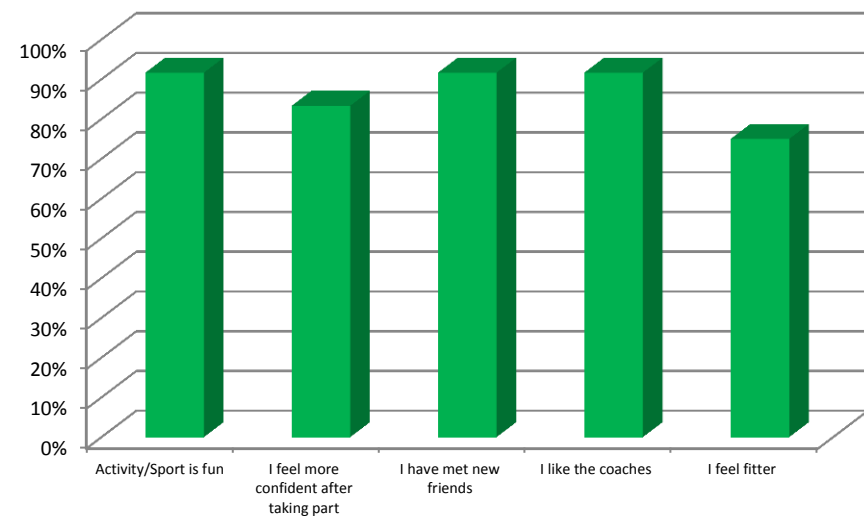


Figure 2: Feedback from the female programme



Is anyone better off?

- TAMHI has created a network of clubs/groups and people through this programme and strengthened reputation and name within North Belfast and Co Antrim Community.
- 335 people benefited from information, getting active and being involve in these positive activities which creatively broke down barriers and stigma around mental health using power of sport.
- After run for wellbeing; 7 people contacted one of the Service Providers Bridge of Hope – shows it was a great way to raise awareness; also laid foundations for other runs in 2016/2017 to build on the success of this event.
- Female programme was successful on getting young girls out and active; however again the need for a dedicated sport/activity lead in context of delivery is needed.
- Active Mental Health was tweaked and revised which will now hopefully be used as a programme to sustain TAMHI going forward.

Next Steps

- Community actively seeking investment for dedicated activity worker so something positive happens every day.
- Run 4 Wellbeing will be annual and delivered in Summer 2016 and World Mental Health Day 2016 subject to support.
- TAMHI is actively seeking support to run communities united through sport annually.
- Active Mental Health is being developed further into a programme Mental Wealth Games which will be used as tool for sustaining TAMHI Charity.



Belfast City Council Mental Health Games

Overview

Multi-sport programme delivered were Games focused on learning about mental health delivered which benefited 200 young people through a dedicated programme and an awareness day/tournament.

Duration: Delivered over October/November 2016

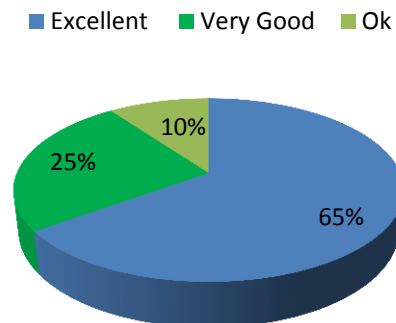
How much did we do?

- Secured £420 to deliver programme
- Delivered a Multi-sport programme for 200 young people
- Promoted the Take 5 Belfast Strategic Partnership Message as part of this.
- Delivered a modified “Light Touch” Active Mental Health; games with messages

How well did we do?

The course was not evaluated in line with TAMHI’s expectations; the volunteers did there best to ask participants what they thought of the programme in relation to raising awareness of mental health.

Figure 1: Feedback from 40 participants about effectiveness of raising awareness of positive mental health through sport.



Is anyone better off?

- TAMHI was able to test out Mental Wealth Games on another non club affiliated group/in light touch; provided some key learning.
- Volunteers (an unexpected outcomes) benefited from taking part.
- Evaluation in hindsight could have been stronger; but funding was applied for 2 coaches and only one was provided; so there was a greater onus on delivery.

Next Steps:

- Exploring funding opportunities to deliver similar programmes.



TAMHI Programmes

TAMHI has been working with North Belfast Social Enterprise Hun to set up a social Enterprise arm to generate income towards sustaining TAMHI long term as well as supporting groups in a structured way as part of charitable objects.

Mental Wealth Games:

TAMHI had delivered an Active Mental Health Programme which has now been packaged as Mental Wealth Games a creative programme that teaches young people about mental health through play.

This has been ongoing throughout the year and delivered informally with groups with aspirations to have the course accredited and attract investment to role it out.

See Programme and Evaluation

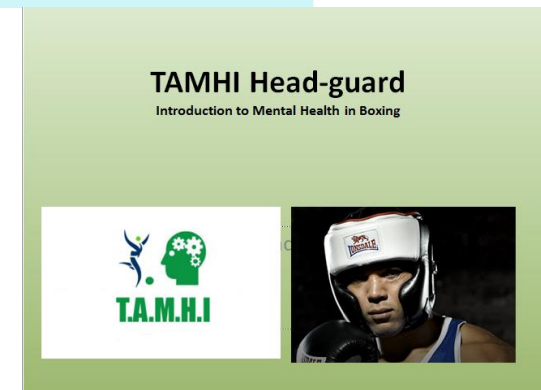


TAMHI Team Talk /Head-guard

Simple sport focused introduction to mental health that covers:

- What is Mental Health?
- What is mental illness?
- What signs to look out for?
- Helping someone you are concerned about
- Promoting positive mental health

TAMHI delivers in two formats 1. 3 Hour workshop covers all the topics or 2. a 30-45 minute Talk about signs to look out for using A SPORT resource and how to look after ones mental health (very informal).





Raising Profile

Overview

Throughout the duration of the 2015/2016 year TAMHI attended various events and programmes to distribute information, engage with other people/communities, deliver talks/speeches.

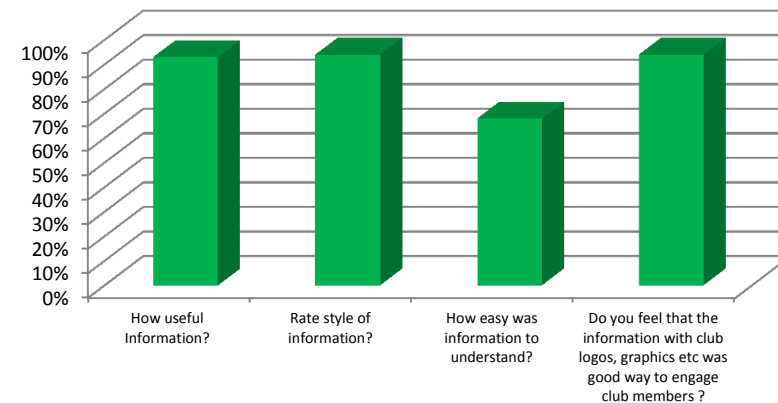
TAMHI also delivered Facebook campaigns to engage groups and raise awareness.

How much did we do?

- 40 Clubs provided with Positive Mental Health/A Sport Resource; 35 groups fed back serving 3186 members directly.
- Run a Take 5 Facebook Programme (extension from Clear Programme) supported 47 groups in 10/11 super councils. In total over 6000 people were reached via Facebook; with 219 average reach.
- Run #TALK2ME campaign which reached 48,000 people at its peak with Irish Olympic Boxing Team and evening a English League Player supporting.
- Provided Resources to Clubs – Positive Mental Health / A Sport (Pre Clear Programme).
- Promoted ongoing Positive Messages on Facebook to grow followers (now at 1118 (31st March 2016).
- Between January 2016-March 2016; 1543 daily average reach of the Facebook page; daily total average impressions 3760.
- Delivered talk/resources to 32 young people in Midnight Street Soccer
- Set up information stands at; BCC Men's Health Event, Clanmill Awareness Day, North Belfast Family Support Hub Awareness Day; Day of Boxing and gave information out to 262 people.
- Attended PUP Mental Health Conference and OFMDFM Good Relations Workshop.
- Delivered a Key Note Speech to 100 Year 5/6 in St Patricks College around mental health and the importance of education.

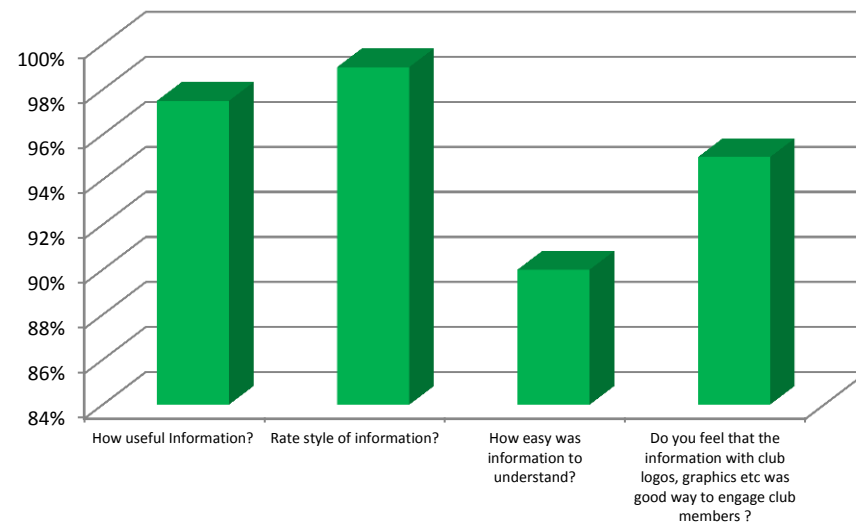
There was significant improvement when the language and content of the narrative was changed using simple language that clubs and their members and connected families etc could read and understand.

Figure 1: Feedback on Take 5 and A SPORT Resource Score from 35 /40 clubs (2015).



Feedback in relation to context was information had too many words; hard to read, literacy issues. TAMHI rectified this.

Figure 2: Feedback on Take 5 A SPORT Resource 40/47(85%) clubs responded (2015)

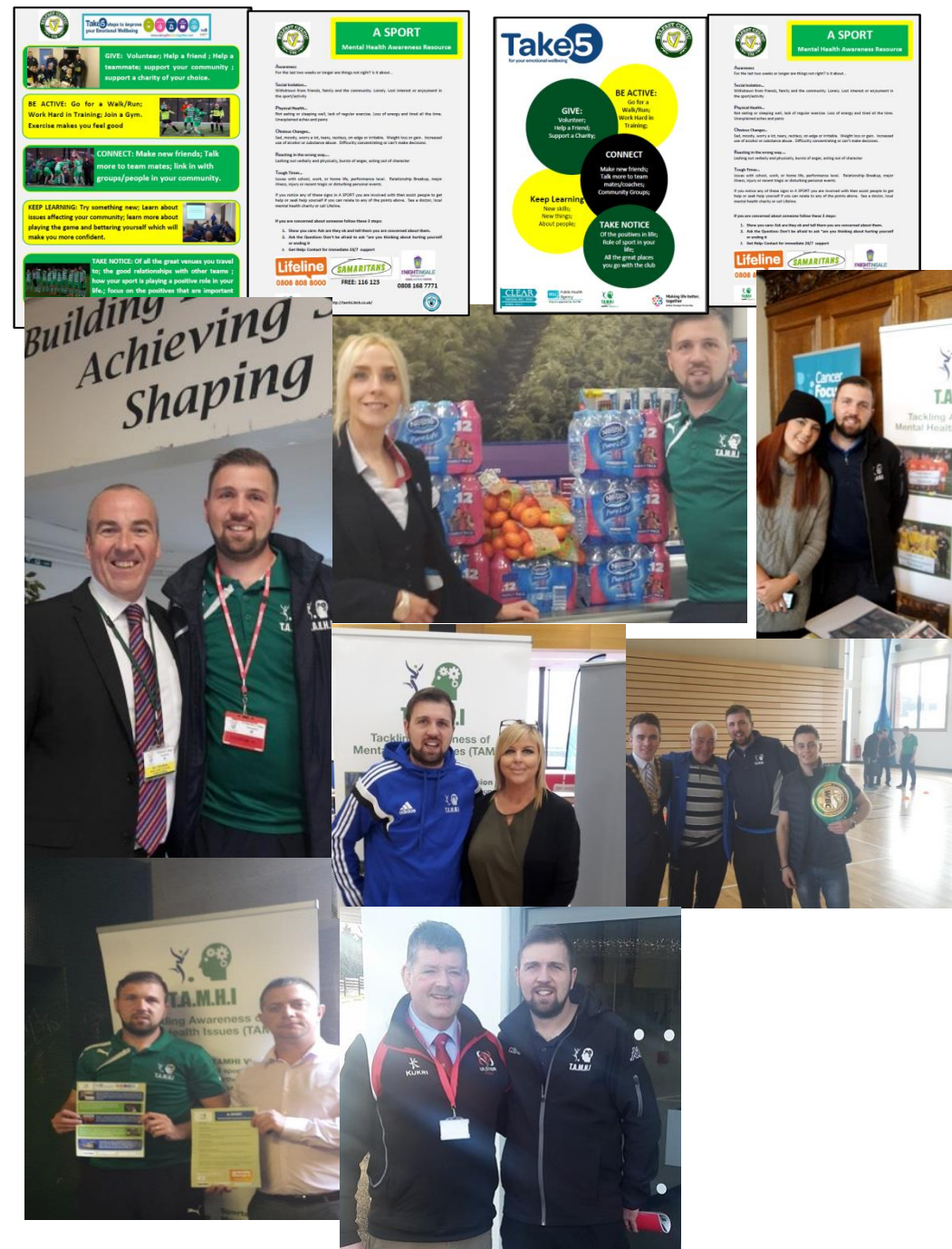


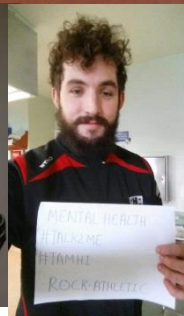
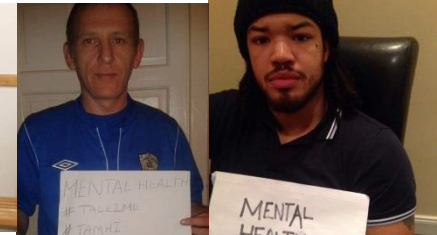
Is anyone better off?:

- TAMHI has grown the network of clubs and raised awareness of its services.
- 47 clubs have positive mental health resources which they can promote to their **People** a key pillar of TAMHI's work. TAMHI will be building on this network.
- At its peak the facebook #Talk2me campaign reached 48,000 people, raising awareness of mental health and the great services – while TAMHI cannot assess if anybody called any of the services; with the 1 in 4 mental health statistic 12,000 people with potential mental health issues could have been reached and some may have possibly accessed services. While that is hard to evidence, it's the positive thought that people may reach out that spurs TAMHI on.
- Built network e.g. Tesco, Simon Community, Ulster Rugby (attended their launch of Wellbeing Strategy).

Next Steps

- Keep attended Awareness Days/Events raise profile
- Planning more awareness campaigns on social media
- Grow the number of clubs promoting Mental Health in Northern Ireland and further afield.
- Reach out to existing clubs RE: 4 P's of TAMHI





Outreach

Overview

Worked with teams outside core community to support them to raise awareness and tackle social issues affecting mental health.

How much did we do?

- Building on Policy – created new club resources; a wide catalogue as both were in pursuit of IFA excellence – Willowbank obtained Clubmark Level 1; thanks to TAMHI.
- Willowbank FC secured £8,000 for a health and wellbeing focused programme similar to Football 4 Health; 170 young people benefited directly
- 22nd Old Boys received £6,000 for a development programme around men's health and volunteer development.
- 22nd Old Boys FC, FASA, Shankill Women's Centre, Belfast Strategic Partnership and TAMHI planned a Take 5 Football Awareness Day which engaged 5 other clubs.
- TAMHI Resources Embraced: 22nd Old boys put 2000 flyers around doors in Shankill with Mental Health Services ; Belfast Celtic 3000 around West Belfast; Ballynahinch Olympic around their village; 3000, 3Cs 2000 around Antrim Road – Total; 10,000 leaflets with all Mental Health Services and how to look out signs, promote good mental health around 4 communities – all at clubs own cost.
- Willowbank FC & Bean Madigan FC promoted mental health and support services to players, parents and siblings as part of their dedicated summer programme.
- Supported Belfast Celtic FC Cubb McCullough Cup after Cubb took his own life in February 2016.
- Ballynahinch youth on back of TAMHI advise organised Mental Health Awareness Days
- TAMHI provided information for Belfast Celtic FC to run the Cubb Cup and created a Poem as a tribute the young man who sadly passed away. Belfast Celtic FC will be one of the clubs TAMHI works with in 2016/17.

- Clubs throughout NI promoted their own be-spoke Take 5 resource.

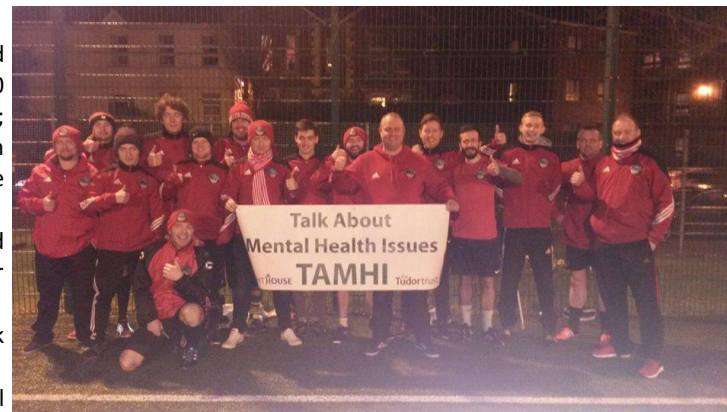
How well did we do it?

22nd Old Boys FC: See Take 5 Wellbeing Cup Evaluation



Youtube: TAMHI Showcase: 22nd Old Boys PowerPoint

See feedback from Take 5/A SPORT



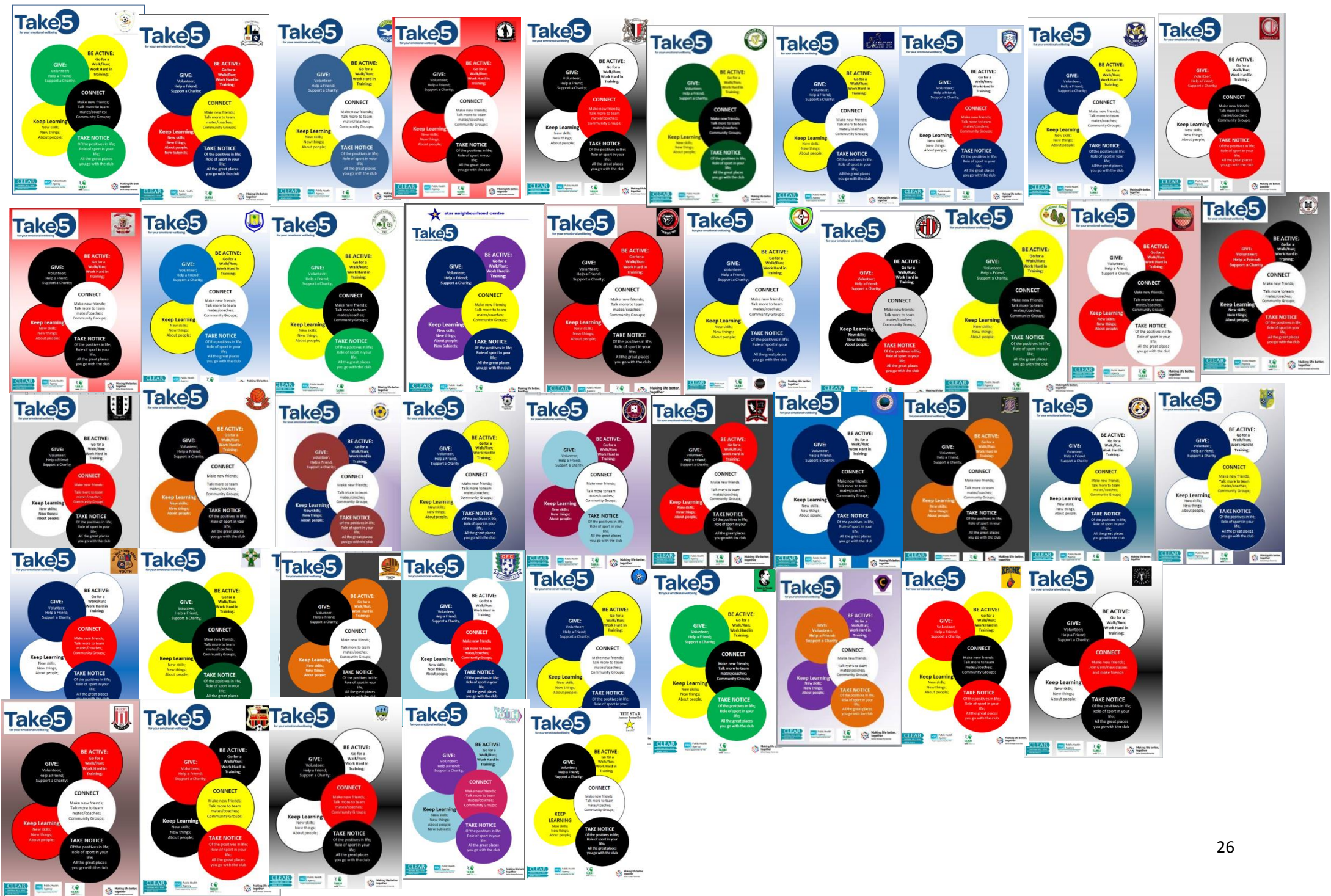
Is anyone better off:

- 10,000 people got information about mental health support services; based on the 1 in 4 stat 2500 of these people could have been in need of support; this may have helped.
- All clubs now have mental health partners and programmes in place and are real champions which has helped them attract investment to deliver various programmes.
- “Joe (TAMHI) trained us in January 2015 and true to his word he has been at the end of the phone when we have needed advise or support, any updates or developments and we get them and adopt them; we have kicked on with embracing the 4Ps with our people being trained in various programmes such as Safe talk, Drugs and Alcohol and the FASA bus coming to matches; but we owe Joe for starting us on a journey we have not looked back from since” Brian Kirker, 22nd Old Boys FC
- “Our club has qualified coaches at every age group which has helped us win awards and be recognised for the impact we have on young peoples lives; the guy who helped us focus and realise our true impact on wellbeing was Joe from TAMHI; I personally have grew in confidence to seek support thanks to Joe” Desy Carlin; Willowbank FC
- Joe planted the seed of mental health; gave us a steer and contacts locally and now we have embraced our role as a club; we wanted to do something positive and Joe gave us the steer” Jim Madury, Ballynahinch Youth FC
- “TAMHI and Joe saved one of our players lives, he thanks to the work of the club in raising awareness had the courage to reach out and ask for help and Joe got him in to see somebody; honestly the guy deserves a medal for what he does for the communities in North Belfast ” Liam Gowdy; 3Cs

What Next?

- The plan is to work with these groups more directly subject to time; defiantly going to sort out some of the new training.
- Intend to identify the impact of this work, challenges and opportunities for development.





Boxing 4 Wellbeing

Overview:

Star ABC (TAMHI Change Maker Club) and Gleann ABC organised Boxing 4 Wellbeing North V West Belfast Select c completion with support from TAMHI to raise awareness of mental health and the support services available using boxing as a hook to engage people.

This was an event with a complimentary awareness campaign were well know NI Boxers showed their support for the event helping raise awareness.

Duration: July 2015 – August 2015 (Boxing 4 Wellbeing Facebook still ongoing)

How much did we do?

- TAMHI supported the creation of resources for 200 people.
- Helped plan the day and led on the awareness campaign and evaluation after the event.
- 40 fighters took part in the event.
- 202 people attended the event itself were TAMHI gave out mental health (50 people fed back) information RE: Positive Mental Health.
- 15 clubs were represented.
- Awareness Campaign on new Facebook book page
 1. 939 Facebook likes in lead up
 2. 47,000 posts liked
 3. 3158 unique engagements in awareness campaign
 4. 4948 messages of support left

How well did we do?

In terms of the programme the evaluation was kept simple; we wanted to assess the impact of the programme raising awareness and value for money.

Figure 1 shows how the programme was rated in terms of raising awareness.



100% of respondents felt the event was great value for money.

Is anyone better off

- The programme raised awareness of mental health groups TAMHI, LOST and Suicide Awareness.
- High Profile Boxers supported the build up to raise awareness and inspire people to talk about mental health
- The programme Facebook page promotes mental health to all followers from Boxing Community
- Young People had an opportunity fight
- Take 5 message effectively delivered;
 1. Give: All the volunteers and good will that went into event e.g. GLL discount venue hire
 2. Keep Learning: mental health awareness
 3. Connect: Partnerships and links developed with groups
 4. Be active: Boxing itself
 5. Take Notice: About how the event brought groups and people together

Next Steps:

TAMHI has secured £2400 to deliver Boxing 4 Wellbeing in August 2016 in Girdwood and has a number of mental health charities lined up to support the event and also the Road to Girdwood Campaign a dedicated awareness campaign that will go directly to participation clubs to raise awareness.



3158 unique
Facebook
engagement
#awareness



40 Fighters
took part/15
clubs



200 people
attended the
event
#awareness



Flex Community Fitness

Overview

TAMHI helped set up Flex Community Fitness – 4P support; Established a Policy & constitution supportive of mental health; created resources to distribute to members of this fitness club. Delivered training to 10 coaches/volunteers; supported the delivery of a female wellbeing programme

How much did we do?

- 10 coaches/volunteers trained
- 2 programmes set up; Run 4 Wellbeing and Female Wellbeing Programme
- Resources distributed to members and around the new premises they secured.

How well did we do?

Figure 1 shows the pre-post scores of training 10 volunteers/coaches (max score 50)

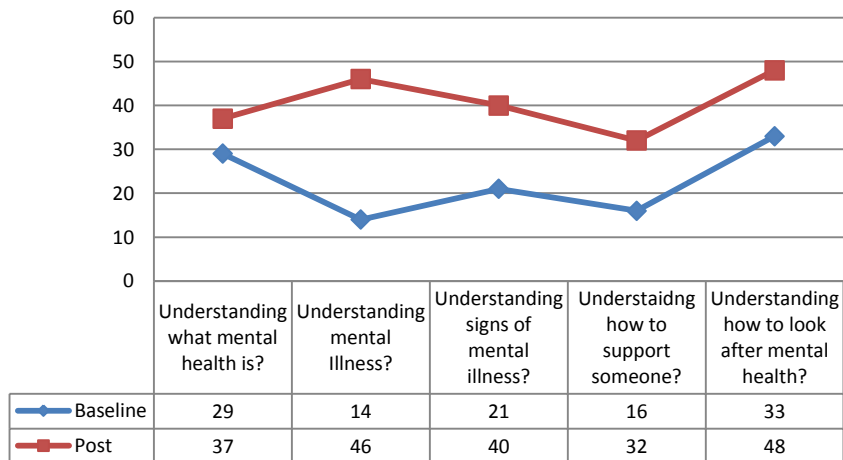
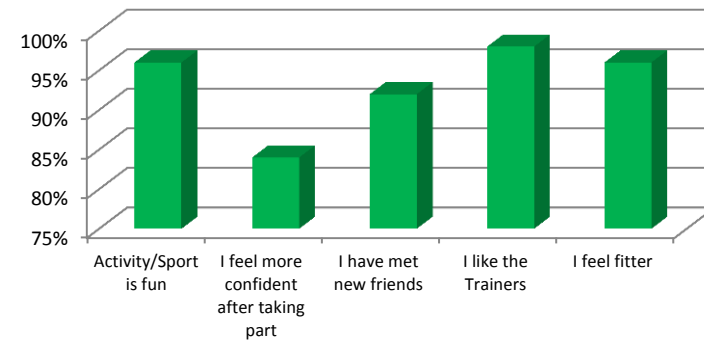


Figure 2: Feedback from 10 week dedicated women's programme with 30 attendees



Is anyone better off:

- The club is now established with between 40-50 people taking part in activities, more people leading active healthier lives.
- 10 volunteers/coaches have a basic understanding of mental health which they build into their programmes.
- The foundations have been put in place to build on this programme targeting other groups e.g. people with a disability.

Next Steps:

- Information sharing and exploring Mental health referral programme



Marrowbone Positive Activity & Wellbeing Hub

Overview:

TAMHI has been working with Marrowbone Community Association around the development of a Positive Activity Wellbeing Hub. TAMHI worked with key youth leaders and young people to design a programme that would be delivered.

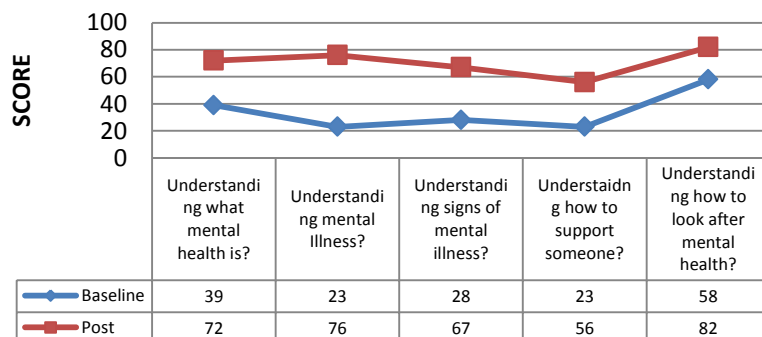
Duration: April 2015-Present

How much did we do?

- TAMHI supported the group to attract investment for Multi-sports coaching and sports equipment.
- TAMHI supported a number of meetings that has resulted in the community getting access to a community hall for the benefit of the community.
- TAMHI trained a youth leader and 16 young people in Introduction to Mental Health (adjusted for youth clubs from TAMHI Introduction to Sport)
- TAMHI helped the group get proper governance and procedures in place for a Boxing Club which is being developed to meet youth and female wellbeing needs.

How well did we do it?

Figure 1 below shows the baseline and post understanding of key areas around mental health and wellbeing.



Notes:

- More work required on developing confidence in helping young people support other young people. Young People implied that they felt fearful of being responsible if something happened to a friend.

Is anyone better off?

- Programme scored 94%
- Feedback from Eamon Magill “ Before the church closed down the old hall, we had a thriving sport/boxing community and when this was talking away 5 years ago this coincides with influx of crime and suicides in the community; with young people feeling “we have nowhere to go”; TAMHI has helped us re-claim the community hall. Provided direction in terms of benefits to wellbeing this will have and helped us get the ball rolling on setting up our Boxing Club as well as the other Multi-sport activities
- Young people have been empowered to create a programme; TAMHI in phase 2 is working on the development of a community boxing club and a Multi-sport hub; the facility will be ready in 2017; TAMHI has provided guidance and support on maintaining a community focused wellbeing plan.
- Group raised £300 for TAMHI as a thank you for the support TAMHI provided.



Thank You: Funders

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