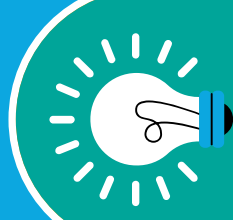




Outcome 2

People in the populations we target feel confident to have conversations with other people who are experiencing poor mental health.

GHK Partnership



DIFFERENCES WE MADE

- Coaches officials report that they are more comfortable and confident when talking about mental health and are working to discourage a “macho” approach to mental health conversations.
- Several other rugby clubs have approached GHK expressing an interest in taking part in anti-stigma work.
- Coaches report feeling more comfortable approaching players and asking how they are.
- Coaches are learning to treat poor mental health as they would a physical injury and are having more open conversations about mental health.
- Anti-stigma approach becoming embedded into the club’s way of working.

BACKGROUND

See Me partnered with Glasgow-based amateur rugby club GHK to deliver an anti-stigma programme with the aim of reducing mental health stigma and discrimination surrounding mental health across the club. Being part of a sports club or a team can be a great place to break down barriers and stereotypical attitudes that men can have about mental health, allowing people to support each other. The project raises awareness of stigma and discrimination, supports people to have more open conversations about mental health, and encourages people who are struggling to seek help when they need it.

PROCESS

Staff from GHK took the lead on the programme supported by See Me. Leadership commitment from GHK is enabling the work to become embedded in a sustainable way. The first phase of the programme focused on awareness raising and the second phase on building the capacity of the club through anti-stigma training to develop the confidence of staff and players to have meaningful conversations with each other about mental health. A Champions model will be developed within the club and the third phase of the work will involve wider community engagement.

CROSS CUTTING THEME

PARTNERSHIP WORKING

GHK is a powerful example of effective partnership working to reduce stigma and discrimination among target populations.

The project is designed to equip people with the knowledge and skills to identify when people are struggling and have conversations with men about their mental health.

The partnership exemplifies what can be achieved when a partner is passionate about and committed to tackling stigma.

Successful partnership working is evidenced across the See Me programme through anti stigma partnerships, for example with [Moray Wellbeing Hub](#) and [NHS Greater Glasgow and Clyde Healthy Minds](#).

LEARNING FOR THE FUTURE

- Adapt the resources so that they can be used with younger people.
- The model appears to be effective for community sports groups and could work with other teams and sports.
- In order for the programme to work, it has been important to have dedicated people working on it.
- See Me plans to partner with SAMH to incorporate learning from this approach into its mental health, physical activity and sport programme.

“It’s encouraging that [the work with See Me] has made people happier to talk about mental health.”

“We are all as a club more aware of wellbeing.”