Imagine Your Goals Update:

Imagine Your Goals is a two-year programme, funded by the Premier League and Comic Relief, which aims to improve social inclusion and wellbeing for people with mental health problems and their carers, as well as tackle mental health stigma and discrimination. Many have promoted Imagine Your Goals and Time to Change in their match day programme and websites, but there has been a big push to support the latest campaign burst: “It’s Time to Talk”, using various media channels.

On Saturday April 9th, Sue Baker and Wolves and Wales’s midfielder David Edwards signed the Time to Change pledge to end MH stigma and discrimination, during the home game against Everton.

An excellent article about the Imagine Your Goals project at Wolves – ‘Head for Health’ - and support by the club for Time to Change was penned in the match day programme, with an additional section in the programme notes of the Chief Executive, Jez Moxey, with a photo of him with his personal pledge board. Meanwhile, the new Time to Talk film was shown in the screens situated around the stadium.

Wolves Manager Mick McCarthy shows his support with a personal pledge.

Fulham FC put a Time to Change piece in their final home game programme on Sunday, 22 May, for the match against Arsenal, and have kindly embedded the Time to Talk advert on their club website. Excellent pieces were also put in the match day magazines of Spurs and Wigan Athletic, supporting the Time to Change campaign as well as the local IYG projects. We are hoping to continue this with all clubs into next season. See Wigan’s piece below:
In May, Man Utd and Bolton Imagine Your Goals projects held an end of season showcase and tournament, involving their teams playing each other on the premier league pitch. Included in local stakeholders and partners on the day was “Looking for Eric” lead actress Stephanie Bishop, who signed the Time to Change pledge, alongside club mascots Fred the Red and Lofty the Lion. The time to change T-shirt was signed by the whole of the Bolton Wanderers first team.

On Saturday June 4th Portsmouth Imagine Your Goals held a magnificent tournament at the Roko outdoor 5-a-side pitches in Portsmouth. In attendance were 16 clubs, from as far off as Liverpool (Everton IYG) and London (Arsenal IYG). Time to Change held a stand, alongside active and supportive local partners Headspace, who offered advice and information on their Early Intervention Service.

On Monday 30th May an Everton Imagine your Goals’ team, NHS and Everton staff headed off to Munich Germany to compete in the fourteenth Regenbogen Cup. The mental health specific football tournament attracts teams from across Europe.

The Everton team performed well over 2 days, winning 4, losing 2 and drawing one, going out in the semi-finals. They won their last game to win third place overall in the competition. Everton captain and imagine your goals participant Sean Bradley added, “We win, lose and draw as a team”.

They also visited Munich city centre and, as part of the team’s international campaign, each member of the team was issued with a personalized t-shirt to wear as they travelled from place to place. On the t-shirt carried messages about mental health statistics and the benefits regular sporting activity can have. Many people approached the team to ask questions about what they were doing and gave the opportunity to discuss topics around mental health discrimination and challenging negative stigma.

The story has also been featured on the Everton website: http://community.evertonfc.com/news/disability-team-take-bronze/ and Mersey care magazine.
Southampton FC (Saints Foundation) and Southern Health NHS Foundation Trust held a Tackling MH Stigma tournament on 25 June at the Millbrook Goals Complex. Southern Health’s Time to Change team, in conjunction with partners Saints in the Community, Southampton City Council, Solent Health and SVS brought together 35 sides from across the county as part of its campaign to break the taboo around the illness. They had many volunteers in Time to Change t-shirts, engaging supporters and participants in conversations about mental health and well-being, with a short questionnaire to be completed by as many people as possible. Each player was also given a Time to Change bag with publicity and campaign materials. “It was humbling to see so many people together to tackle mental health stigma. There was a spectacular turnout and teams came from across our community and the country to be part of it. It just goes to show that what was once a difficult subject for people to discuss is now easier to talk about. It affects so many of us or those close to us on a day to day basis” said Kaye Adamson, Time to Change Project Manager.

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