

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
All	<p>Raising awareness: Create introductory website and intranet pages (1&2)</p> <ul style="list-style-type: none"> - What is the Charter and why we have signed it? - What we have done so far as an NGB. Links to case-study from clubs and tips sheet - Information and links about mental health encourage links to local mental health services - Useful contacts including employee assistance programme and relevant policies (Intranet only) and link to player association for athletes to get support. 	<ul style="list-style-type: none"> - Key messages about the Charter - Links to Mental Health awareness 	Social Media Coordinator Amelia Steele amelia.steele@gbsnowsport.com	Content created April Published – End of April To be updated at key milestones	Pages live.	
All	<p>Charter action plan working group</p> <p>Establish an action plan working group to include representatives from the following teams:</p> <ul style="list-style-type: none"> - Director / trustees /governance - HR - Communications - Performance team <p>The working group will:</p> <ul style="list-style-type: none"> • Review action plan and to map out what exists already, synergies and new activities • Assign lead staff members • Review progress against action plan and agree evaluation activities 	N/A	As above	First meeting arranged for Friday 3 rd April.	Outputs against agreed actions at the meeting. Success of activities. Other measures through annual staff survey.	

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
All	<p>Raising awareness – keeping the wider NGB community up-to-date (1,2&5) Secure regular slots in the following:</p> <ul style="list-style-type: none"> - Membership newsletter (volunteer / athletes) - Workforce e-newsletters (volunteers / coaches and officials) - Encourage clubs to disseminate through their newsletters. 	Updates on new resources and activities	As above	April onwards	Web analytics following publication.	
Other NGBs	<p>Share good practice (5) Contact other NGB leads to review what is happening in other sports / organisations and share good practice. Explore opportunities to work together on specific outputs.</p> <ul style="list-style-type: none"> - Networking / catch up meetings – add to agenda <p>Share good practice with Mind so that it can be considered as a resource on the Mental Health Charter for Sport and Recreation's website.</p>	N/A		Equality leads meeting scheduled 15 June 2015.	Number of things done differently as a result. Impact of changes. Opportunities for joined up working.	
Employees	<p>Raising awareness: Internal awareness raising campaign (1,2&4) Work with Performance and Comms team colleagues to raise awareness of the Charter and how to promote positive mental well-being and reduce discrimination through:</p> <ul style="list-style-type: none"> - Staff forums – Charter and well-being to be a regular agenda item at monthly meetings 	Any supporting materials	<p>Social Media Coordinator Amelia Steele amelia.steele@gbsnowsport.com</p> <p>Comms Manager Michael.Gibson@gbsnowsport.com</p>	May – Charter why we have signed / case studies what we have available already (employee assistance / flexible working	Improvements recorded through staff survey.	

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
	<ul style="list-style-type: none"> - Create a presentation accessing existing resources including Time to Talk videos for team managers to use - Signpost managers to free webinars - Include regular information in staff e-newsletter 		Performance Scientist Alex Mckeown Alex.mckeown@gb.snowsport.com	policy etc.) July - It's good to talk. Let's end discrimination August – How to promote positive mental well-being September – October – World Mental Health Day		
Fans and Spectators (and wider)	World Mental Health Day Awareness (weekend) event – resources for community club through to national teams Encourage all levels of the game to support World Mental Health Day events across the country. <ul style="list-style-type: none"> - Produce template press release, statements and resources to encourage: - Articles in newsletters - Media releases for the weekend - Sharing of videos and mental health selfies / video case studies at half time - Broker relationships between local Mental Health services and the club through invitation to event, subsequent programmes of activity, support services etc. 		Comms Manager Michael.Gibson@gb.snowsport.com Performance Scientist Alex Mckeown Alex.mckeown@gb.snowsport.com	October 9 – 11 th	Reach of coverage during the event	

Audience	Activity description (the numbers next to the activity description heading correspond with the Charter's areas of activities listed above)	Support required	Internal lead (include contact details)	Timescale	Performance indicator	Progress update (leave blank for now, we recommend you update this at 6 and 12 months)
All	<p>Ambassadors and role models Recruit a range of ambassadors and role models who are willing to support the Charter including those who have personal experience/close experience and those who can champion the programme to include:</p> <ul style="list-style-type: none"> - SLT Member - Professional athletes - Coaches <p>Ambassadors and champions to support with:</p> <ul style="list-style-type: none"> - Social Media Mental Health Awareness - Case studies - Wider Media - Attendance at events 	Ambassador Guidance	<p>Social Media Coordinator Amelia Steele amelia.steele@gbsnowsport.com</p> <p>Comms Manager Michael.Gibson@gbsnowsport.com</p>	April onwards	Reach of coverage from and through ambassadors	

If you are communicating externally, it's important that you have a look at our guidance on the most appropriate language and photo images to use. We have provided information and key messages on the Sport and Recreation Alliance's [website](#).

You can see details of other organisations who have signed up [here](#).

We hope you will be proud of your action plan and tell your staff and networks about it!

Please send this completed form to:

sport@mind.org.uk

Checklist:

- ✓ You have completed the action plan
- ✓ Written a website summary of your activity
- ✓ Sent to sport@mind.org.uk and let them know if happy for your action plan to be shared publically

