



IMPACT EVALUATION SUMMARY REPORT 2014-2017

*Independent External
Evaluation Report by
Cruinn Associates*



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TAMHI IMPACT 2014-2017

March 2014- Feb 2017; supporting groups to shape, change and save lives

ENGAGEMENT



116 groups engaged in services.



44 groups engaged in ongoing development work through area Alliances



8 Committees. Influencing Strategy and Wellbeing Developments



£127,670 investment attracted directly to support TAMHI to meet charitable objectives

PROGRAMME DELIVERY



10 Programmes facilitated within Core Community (New Lodge) : 2808 Engagements



7 programmes co-facilitated in core community: 670 engagements



17 Outreach Programmes Supported directly: 979 engagements



£185,500 attracted to TAMHI projects delivered by clubs. £110,000 for new play park for core community.

RAISING AWARENESS



17 Awareness Events Delivered: 2768 engagements



44 Training, MW Games & Talks Delivered: 1285 engaged



6 Campaigns involving Social Media Community Flyer Drops : 70,000 FB engagements; 30,000 reached through community information drops/ National Tabloid 200,000 readership



3 awards: Social Innovation Camp ; Take 5 Awards; Social Enterprise NI: Dragons Den

IMPACT & FEEDBACK



100%

Enjoyed programmes

95%

Felt they raised confidence levels

92%

Felt they helped connect better with friends/peers

100%

Felt they were effective raising awareness of mental health

Aggregated scores from 620 respondents



100%

Reported an increase in knowledge of mental health

88%

Scored 5/5 for understanding mental health

85%

Scored 5/5 for understanding mental illness/signs

70%

Scored 5/5 for understanding how to support someone in need

95%

Scored 5/5 for understanding how to look after their mental health



100%

Scored 5/5 for usefulness of resources

89%

Scored 5/5 for content of resources*

100%

Scored 5/5 for style of resources

100%

Scored 5/5 for connection with resources

FOR REFERENCE: TAMHI.BTCK.CO.UK

Executive Summary

Tackling Awareness of Mental Health Issues (TAMHI) is a Belfast based mental health awareness charity that was set up in 2011 to train sports groups about the power of sport to promote positive mental health. This Impact Evaluation report covers the period from March 2014 – February 2017 inclusive and provides data and evidence of the significant impacts the charity has made in the past three years and will continue to make in the years ahead. This evaluation is set within the context of the charity's overarching Mental Health, Well-Being & Sport' Strategic Plan (2014-2017) which sets out the key goals and measures upon which the charity is measuring its targets, key performance indicators and overall progress to date. Based on the primary and secondary research sources the evaluation indicates the following key outcomes and impacts achieved to date by the charity's activities from March 2014 to February 2017, inclusive.

The founder of TAMHI (Joseph Donnelly) is the driving force in the charity's mission. Joe through his own personal loss has single-handedly driven with passion and purpose to develop and deliver on the charity's activities since 2011. TAMHI set out delivering within its core community of the New Lodge area in North Belfast where the charity is still based, under the auspices of its initial '*Change Makers*' programme in 2014. Through its outreach provision under the umbrella of '*Communities United for Mental Health*' in 2015, the charity was able to adapt learning and resources from projects within the New Lodge and use these models as a blueprint inspiring groups to replicate across Greater Belfast.

The work of TAMHI has become very refined from 2016 with an evidence-based approach in the development of relationships and partnerships which have allowed TAMHI to add value to project engagements and programme delivery by facilitating other statutory agencies, local councils, community and voluntary groups that specialise in certain areas e.g. drink and drug abuse, bullying and suicide. This complementary approach has supported TAMHI to be better connected to services and to be a key facilitator in signposting and referring these connections onto sports clubs and community groups alike. In turn, TAMHI works with its partners to enable access to these services to make a positive difference to members of sports clubs and individuals within local communities.

Key Outcomes:

- TAMHI bottom-up community development approach is its key success driver with 116 groups engaged and 44 alliances formed to date.
- TAMHI stakeholders are all positively engaged in their experience through its work directly delivering 17 awareness events and 44 training talks to 4,000 individuals.
- TAMHI mental health awareness are highly effective and influential on social media, community and press coverage of campaigns e.g. #ItsOKtotalk, #TalktoTAMHI, #KOMentalHealth reaching over 300,000 followers, readers and influencers.

- TAMHI use of sport to reach young people in local communities and schools positively engaging and delivering 17 local community and 17 outreach programmes.
- TAMHI policy, people, programmes and partner projects are welcomed by vast majority of beneficiaries with over 3,500 community engagements to date.

Key Impacts:

- TAMHI outreach engagement strategy has influenced major NI/UK sports bodies i.e. Sport NI, Street Games UK and mental health and Suicide Awareness charities.
- TAMHI use evidence-based tools representing international impact best practice in mental health e.g. Child Youth Resilience Measure, NPC Well-Being, et al.
- TAMHI work has influenced the Northern Ireland *'Review of Mental Health in Sport'* commissioned by Sport NI.
- TAMHI has impacted on 116 sports clubs or groups to directly influence their mental health policies and programmes across Greater Belfast.
- TAMHI has reached and influenced groups as far away as Dublin, London, Toronto and Sao Paulo through its outreach engagement strategy with partners and alliances.
- TAMHI has leveraged with £300,000 of investment to date as a result of Tudor Trust.

TAMHI supports sports clubs and community groups to develop the '4P's' – policy, people, programmes, partnerships – an approach that is underpinned by the charities core aims. This was borne out with the stakeholder survey which asked what made TAMHI different, why it is unique from other mental health charities working in the sector and what key differences and impacts it was making across communities. This Impact Evaluation clearly illustrates the significant outcomes and impacts of TAMHI's efforts and work to date. The charity wishes to continue to scale its reach and social impact even further by 2020.

TAMHI's reputation and trust as a leading organisation in the field of mental health has been recognised with awards from Belfast City Council and with significant funding support from leading trusts and foundations including Sported Foundation, Tudor Trust, Peter Harrison Foundation, Building Change Trust plus a number of grants secured from Councils and Sport NI. The charity is well positioned to sustain and scale its social impact across Northern Ireland and no doubt influence the world at large with its innovative and grassroots approach to tackling mental health. Based on the evaluation and learning of this report, TAMHI has a 4-point plan for the future:

1. A new 4-year *'Strategy for Activity and Wellbeing'* within its core community of the New Lodge, North Belfast from 2017-2020.
2. Creation and distribution of the area specific *'Mental Health Toolkits'* and development of practitioners to bring the toolkits to life by sports clubs and groups.
3. Development of evidence-based research and practices of *'Resilience Resources'* for continual measurement of mental health wellbeing projects and programmes.
4. Delivery of *'Mental Wealth Games'* to clubs, schools and youth centres across N.I.

TAMHI Background

Tackling Awareness of Mental Health Issues (TAMHI) is a Belfast based mental health awareness charity that was set up in 2011 by Joe Donnelly and Stephen McLaughlin in memory of their friend Thomas “Tammy Tucker” McLaughlin who took his own life in 2009. TAMHI was set up to train sports groups about the power of sport to promote positive mental health.

TAMHI is interested in helping sports clubs, which they deem as core community services to measure the disconnect of individuals from community and subsequent reconnect with community following participation in sporting activities (and a wider connection with culture and society as the result of the kinship created in sports clubs).

Their format is simple but their work is crucial: a group of friends working together to try and keep young people on the straight and narrow.

TAMHI supports clubs to develop the **‘4P’s’ – Policy, People, Programmes and Partnerships**. This approach is underpinned by the charity’s core aims:

- To raise awareness within sport of the importance of positive mental fitness and how this can have an impact on physical health.
- Engaging young people and young men in sport to reach out to those with mental health concerns.
- To raise awareness of the risks of self-harm and importance of suicide prevention within sport.
- Highlight the importance of training with governing bodies, mental health groups and clubs for their coaches and volunteers, to support them in spotting early signs of emotional difficulty and risk in current participants
- Creating an environment where people can ask for help and support when needed, whilst focusing on local issues.

As an organisation over this 3-year period TAMHI reputation has grown and this is supported by the influence on a number of committees. Within the New Lodge Community TAMHI is present on the local Planning group; festival group, Girdwood Community Forum and Girdwood Shared Space. At a more strategic level TAMHI is represented on the Sport NI Mental Health Steering Group, Public Health Agency’s ‘Future Search Community Development’ and ‘Emotional Resilience’ sub-committees. TAMHI is also part of the All Party Group in Stormont focused on ‘Zero Suicide’. Representation on these groups highlights and acknowledges TAMHI’s work within the communities the charity serves.

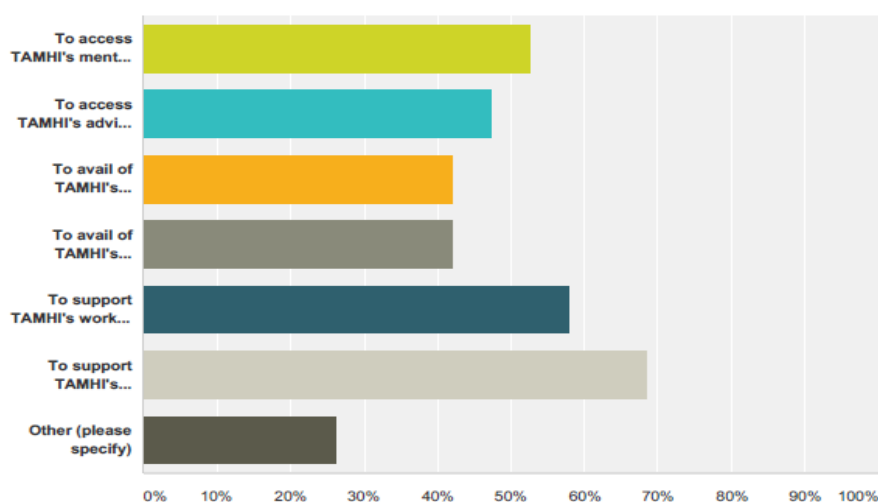


TAMHI Stakeholders

A stakeholder survey was conducted online with a representative sample of twenty (20) key stakeholders both internally and externally engaged with TAMHI. The findings of the survey conducted via Survey Monkey with 10 questions asked (from 27th October-25th November 2016). Responses were received from 19 stakeholders, representing a 98% response rate.

- Sports Clubs – 8 responses
- Sports Charities – 3 responses
- Community Groups – 3 responses
- Board Members – 2 responses
- Research Institute – 1 response
- Sporting Body – 1 response
- Secondary School – 1 response

In what capacity have you linked in with TAMHI?



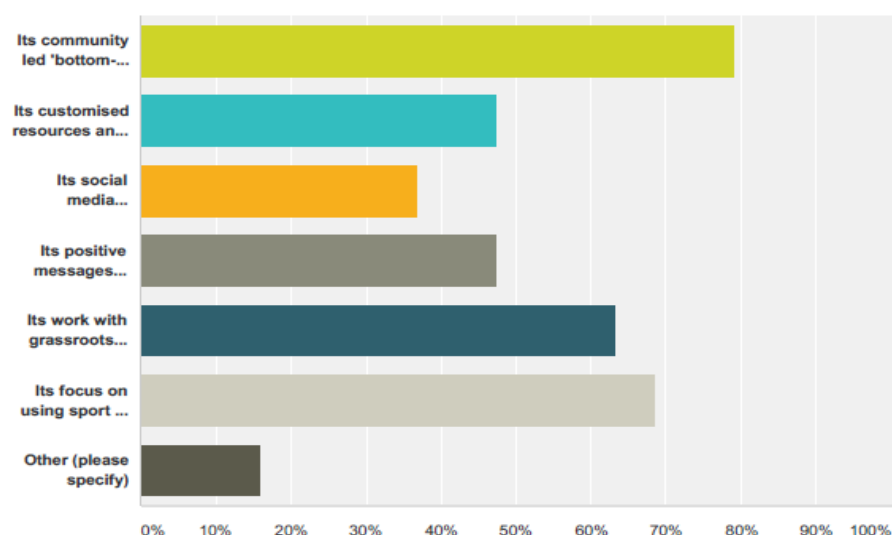
The vast majority of stakeholders (68.42%) had primarily linked in with TAMHI's to support its work in raising awareness of mental health promoting positive messages in mental health via awareness campaigns e.g. Facebook, Twitter, Press, etc. Others reasons to link-up included Fundraising Support (57.89%) and to access Mental Health Resources (52.63%) as the key rationale for initial engagement with TAMHI. Multiple responses were allowed.

To support TAMHI's work raising awareness/social media campaigns promoting positive messages in mental health	68.42%
To avail of TAMHI's fundraising support for sports clubs/community organisations	57.89%
To access TAMHI's mental health resources for clubs/organisations	52.63%
To access TAMHI's advice and expertise in mental health	42.11%
To avail of TAMHI's community outreach provision	42.11%
To support TAMHI's community approach in mental health via sport	26.32%

In your experience to date how have you found working with TAMHI?

All respondents reported (100%) unequivocally that they all had a very positive experience of working with TAMHI. This resounding response should be greeted with much gusto and a credit to the work of the charity and its founder in engaging so positively with all stakeholders.

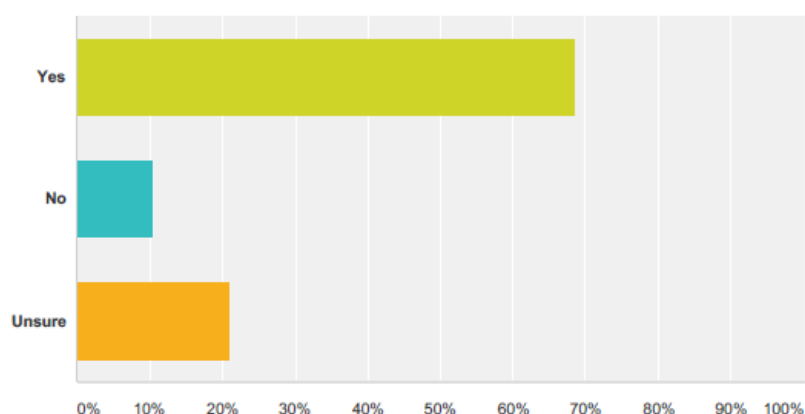
In your view what makes TAMHI different (from other mental health charities)?



Over two thirds of respondents (78.95%) reported that TAMHI's 'bottom-up' community approach was the main differential between them and mainstream charities including their grassroots work with sport and community groups (63.16%) contributing also to its community orientated ethos and delivery. TAMHI was also rated highly for its focus on sport to reach young people (68.42%). These are all critical success factors which the charity can utilise to differentiate its work from other mental health charities.

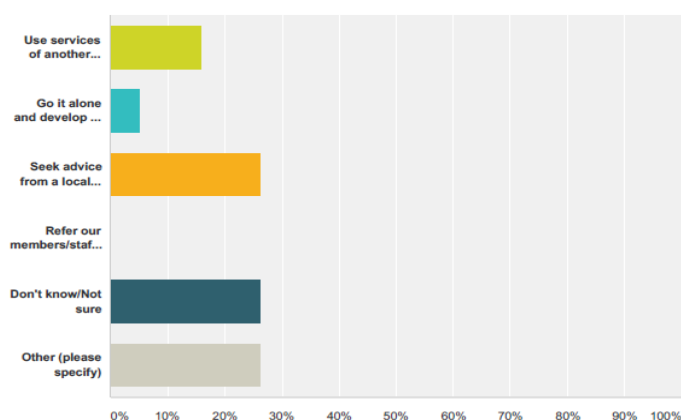
Its community led 'bottom-up' approach	78.95%
Its focus on using sport as conduit to reach young people	68.42%
Its work with grassroots sports clubs/community groups	63.16%
Its customised resources and toolkits	47.37%
Its social media campaigning and awareness raising activities	36.84%
Its positive messages promoting positive mental health	47.37%
Its community led 'bottom-up' approach	15.79%

If TAMHI didn't work with your club/organisation would you be focused to raise awareness of mental health?



The majority of organisations (68.42%) say they would remain focused on promoting mental health (even without TAMHI's intervention). This can be viewed as a positive legacy of TAMHI's work in the sector and specifically with sports clubs in that they would be prepared to continue to raise awareness of mental health issues with their members. Only a small percentage (10.53%) stated they would no longer be focused and the remaining respondents unsure as to who they would proceed (21.02%).

If TAMHI wasn't there how would your club/organisation continue to raise awareness of mental health?



As a follow-on the previous question, it's interesting as to the split in respondents' views as to how they would proceed without TAMHI with just over a quarter (26.32%) would seek advice from a local mental health support group; and the same percentage would not know or be unsure as how to proceed (26.32%) and other reasons stated (26.32%) e.g. Go it alone and develop their own mental health work.

Seek advice from a local mental health support group	26.32%
Don't know/Not sure	26.32%
Other (please specify)	26.32%
Use services of another mental health charity	15.79%
Refer our members/staff/volunteers to a GP or Counsellor	0.00%

Which other mental health charity/support group are you aware of that work direct with sports clubs/community groups over a prolonged period of time?

Respondents mentioned the following charities and support groups working with sports groups over a prolonged period of time include:

- Lighthouse
- Aware
- Mindwise
- FASA
- Extern (SAFE)
- Hope 4 Youth
- Lifeline
- MIND (do some work in UK Sports but not NI)

Whilst there are several organisations involved in this type of work across NI it is perhaps debatable if they do engage over a sustained or prolonged time period with sports clubs or organisations in particular. Sport NI recently completed a review of mental health policy and practice in relation to sport across N.I. The report is available upon request.

A small number of respondents mentioned the IFA giving out balls, bibs and cones conducting what were deemed to be poor mental health workshops and more a 'tick box' exercise in promotion to sports clubs.

TAMHI Outcomes

Stakeholders were asked to describe the key outcomes TAMHI's work had on their respective club or organisation and to what extent through programme, project, outreach or campaign level delivery.

"It has to be Joe Donnelly (Joe was a past pupil of the school St. Patrick's College).

We invited Joe up to do a talk. You could hear a pin drop and afterwards the feedback from young people was positive so we got him up. Joe connects well with young people. We started a project with Year 12R which would have been a class of 'characters' and it took a few weeks to get them bought in.

Eventually the young people started to come around and I know I saw a positive change in their attitudes and behaviours. The workshops which were mixed between the classroom discussions and games were in my view and based on the young people's feedback were enjoyable. Joe took time to get to know the boys and allow them to take a role in developing the programme and talking about issues they faced rather than just issues in general and I think this was a great success.

The boys created a 'Take 5' flier and insisted on taking their own pictures for it, so it was theirs. This was given out to just under 600 students and they got all the credit for it, not Joe, not TAMHI. I know Joe did the vast majority of the work, but he positioned himself in the background and made it all about the boys.

By allowing them to take the lead and have the ownership he connected with them, he achieved their buy -in and most importantly their respect.

TAMHI made mental health relevant to the young people. I knew it was working when they were asking, "Is Joe coming in today?" and on a few occasions when Joe could not make it they were disappointed.

They really enjoyed the Games but also they enjoyed sitting with a cup of tea or coffee some biscuits and having a chat. We have had the 2-hour talks in a few times and while I see these are valuable and positive, we know the impact is limited. The programme development approach was great and we know this sat better with the boys".

St. Patrick's College, North Belfast



five ways
to wellbeing

The Five Ways to Wellbeing resource was designed by Year 12R pupils to give students practical tips about how to look after their own physical and mental health.

GIVE

- Volunteer;
- Help a charity.
- Help a friend.

Keep Learning

- New things;
- New skills;
- About things you are passionate about.

Be Active

- Go for walk;
- Go for Run;
- Join sport/activity Club/Gym.

Connect

- Make new friends;
- Talk to people you don't normally talk to &
- Join community based groups/clubs.

Take Notice

- Of the positive things;
- Of things people do for you;
- Of the nice places in your area.

"Community lead approach. Face-to-Face never referred onward to other agencies".

"TAMHI are very 'hands on' with each individual club and have highlighted different techniques, tools and mental

"Positive methods and messages. Non-classroom based. Proactive, positive attitude".

"TAMHI is very focused on how to get through to Young people and able to reach out and support".

"TAMHI is willing to work alongside us to deliver a very powerful message, regarding positive mental health".

"The passion, drive and commitment of the Project Manager - a unique individual with an ability to drive positive change in individuals, organisations and

"TAMHI is very focused on how to get through to Young people and able to reach

"TAMHI appears rooted in the community and Joe comes across as someone really passionate about the role that sport plays in improving awareness of and promotion of good mental health including importantly amongst young people".

"The fact that TAMHI is prepared to link-up and directly work with other local Community Groups and Practitioners and share its knowledge and resources for the betterment of local people".

"In one way the sport isn't important. What is achieves and changes in young people is. This approach engages more young people than a targeted sports programme and is very

"TAMHI is founded and embedded in the community, the local knowledge and understanding of what is happening and why, is outstanding".

"Joe has a very authentic personality when it comes to the field of mental health as he has experienced the devastation in his own life, and his passion for helping young people really shows through in





"Providing bespoke resources. Don't deliver and disappear. Always accessible. Always available to offer advice. Scale to reach more people as only Joe Donnelly to cover Greater Belfast. Community response to suicide prevention. Useful to reach seniors group also in the club and ladies and youth teams".

Football Club Representative



"Joe has personal and powerful qualities including being accessible, informative and working 16 hours a day on occasion! Nature of TAMHI's background is unique in tackling MH due to his own personal loss which provides motivation and determination in TAMHI's work!".

Football Club Representative

"TAMHI is a fantastic initiative as it engages people from local areas at a grassroots level about issue of mental health. The tools, techniques and promotion of positive mental health messages are seen widely across the areas TAMHI works. The individualistic approach TAMHI has (creating custom promotion materials etc). TAMHI creates buy-in from clubs and groups and makes them more focused on the area of mental health in relation to them rather than a generic mental health message".

Street Games UK Representative



"Grassroots relationship building; specific customisation of resources; familiarisation of club branding to promote positive mental health messages; achieving goals with a can do attitude; following through on commitments made to clubs and enhancing TAMHI's reputation in the community and voluntary sector".

Football Club Representative



"Bottom-up approach of Coordinator in the community. Responds very quickly to issues. Non-standardised programmes tailored the needs of the club. Fluid reaction to what's happening in the community in terms of who needs help. TAMHI raise awareness in a clear and focused manner. TAMHI play games to help make mental health a fun topic".

Football Club Representative



TAMHI Impacts

Stakeholders were asked to describe any effects or impacts TAMHI's work has had on their respective club or organisation and to what degree.

"I would say TAMHI had a positive effect on the young people Joe worked with. We have Joe working with our voluntary youth worker on a new programme based on the success of the one we delivered. After this programme we had ideas about issues we needed to do more around addressing and also how to work better with young people to let them take the lead in driving change. I have a load of resilience media outside my room and have the Take 5 flyer all over the school created as part of the programme. From our perspective it is always great to get examples of pupils making a difference and doing well as it is a good news story for the school. Joe has commented that St Patrick's College played a big role in his life and helping make him the man he is today. I know there is a few of us left from Joe's time in the school and we are proud of him and what he has achieved and delighted we played a part".

Mr McAllister, St. Patrick's College



"I know Joe personally and would have regular contact with him. He is switched on and makes mental health and football fit. TAMHI has been working with us since 2011 when we thought that mental health was a workshop 'tick box' exercise! We took instruction from TAMHI and our club has not looked back.

We know the role we play in developing mental health and more importantly helping our community especially kids that cannot afford sport. We understand and we drill into our coaches the important role they play in supporting the young people they serve to be better people and to get young lads especially to come to them if they are in trouble.

With all the work with Joe we have saved a young lads life, we identified signs and we intervened and we got the young lad the support he needed working with local mental health groups, school and IFA to help the young lad.

Our club won the Justice Awards in 2013 - we link this to our work with mental health in terms of making young people believe in a positive pathway. We also won the IFA McDonalds Awards and Belfast City Council Sport Awards - each in their comments noted about our exceptional work with mental health.

With TAMHI's "community development approach" and as volunteers Joe knows this and that constant support that ability to bounce ideas off Joe and TAMHI and sit down and in most cases turn them into reality have helped us run new programmes that are focused on well-being and resilience. Joe goes above and beyond - TAMHI is Joe and Joe is what makes TAMHI what it is; always has time for you, is contactable outside 9 to 5; understands how clubs work and tick and is at our level. We have had a group in before were some fella in a suit talked down to us for 3 hours - waste of time. Joe makes mental health relevant!".

Football Club Representative



"TAMHI affected me by teaching how to reach out to young people and provide them with sports facilities".

"TAMHI have made us more aware and give us a new focus about promoting mental health and suicide awareness".

"TAMHI has enabled a more effective partnership approach and shared delivery of projects and programmes at neighbourhood level".

"It really has improved the awareness and encouraged conversation amongst our members (reducing people's unwillingness) to start the conversation!. Personal experience For me it has shown a broad range of people are encouraged to chat about good mental health".

"It has been great to have TAMHI as an honest broker we can call on to promote positive mental health in the area (with emphasis on sport) we feel that in our suicide prevention efforts this targets men who are especially vulnerable to mental health problems".

"It has given Street Games a new look at an approach to community sport and the learning can be shared across the UK. We are seeing more focus on mental health and the work TAMHI has been doing could help lead the way".

"TAMHI shared with us a resiliency resource that was very useful for our M&E team. TAMHI is also working with our other partners to mobilise activities in Northern Ireland".

"TAMHI has been very proactive in sharing learning and best practice with Sport NI and others".



"We were aware of the high rate of mental health issues in our community and with TAMHI's help we have been able to implement a Mental Wellbeing Policy at our Club. We have held information nights for our older players and their parents, workshops for our club members and members of the community and have organised football tournaments for our younger players. TAMHI has provided us with support, knowledge and literature to hand out to our members. Their unique way of presenting this literature, i.e. flyers, key rings, means that it is easily accessible and relatable for our members. TAMHI has supported and guided us throughout this process and we would not have been able to complete these events without them. As a Board we can see positive engagement at grassroots level. TAMHI use sport to engage young adults with negative issues via a proactive approach to mental health versus dealing with crisis situations. Another issue is the risk factor regarding sustainability and growth of the charity due to over reliance on a single individual is a risk to the charity".

TAMHI Board Member



"TAMHI equips coaches with positive mental health. Spot triggers of mental health. Training focused to refer to professionals. Positive impact on funding applications for Boxing for Well-Being event (2 years in a row) in partnership with TAMHI. We wouldn't have worked without TAMHI and groups West/East/South to tackle issues...club secured funding to raise awareness of MH. Proactive hands-on approach vs. other interventions e.g. classroom, telephone. Complete positive affect on both club and local community (North Belfast). A TAMHI version across N/S/E/W Belfast would be a good idea...!".

Football Coach



"We have new youth leadership pathways. We are working on a programme aimed at kids on the fringes who feel excluded. We have attracted investment - quite a large sum for various projects again all with a focus on wellbeing development - we are no longer just participation!"

"We have a friend in TAMHI; a partnership that grows and develops and continues to sprout new ideas and innovation that we as a small club would never have thought off that adds value to what we do".

Football Club Representative

"St John's YC has links and connects with St James Swifts e.g. Leaflets, Keyrings or Referrals to TAMHI's website. TAMHI's accessibility is unique and personal driver of TAMHI in sports world means most clubs are aware of TAMHI. Joe Donnelly is visible and accessible to support groups to do the work in supporting positive mental health for young people"

Youth Worker



"We wouldn't speak about mental health and after 12-18 months of working with TAMHI our guys started to open-up on mental issues. We distributed leaflets around local community to highlight medication issues for members. TAMHI introduced us to FAS and Extern. 15-20 members trained in Safe Talk & ASSIST to talk and engage with young people. Club Welfare Officer available to speak confidentially has had a massive impact on club. We fundraise for local MH charities and organise annual tournament 'Take 5 For Well-Being' engaging between 800-1000 people of all ages as a cross-community 8-team tournament including MH charities. We would like to continue to work with TAMHI long-term to create even more impact!"

22nd Old Boys Football Club Representative



Funders, Supporters and Sponsors

The work of TAMHI would not have been possible without the investment, support and sponsorship of the following organisations. TAMHI are grateful and indebted to each for their commitment in furtherance of the charity's mission in tackling mental health head on.



**Belfast
City Council**

