



# DEVON COUNTY FA HEALTH & WELLBEING STRATEGY



**ENGLAND  
FOOTBALL**

ENHANCING LIVES THROUGH FOOTBALL IN DEVON





# DEVON FA



***OUR VISION - ENHANCING LIVES THROUGH FOOTBALL IN DEVON***



***OUR ROLE - UNITE & SERVE DEVON FOOTBALL TO PROVIDE AN INCLUSIVE & ENJOYABLE EXPERIENCE FOR ALL***

**PHYSICAL  
HEALTH**

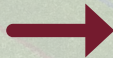
**MENTAL  
HEALTH**

**COMMUNITY  
ENGAGEMENT**

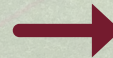
**INVESTMENT  
GROWTH**

**HEALTH &  
WELLBEING**

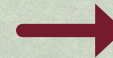
**DEVELOP  
A STRONGER  
WORKFORCE**



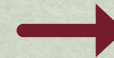
**WORK IN  
COLLABORATION**



**THINK OUTSIDE  
THE BOX**



**LOCAL PLACED  
INTERVENTION &  
PLANNING**



**OUR  
VALUES**





**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**





# INTRODUCTION TO THE STRATEGY

Reading this first Devon FA Health & Wellbeing Strategy one could well be excused for questioning why such a strategy should be implemented by a sporting organisation. Football, like all other sports and institutions, has seen much social change over recent decades, and like those other organisations it has fought, and sometimes struggled, to keep-up and adapt to an ever-changing society.

The world of football simply cannot afford to ignore the challenges and changes being faced throughout society, of which we are just a small, but important part. We should be ready to arm ourselves with the tools required to meet not only the threats to our sport and our own football family members, but those within the communities in which we live.

Many things came home to roost as a result of the Covid 19 Pandemic, most especially issues that highlighted the significance of human contact - and its relationship with mental health and wellbeing. However, it also highlighted just how important being able to undertake the everyday social activities of life were to both individuals and communities. In fact, it reminded us all of our interdependence upon each other – not only for our general wellbeing but at times for our health itself. Football is extremely well placed to provide opportunities for all population groups and ages to support socialisation, friendships, and self-esteem and self-efficacy development, as well as providing an environment promoting positive physical and mental health.

The very nature of this Devon FA Health & Wellbeing Strategy is based on the premise that the world of football can have a vital role in enhancing and supporting all aspects of the physical, mental and social health and well-being, not only of its own members but of members of the community in which they live, work and play.

We have approached the formation of this strategy with a wide-brushstroke approach, and hope that it covers many aspects of health and wellbeing that will be of value to not only our members, but the communities in which they live. To help us achieve this, we have ensured our objectives align with those already set by the Unitary Authorities of Plymouth and Torbay, and the wider Devon Local Authority to ensure we are all working for the benefit of the larger population of Devon.

For football it marks a change. No longer are we just concerned with running a league, or a team. Winning or losing football matches. Promotion or relegation. As important to us as these will remain, we are now also demonstrating we care about those who play our game, watch our game, officiate, support or sponsor our game, as well as others from the communities in which we live. In fact, we hope more will identify the benefits of football – whether as player or not – and join us for the benefit of all the community in whatever capacity is chosen.

If we are correct when we talk about a football community or family, it will be how we implement strategies such as this that we will demonstrate just what sort of family/community we are. .

We hope you will find your own way of supporting this strategy in whatever way you are able – no matter your role within this great family.





**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# RESPONSIBILITY

The Health & Wellbeing of both ourselves as individuals, and of those in the wider Community, is a shared responsibility. To meet this responsibility the family of the Devon FA and its membership (whether colleagues, volunteers, referees, coaches, players or supporters) can play a vital role in enhancing the quality of individual lives and collective community wellbeing by being alert to the changing needs of both.

Both mental and physical health difficulties are often the result of other socially determined difficulties (unemployment, debt, relationship problems, housing difficulties, etc). Positively and practically supporting people experiencing social difficulties may often prevent the onset of mental and/or physical health problems.

Where mental health or physical health problems do already exist – the imperative is even greater that as individuals and an organisation we identify channels of help and support that is respectfully and confidentially provided.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# HEALTH & WELLBEING AIMS

## PARTICIPATION

To protect the Health & Wellbeing of those already participating in our game whilst providing opportunities for others to identify and experience benefits to their Health & Wellbeing as a result of engaging in one of the many formats of our game in a more recreational style.

## PERFORMANCE

Provide Health & Wellbeing related learning opportunities designed to upskill voluntary and paid workforces in Football – Most especially regarding concerns in respect of our own or someone else's Mental Health

## PROFILE

Using social media and website platforms to reach a wider audience, to inform & communicate topics related to Health & Wellbeing, with support from the Devon FA and its partner agencies in the strategy.

## PITCHES & CLUBHOUSES

Seek opportunities to make our pitches and clubhouses more accessible, welcoming and inclusive for all. Utilising partner agencies to offer community benefit initiatives such as: Warm Places (winter); Clothing/Food Banks; Community Socialising/Meeting venues; and other such uses that meet the changing needs of the local community.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**





**The Health & Wellbeing Strategy is endorsed by the Chief Executive, The Board, The Council and will be delivered by and reviewed by the professional staff of the association in conjunction with outside and independent professional agencies who will be partners in supporting and delivering the Strategy.**







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# WHY DOES DEVON FA NEED A HEALTH AND WELLBEING STRATEGY?

## The 2021-24 Strategy of the Devon FA is:

“Enhancing Lives Through Football in Devon”

A key aim of which is to ensure it provides a safe, inclusive and diverse approach to its activities.

To attempt to do so without acknowledging and responding to the Health & Wellbeing needs of it's members and the communities in which they live would be an error.

It is a central component in “Enhancing Lives” and one that cannot be ignored.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# HEALTH & WELLBEING STRATEGIES WITHIN DEVON



The County of Devon is administered through three Local Authorities:

Each of the three Authorities have their very own Health & Wellbeing Strategy, designed to prioritise and meet the needs of the populations within their own administrative areas.

The geography of Devon covers approximately 2,590 square miles and unsurprisingly there are some variations in the Health & Wellbeing priorities set by each Authority.

**Devon County Council** – total population approximately 800,000 (North & East Devon)

**Torbay Unitary Authority** – total population approximately 139,300 (South Devon)

**Plymouth Unitary Authority** – total population 250,700 (West Devon)

Devon FA are very keen to ensure that any Health & Wellbeing Strategy of their own, bearing in mind it's own area of responsibility encompasses all three local authorities areas, both compliments and supports The Strategies of all three authorities – the main details of which are outlined on the following pages.

It is acknowledged that over time Health & Wellbeing priorities may change, and Devon FA's own Strategy will be monitored and reviewed to reflect such changes as and when they occur.

The active football family of Devon FA currently numbers almost 40,000 people, including players, administrators and match-officials. The Health and Wellbeing needs of those individual family members are as important to us as the responsibility we take for the development of the game itself.





**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# HEALTH & WELLBEING PRIORITIES



**Create opportunities for all**



**Healthy, safe, strong and sustainable communities**



**Focus on mental health**



**Maintain good health for all**





**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# HEALTH & WELLBEING KEY INDICATORS

Devon  
County Council



**The suicide rate in Devon is above the national average**



**Emergency hospital admissions for deliberate self-harm is above the national average**



**Diabetes diagnosis rates are below the national average**





**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# HEALTH & WELLBEING PRIORITIES

**TORBAY**  
**COUNCIL**



**Mental health**



**Healthy weight**



**Substance misuse**



**Health and social intergration**





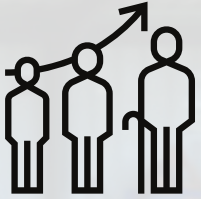
**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# HEALTH & WELLBEING KEY INDICATORS

**TORBAY**  
**COUNCIL**



**Life expectancy is below the national average**



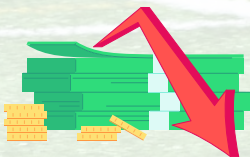
**Emergency hospital admission for intentional self-harm is above the national average**



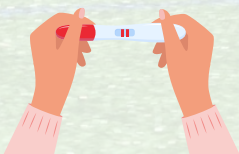
**Hospital admissions for alcohol specific conditions is above the national average**



**Percentage of adults classified as overweight or obese is above the national average**



**Percentage of children in low income families is above the national average**



**Teenage conception rates are above the national average**





*'Football For All'*



# DEVON FA CUP FINAL CUP FINAL

# WINNERS

**ENGLAND  
FOOTBALL**

[www.devonfa.com](http://www.devonfa.com)



ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# DEVON FA HEALTH & WELLBEING STRATEGIES PRIORITIES



**Positive mental health  
through football**



**Positive physical health  
through football**



**Supporting early health &  
wellbeing through football**



**Supporting older age health  
& wellbeing through football**



**Using & improving existing  
facilities for community  
networking & connections**





ENGLAND  
FOOTBALL

ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# POSITIVE MENTAL HEALTH THROUGH FOOTBALL

Engaging in team sports such as football is an ideal social and sporting activity that offers everyone the opportunity to sustain a state of positive mental health.

For those overcoming mental health difficulties it can provide a socially supportive environment that is able to help restore individual self-esteem and self-efficacy for those whose life has been put on hold as a result of (for example) anxiety, depression, and feelings of low self-worth.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**





# DEVON FA'S HEALTH PARTNERS







**ENGLAND  
FOOTBALL**

ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# OUR RESPONSE TO NEW OR EXISTING MENTAL HEALTH DIFFICULTIES



Through our partner agencies, TALKWORKS (part of Devon Partnership NHS Trust), and Plymouth Options (part of Livewell Southwest), our membership are able to self-refer to and access these NHS Talking Therapies Services for free confidential support and treatment for common mental health problems.

TALKWORKS is available to all Devon residents outside of Plymouth, and Plymouth Options is available for those registered with a Plymouth General Practitioner.

The process of self-referral to these services will not involve Devon FA, and no information will be shared by TALKWORKS or Plymouth Options with Devon FA or any of our clubs.

# TALKWORKS

IMPROVING YOUR MENTAL AND PHYSICAL WELLBEING





ENGLAND  
FOOTBALL

ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# TALKWORKS

IMPROVING YOUR MENTAL AND PHYSICAL WELLBEING



**TALKWORKS is Devon's NHS Talking Therapies Service, staffed by qualified, registered and accredited clinicians, offering free, evidence based psychological therapies and interventions to people who are struggling with common mental health difficulties, including:**

- Low mood, depression and sleep difficulties
- Anxiety, social anxiety, health anxiety, worry, stress, panic attacks, phobias, obsessive compulsive disorder and post traumatic stress disorder
- Prolonged grief
- Work-related stress
- Difficulties managing a long term physical health condition
- Stress, mood and anxiety difficulties in pregnancy and for new parents

**Anyone living in Devon (outside of Plymouth) is able to self-refer to TALKWORKS via our website, or by calling 0300 555 3344**

**Find out more about TALKWORKS at: [www.TALKWORKS.dpt.nhs.uk](http://www.TALKWORKS.dpt.nhs.uk)**





**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



## How to access our service ...

We encourage you to make a self-referral to our service if you are:

- Experiencing depression, anxiety or PTSD
- 16+ years old
- Ready to start working on your problems and able to attend regular appointments
- Registered with a Plymouth GP
- Not currently receiving support from other mental health services

**01752 435419**

(Monday to Friday 0900-1700)

Or via our website [NHS Talking Therapies for anxiety and depression | Livewell Southwest](#)

Or via your GP or other health and social care professional



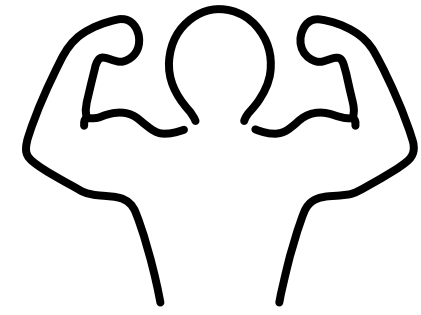


**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# POSITIVE PHYSICAL HEALTH THROUGH FOOTBALL



Although physical health and physical fitness should not be confused, it is true that as machines and technology take over more and more of our lives, we spend ever increasing time in chairs and vehicles and our leisure in-front of computers and televisions.

The complex ability of both the mind and body to fight and resist physical (and mental) health challenges are enhanced by engaging in health promoting activities such as football. Healthy heart and lung function, calorie burning, and maintaining general physical mobility and flexibility are all positive benefits achievable through football.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# OUR RESPONSE TO NEW OR EXISTING PHYSICAL HEALTH DIFFICULTIES

Devon FA will seek to ensure that, wherever possible, there is a format of football available that is safe and enjoyable regardless of your physical health status.

Devon FA will seek to open opportunities for healthcare services to offer football activities as part of a recovery/rehabilitation process for those who have experienced physical health difficulties.

Devon FA will continue to support and encourage club first-aiders and others to maintain updated knowledge on the treatment of injuries and other life-threatening events.







**ENGLAND  
FOOTBALL**

ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# EARLY YEARS HEALTH & WELLBEING THROUGH FOOTBALL

Habits are subconscious actions; thought by many to be developed by children by 9 years of age.

Engaging in a controlled and supportive sporting activity such as football offers possibilities for all children to develop good habits supportive of positive mental and physical health.

Unhealthy habits are notoriously hard to break, but equally so are healthy habits. The benefits of introducing healthy habits early to children cannot be over-emphasised.







**ENGLAND  
FOOTBALL**

ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# OUR RESPONSE TO EARLY YEARS HEALTH THROUGH FOOTBALL



Devon FA will continue to encourage the development of youth football, in all its formats.

The Devon FA will continue to ensure all its youth coaches are confident and able to identify and appropriately address the development of bad habit growth and both teach and encourage good habit development in early years players.

The Devon FA will support all people working within youth football to have opportunities to develop their awareness and knowledge of health promoting behaviours in young people.







ENGLAND  
FOOTBALL

ENHANCING LIVES THROUGH FOOTBALL IN DEVON



# OLDER YEARS HEALTH & WELLBEING THROUGH FOOTBALL



The ageing process impacts on the lives of people in very individual ways.

For many, the years lead to a “drift” away from friends, work colleagues, and in some instances families. Loneliness and isolation are experienced increasingly.

Resultant physical or mental health deterioration may impact on self esteem and self efficacy.

Football in its various forms (walking and veterans) offers possibilities and potential; and even if not in actually playing the game – helping out with teams & clubs can bring back a sense of belonging with subsequent benefits to feelings of general wellbeing and self worth







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# OUR RESPONSE TO OLDER YEARS HEALTH & WELLBEING THROUGH FOOTBALL



Devon FA will continue to develop formats of football appropriate to older years people, such as walking football, veterans football, and other recreational formats.

Devon FA will encourage those returning to the game, in later years or after long lay-offs, to do so in a controlled manner – or if concerned to seek professional medical advice first.

Devon FA will encourage all involved in older years football to be confident in their knowledge of the needs of their colleagues.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**



# USING AND IMPROVING EXISTING FACILITIES FOR COMMUNITY NETWORKING & CONNECTIONS



Years of public funding cuts and austerity have necessitated a re-think in how the basic Health and Wellbeing needs of communities are met.

The Devon FA is aware that many of its member clubs have facilities largely unused for much of the week; whether pitches or clubhouses.

The potential for their use in supporting services to the local population is immeasurable.

Whether partnering with food-bank agencies, opening-up as 'warm places' during winter, as meeting places for isolated members of the community, play areas for schools, or as outreach centres for other health/social care agencies – the potential is unlimited.

We believe it is time for everyone to reflect on how our assets, wherever possible, may be used for the benefit of the communities we serve through local partnerships and individual club initiatives.







**ENGLAND  
FOOTBALL**

**ENHANCING LIVES THROUGH FOOTBALL IN DEVON**

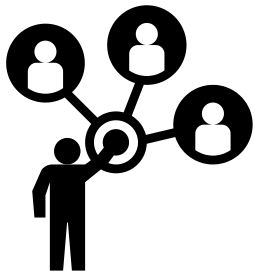


## OUR RESPONSE TO USING & IMPROVING EXISTING FACILITIES FOR COMMUNITY & NETWORKING CONNECTIONS

Devon FA will continue to encourage clubs to use existing facilities to develop community activities and services

Devon FA will continue to support and help clubs seeking to develop facilities through the Football Foundation Grant Scheme, or other similar schemes

Devon FA will support, through whatever means maybe available, all club initiatives that provide services to the wider community





FOR MORE INFORMATION, VISIT - [WWW.DEVONFA.COM](http://WWW.DEVONFA.COM)



ENHANCING LIVES THROUGH FOOTBALL IN DEVON