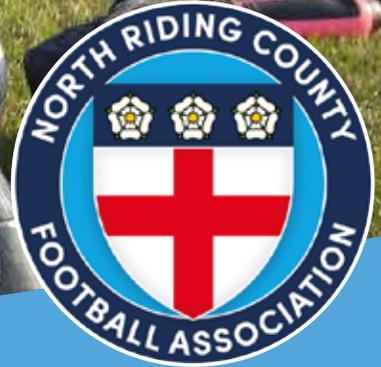


NORTH RIDING COUNTY FA HEALTH & WELLBEING STRATEGY

2021-2024: A CALL FOR ACTION




 **RESPECT**
 **ENGLAND FOOTBALL**

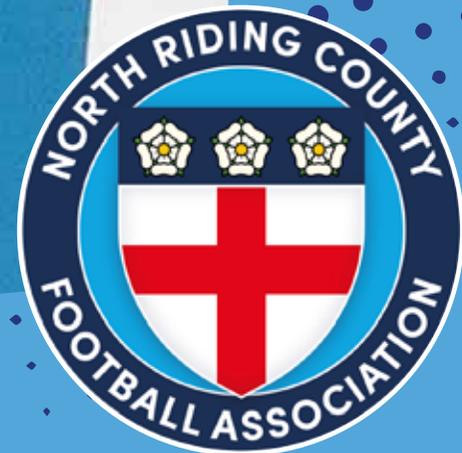


To make football a **HEALTHY WAY OF LIFE FOR ALL**

Two young boys are smiling and holding up a large flag with a red cross on a white background, set against a blue background with a white border. The boy on the left is holding a sign that says "Let my coach, coach me!". The boy on the right is holding a sign that says "We play better with positivity!".

We play better
with positivity!

Let my coach,
coach me!



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FOREWORD

North Riding FA believes that playing football is not only key to maintain or improve physical health and fitness, but it also integral in attaining positive emotional health wellbeing. We firmly believe in achieving parity of esteem between physical and emotional wellbeing, and sport is a great conduit to achieve this status quo.

The overall strategic priorities of North Riding FA which aim to maintain the overall number of affiliated football participants, diversifying playing opportunities, providing participants with transition programmes and monitoring and demonstrating the value of our work, are all fundamentally reliant on not just our healthy workforce, but also positive wellbeing for all affiliated participant stakeholders and members.

This two year strategy summarises a new way of us working closely with our diverse range of traditional and non-traditional health stakeholders to ensure football is an accessible health enabler for all. As the pandemic presented us all with key health challenges, it has inadvertently highlighted the steep health inequalities that existed for years within our communities, which our valued NHS cannot address alone. The pandemic has exposed many of our stakeholders to social isolation which negatively impacts on emotional wellbeing. As we

contribute to the NHS recovery agenda with our wider stakeholders, we know that football has the power to connect communities, improve self-esteem, confidence, reducing isolation, and ultimately create a sense of belonging and improving social skills for all ages.

This strategy is not intended to be just another shelf health and wellbeing document, but rather a “call to action” with relatable recommendations for all our key stakeholders, within achievable timescales. The strategy will outline the key challenges identified by our members, and where their priorities lie to enhance and maintain their health and wellbeing.

We of course appreciate that alone we cannot achieve any of the goals and objectives outlined within this strategy without the support of our amazing grassroots football community in the county. It is only through real partnership working, that together we can ensure that football will become a key health and wellbeing intervention within our County FA.

Steven Wade

Chief Executive, North Riding FA.

Dr Joe S Chidanyika

Health and Wellbeing Director



VISION

To make football a game for everyone

MISSION

To provide fun, positive, safe & inclusive football across the communities of Teesside & North Yorkshire

VALUES

Excellence

Community

Making a Difference

Passion

Accountability

GOALS

Retain & Increase Participation

Positive Environment

League & Club Network

Grassroots Workforce

Accountability

Quality Facilities

Enhancing the Business

Effective Communication

KEY MEASURES

Retain the number of male participants

To maintain the Safeguarding Operating Standard for CFAs

90% of youth football played by teams in England Football accredited clubs

90% of youth teams with a qualified coach

Improve 146 grass football pitches

Recover the number of disability participants

TBC

Achieve The FA Code of Governance for CFAs

Increase the number of female participants

70% of football played by teams in England Football accredited clubs

Track the number of anti-discrimination cases in the CFA

Provide CPD opportunities for coaches

Produce a health & wellbeing strategy to support those involved in football

Increase the number of users accessing the North Riding FA App participants

Deliver 2 new full-size 3g football pitches

Recruit, convert, retain & progress referees

To achieve the Equality Standard Preliminary Award.

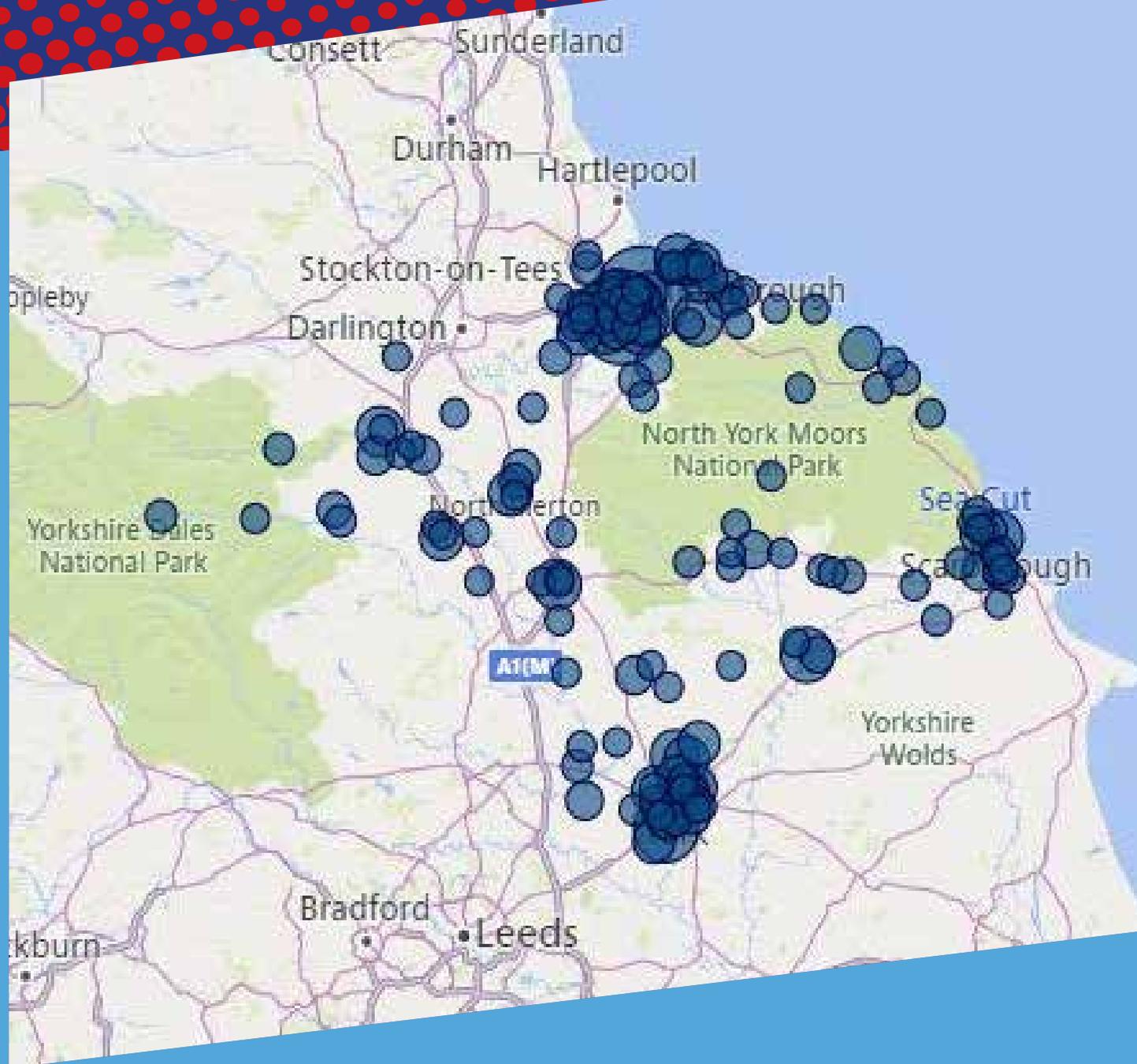
WHO ARE WE?

North Riding FA was founded in 1881. We are funded directly by The FA and are the local governing body for football, responsible for the governance and development of the game across Teesside and North Yorkshire.

We work in the Local Authority areas of: Middlesbrough; Redcar & Cleveland; Stockton-on-Tees; Hambleton; Richmondshire; Ryedale; Scarborough and York.



**ENGLAND
FOOTBALL**



HEALTH AND WELLBEING IN NORTH RIDING COUNTY FA: THE SCALE OF THE CHALLENGE

Within our county, we know that over 21, 500 registered players of all ages and 5,000 volunteers help keep our grassroots game a core health and wellbeing choice every season. The county covers 8 local authorities, with North Yorkshire revered as the largest county in England, including the majority of the Yorkshire Dales and the North York Moors. Such a large geography comes with a population of over 604,900 (ONS mid-2016 population estimate), who will all have a diverse range of health and wellbeing needs.

Health and wellbeing outcomes in North Yorkshire continue to improve with more people living healthier and longer lives compared to previous years. Over the last 10-15 years, all age all-cause mortality rates have continued to fall for both men and women. However, the local rate of improvement needs to be accelerated to reduce the gap that exists both within North Yorkshire and between respective local authorities comparison to the national averages.



HEALTH AND WELLBEING IN NORTH RIDING COUNTY FA: THE SCALE OF THE CHALLENGE

Below is our life expectancy statistics regionally comparing against the England average. Some of our localities compare favourably against the England average life expectancy statistics for example in Hambleton and Ryedale, however Middlesbrough, Redcar and Cleveland and some age groups within Scarborough and Stockton-on-Tees are clearly well below the national average which is a cause for concern.

Indicator	Period	England	North Riding County FA	Hambleton	Middlesbrough	Redcar and Cleveland	Richmondshire	Ryedale	Scarborough	Stockton-on-Tees	York
Life expectancy at birth (Male, All ages)	2018 - 20	79.4	-	81.3	75.4	77.5	81.3	81.0	77.9	78.1	79.9
Life expectancy at birth (Female, All ages)	2018 - 20	83.1	-	84.8	79.8	81.5	83.3	85.6	82.7	81.3	83.6
Inequality in life expectancy at birth (Male, All ages)	2018 - 20	9.7	-	3.0	13.4	13.7	0.7	2.8	11.3	14.5	8.4
Inequality in life expectancy at birth (Female, All ages)	2018 - 20	7.9	-	2.8	12.2	8.4	-0.6	3.7	9.0	13.9	5.7
Under 75 mortality rate from all causes (Persons, <75 yrs)	2018 - 20	336.5	-	260.8	493.9	416.2	286.9	209.7	367.7	395.3	321.4
Under 75 mortality rate from all cardiovascular diseases (Persons, <75 yrs)	2017 - 19	70.4	-	53.0	100.8	88.0	58.0	51.0	81.5	73.1	65.9
Under 75 mortality rate from cancer (Persons, <75 yrs)	2017 - 19	129.2	-	111.1	175.1	150.8	108.3	117.5	133.7	148.8	132.2
Suicide rate (Persons, 10+ yrs)	2018 - 20	10.4	-	14.6	15.8	17.4	12.8	9.9	16.4	11.0	13.3

Source: Public Health Fingertips Profiles

However, regardless of these gains, it is well documented that Cardiovascular Disease (CVD) killed more people each year since the start of the pandemic 2020, than those who died of Covid-19. CVD remains the biggest killer in UK accounting for one death every three minutes, 100,000 admissions to hospital each year-160,000 deaths per year and costs the NHS over each calendar year. Physical activity alongside screening and treatment through the NHS Health Check Programme and the national Lipid and Familial Hypercholesterolemia Programme led by the Academic Health Science Network (AHSN) goes a long way to reduce the avoidable burden of CVD. Physical activity through football alongside recommended NHS treatment, can therefore play a pivotal role in combating the indelible of CVD.

Emotional wellbeing on the other hand, describes the wider set of and thoughts that influence our emotions and day-to-day behaviour. It is influenced by a broad set of factors such as the quality of and engagement with: relationships, housing, employment, finances, and mental health, etc. Football, as a physical health intervention play a key part in improving not just physical fitness but also mental and prevent the expression of negative emotional health.



HEALTH AND WELLBEING IN NORTH RIDING COUNTY FA: THE SCALE OF THE CHALLENGE

Below depicts how some localities within our region compare to the national average in terms of behavioural risk factors. Of note, only Richmondshire has physical activity rates higher than the England average for people aged 19 years or over, whilst only Hambleton fares better than the England average for adults in terms of smoking prevalence. We do know that collectively these behavioural risk factors coupled with low physical activity will also negatively impact our emotional health and wellbeing.

NORTH RIDING FA – BEHAVIOURAL RISK FACTORS

Indicator	Period	North Riding County FA									
		England	Hambleton	Middlesbrough	Redcar and Cleveland	Richmondshire	Ryedale	Scarborough	Stockton-on-Tees	York	
Admission episodes for alcohol-specific conditions - Under 18s (Persons, < 18 yrs)	2018/19 - 20/21	29.3	30.3	35.6	36.2	*	*	60.3	22.0	27.3	
Smoking Prevalence in adults (18+) - current smokers (APS) (Persons, 18+ yrs)	2019	13.9	8.4	17.2	15.5	9.8	10.4	13.6	13.2	11.9	
Percentage of physically active adults (Persons, 19+ yrs)	2020/21	65.9	69.5	56.9	61.0	72.0	65.9	67.3	65.9	69.3	
Percentage of adults (aged 16+) classified as overweight or obese (Persons, 18+ yrs)	2020/21	63.5	64.1	70.8	68.5	64.4	62.3	59.3	75.8	63.6	

Mental health issues can manifest through many different ways, even though there are some common signs and symptoms. Within football, we can play our part in noticing some of these common signs which could include:

DISINTEREST

- Becoming withdrawn –in training sessions, before and after matches;
- Not turning up for matches or training, despite having been quite engaged in them previously;

BEHAVIOUR THAT IS OUT OF ONE’S CHARACTER

- Turning up late, drinking more alcohol after matches, smoking, showing unusual anger or violence in training/matches, lacking tolerance and heightened irritability
- Gaining or losing weight very quickly;
- Appearing tired, anxious, ‘scruffy’ or lacking in Self Care
- Low Mood and lack of enjoyment

PARTICULAR SYMPTOMS

- Over-exercising as a way to manage any weight issues or a form of self-harm;
- Experiencing anxiety or panic attacks;
- Having suicidal feelings or talking of harming themselves.



HEALTH AND WELLBEING IN NORTH RIDING COUNTY FA: THE SCALE OF THE CHALLENGE

The above are all potential emotional wellbeing indicators, which when identified early (and isn't an exhaustive list), could be very helpful in getting timely access to support and / or treatment.

Our Health and Wellbeing Strategy sits alongside our North Riding County FA Business Strategy. The key objectives of the Business Strategy are: to make football a game for all by embracing equality, diversity and inclusion; improve facilities and safe spaces for children to enjoy the beautiful game; retain and increase participation in the game, as well as prioritising the health and wellbeing of our grassroots workforce who are our biggest community based assets.

However, achieving these universal key objectives can only be a reality when the physical environment to play the beautiful game has good quality football facilities for all our stakeholders, regardless of ability or disability. In health, the environment plays a significant role either as a barrier or enabler to better physical and emotional health. Our key partners such as Local Authorities are therefore critical for us to secure much needed regional investment through the Football Foundation and other funders, to deliver priority facility improvement projects identified within the Local Football Facility Plans.

STRATEGIC COUNTYWIDE HEALTH AND WELLBEING PRIORITIES

North Riding FA believes that football is a game for all, with the power to change both our physical and emotional wellbeing regardless of how good one is, or isn't. Our leagues are created for people with all levels of ability and additional needs across both genders. In health terms, football counts towards the recommended UK Chief Medical Officers physical activity guideline levels, for children and young people at least 60 minutes per day across the week, and for adults at least 150 minutes each week.

MODERATE OR STRONG EVIDENCE FOR HEALTH BENEFIT

Children	Adults	Older Adults
<ul style="list-style-type: none"> Bone Health Cognitive function CV fitness Muscle fitness Weight status Depression 	<ul style="list-style-type: none"> All-cause mortality Stroke and heart disease Hypertension Type 2 diabetes 8 cancers Depression Cognitive function Dementia Quality of life Sleep Anxiety/depression Weight status 	<ul style="list-style-type: none"> Falls Frailty Physical function

Source: UK Chief Medical Officers' Physical Activity Guidelines 2019



1. EMOTIONAL AND MENTAL HEALTH SUPPORT THROUGH FOOTBALL

At North Riding FA we believe that football does not only positively impact our physical health and fitness, it certainly also improves mental wellbeing. We all have our own level of mental health, just as we do for our physical health and with the pronounced impact of the pandemic on people's overall wellness, we believe this is an opportune time for every stakeholder in our county to pay just as much attention to their mental fitness as their physical fitness. Many of our stakeholders struggled during the pandemic due to factors including social isolation, anxiety, bereavement or missed physical activity. Improving or maintaining emotional health is therefore a key strategic priority within our county. By providing access to enjoyable football based exercise, we will aim to increase self-esteem and confidence for all, create a sense of belonging and improve social skills for those isolated within grassroots football. For those who seek a profession within football, good physical and emotional wellbeing is also just as important as having the ability to play the game.

"Talking to someone and asking for help was the starting place in my own journey of recovery and today I look after my mental wellbeing like I look after my physical wellbeing. Within adult football, coaches and managers are well-placed to encourage people to talk about their mental health. They can help normalise the whole topic -which can only be beneficial to individuals and wider society."

Tony Adams, Founder of Sporting Chance



2. PHYSICAL HEALTH SUPPORT THROUGH FOOTBALL

Whilst there is evidence that acute bouts of exercise elicit beneficial emotional wellbeing outcomes, it is clear that physical health support is also needed not to just ensure that our stakeholders continue to perform any sport at their highest potential, but to also reduce onset of sudden death like heart attacks or prematurely CVD mortality. Physical health check through referral to national initiatives such as the <https://www.nhs.uk/conditions/nhs-health-check/> or the AHSN CVD lipid and FH programme not only reduce premature deaths, but also enable our stakeholders to safely participate in football as a health intervention. Christian Eriksen's 2021 EURO finals on-field heart attack incident in front of a global audience rightfully put the focus back on heart health and the need for every club in England not to just have Cardiopulmonary Resuscitation (CPR) First Aid qualified personal for each FA registered club, but also to have very local CPR training available as well as a defibrillator installed at all our affiliated clubs. CVD assessment and onward referral as well as CPR training within football will definitely save lives.

There are more than 30,000 out-of-hospital cardiac arrests in the UK each year. A cardiac arrest means that the heart has stopped pumping blood around the body and is often due to a life-threatening abnormal heart rhythm caused by a heart attack, or less commonly by another condition such as an inherited heart rhythm problem. Even now, in the UK only 1 in 10 of those who have an out-of-hospital cardiac arrest survive. North Riding FA will therefore advocate for all our affiliated clubs and stakeholders to invest in defibrillators and their accompanying training for their first aiders, not just to increase the number of these life saving devices, but also through the timely use of these machines, and improve the survival outcomes for people after a cardiac arrest.

Document source: UK Chief Medical Officers' Physical Activity Guidelines 2019



3. PROVISION OF IMPROVED AND FIT-FOR-PURPOSE PHYSICAL ACTIVITY FACILITIES

At North Riding FA we believe that football does not only positively impact our physical health and fitness, it certainly also improves mental wellbeing. We all have our own level of mental health, just as we do for our physical health and with the pronounced impact of the pandemic on people’s overall wellness, we believe this is an opportune time for every stakeholder in our county to pay just as much attention to their mental fitness as their physical fitness. Many of our stakeholders struggled during the pandemic due to factors including social isolation, anxiety, bereavement or missed physical activity. Improving or maintaining emotional health is therefore a key strategic priority within our county. By providing access to enjoyable football based exercise, we will aim to increase self-esteem and confidence for all, create a sense of belonging and improve social skills for those isolated within grassroots football. For those who seek a profession within football, good physical and emotional wellbeing is also just as important as having the ability to play the game.

INTENSITY OF EXERCISE

As the intensity increases, heart rate, respiratory rate and energy consumption also increase further



Document source: UK Chief Medical Officers’ Physical Activity Guidelines 2019



CHILDREN AND YOUNG PEOPLE: BEST START IN LIFE

Football provides physical activity opportunities for our children and young people to contribute to them having a best start in life, which is also associated with better psychological, physiological, psychosocial health as well as better educational attainment. Sedentary behaviour is not simply the absence of moderate or vigorous physical activity. It includes behaviours such as watching television, reading, working with a computer, sitting while playing video games, or travelling in motor vehicles. As a County FA we therefore value the role that football can have on our children and young people for them to engage in a variety of types and intensities of physical activity through football across their week to develop movement skills, muscular fitness, bone strength as well as their emotional wellbeing.

We know that some of our localities within the geography of our North Riding County FA in terms of child health are performing way below the England average. For example (depicted opposite) we do have a lot of challenges in terms of addressing the prevalence of overweight including obesity for our children below the age of 18. However, it's not all bleak as most areas are close to the national average and with interventions like activity through football, a lot more children and young people could be encouraged to live healthier lifestyles.



Indicator	Period	England	North Riding County FA									
			Hambleton	Middlesbrough	Redcar and Cleveland	Richmondshire	Ryedale	Scarborough	Stockton-on-Tees	York		
Under 18s conception rate / 1,000 (Female, <18 yrs)	2020	13.0	19.4*	11.2	30.4	27.5	5.3	9.0	20.0	22.0	12.4	
Smoking status at time of delivery (Female, All ages)	2020/21	9.6	-	9.5	14.5	14.4	9.2	9.6	9.3	14.4	10.3	
Reception: Prevalence of overweight (including obesity) (Persons, 4-5 yrs)	2019/20	23.0	-	20.6	31.0*	30.1	25.0*	25.0*	26.4	21.6*	21.4*	
Year 6: Prevalence of overweight (including obesity) (Persons, 10-11 yrs)	2019/20	35.2	-	32.4	40.0	39.0	33.3	29.5	37.8	34.8*	33.8*	

CONNECTED COMMUNITIES THROUGH FOOTBALL

We know that our traditional approaches to address health and wellbeing within most settings or organisations has been at best to focus on the needs and issues that our communities have, whilst at times overlooking the assets and abundant resources within these communities. Every community has a range of assets at their disposal which if we harness them, can contribute significantly to improving wider health and wellbeing. Football undoubtedly provides some of these unheralded assets through many of our affiliated teams and clubs within our North Riding FA region. We know within our affiliated clubs, there is a wealth of assets from individuals, including certain community building skills, capacity and capability, passion, local service knowledge, social networks and connections as well as public, private and third sector resources.

North Riding FA is very keen on using an asset-based approach throughout the county, which views individuals and communities as active partners and co-producers of health and wellbeing and not merely consumers, or service users. As an organisation, we are aware that there are a number of population groups within our county, who are vulnerable to social isolation and loneliness, (e.g. young carers, refugees and asylum seekers, people with mental health problems and older people). Older people also have specific vulnerabilities for social isolation and loneliness, owing either to loss of friends and family, loss of mobility or loss of income and people with additional needs. We appreciate there is however, continued need for more work to be done to ensure that the range of assets available locally, through football as a national sport, are harnessed to continue improving the health and wellbeing of our stakeholders, and more importantly, tackle social isolation and loneliness that has been exacerbated by the pandemic.

Influencing attainment of good health, however, are other wider determinants (depicted below) such as family incomes, care support packages, educational attainment, employment and even crime and deprivation. It is therefore important that our approach to improving the health and wellbeing through football for our stakeholders also appreciate these factors. As such a “Connected Communities” approach is needed and through football we aim to bring all non-traditional health partners including voluntary charities together to tackle these wider determinants of health.

NORTH RIDING FA – WIDER DETERMINANTS OF HEALTH

Indicator	Period	England	North Riding County FA	Guntiles: Best Worst Not applicable							
				Hambleton	Middlesbrough	Redcar and Cleveland	Richmondshire	Ryedale	Scarborough	Stockton-on-Tees	York
Children in low income families (under 16s) (Persons, <16 yrs)	2016	17.0	-	9.3	31.8	25.2	7.4	9.9	18.0	21.3	10.3
Children providing unpaid care (aged 0-15) (Persons, <16 yrs)	2011	1.11	1.04*	1.15	0.98	1.22	1.03	1.04	1.14	0.93	0.99
Fuel poverty (low income, low energy efficiency methodology)	2020	13.2	-	14.4	16.8	14.3	16.2	16.1	18.7	12.9	14.7
Average Attainment 8 score (Persons, 15-16 yrs)	2020/21	50.9	-	53.2	47.5	48.0	49.5	52.9	46.6	50.4	55.1
Percentage of people in employment (Persons, 16-64 yrs)	2020/21	75.1	72.7*	81.1	64.2	69.9	77.3	66.7	69.2	74.7	76.6
Crime deprivation score	2015	0.01	-	-0.88	0.63	-0.01	-0.95	-0.95	-0.33	-0.26	-0.41

ACTIVE THROUGH FOOTBALL

Our current five year Active Through Football programme, 'Shape the Play' funded by Sport England & Football Foundation is a great example of how this model can work. It is delivered in the Borough of Stockton-on-Tees by a consortium of organisations led by North Riding County Football Association. Shape the Play aims to reduce health inequalities in the area, using 'Football Inspired' activities as a way of engaging. The project very much takes a community development approach, working closely with organisations from the Voluntary, Community and Social Enterprise (VCSE) sector who have existing trusted relationships and uses these relationships to build activities and sessions that are truly community led and meeting community need.



OUR PROJECTS IN ACTION

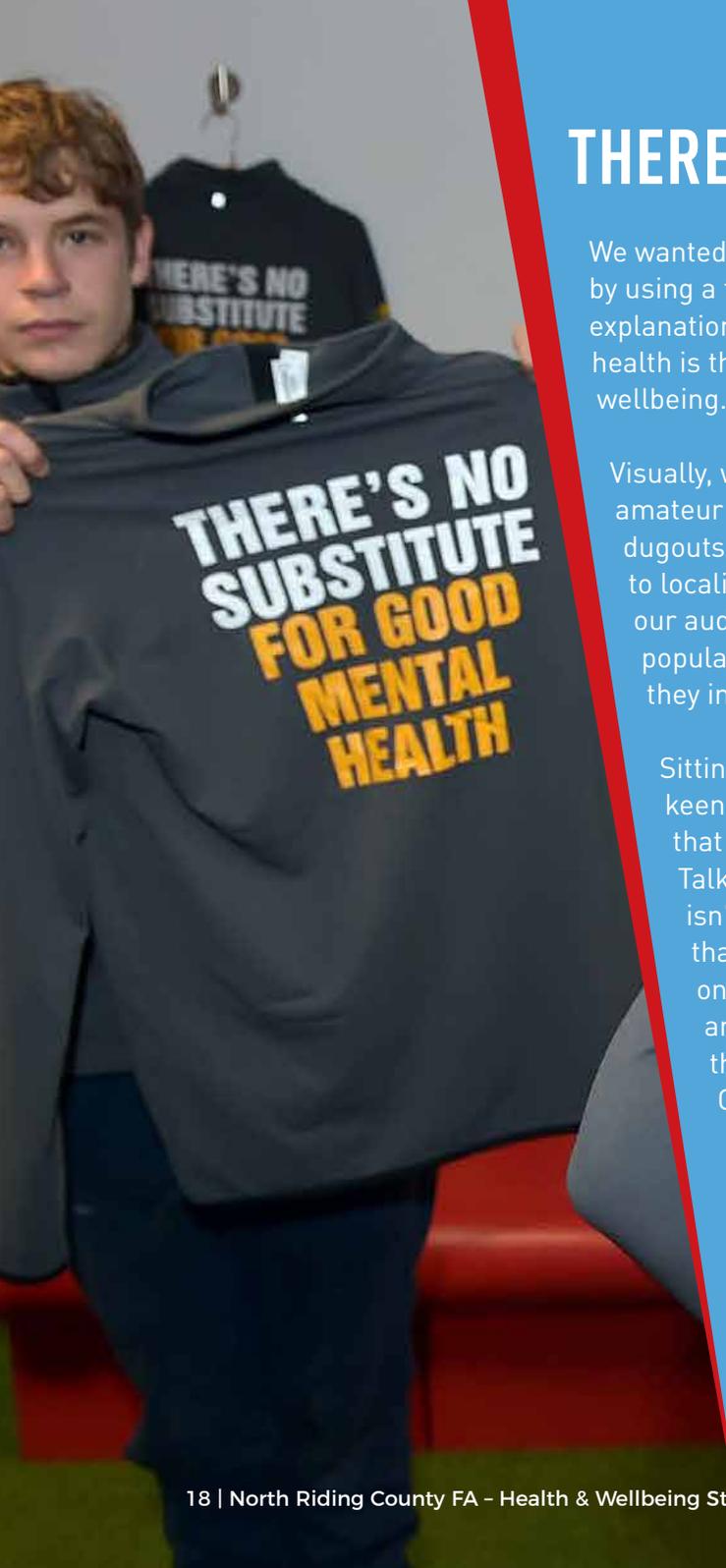
In 2020, North Riding FA were approached by Redcar & Cleveland Council to help them address the challenging issues surrounding mental health across the Borough.

Whilst the focus for us all here was around having good mental health, unfortunately Teesside has the accolade no area wants. It is regarded as Britain's suicide capital and at one point the suicide rate was over 70% higher than the national average. The Tees Joint Strategic Needs Assessment (JSNA) data shows those who do take their own lives are, statistically, likely to be single men who live alone and are unemployed – so it was vital that we took the lead to try and support those in need.

We were confident that, as an organisation with a strong reputation, we were very well placed to develop and deliver a campaign that would raise awareness, particularly at a time when the pandemic has exacerbated people's mental health struggles for multiple reasons.

Internally, we place health and wellbeing of paramount importance for our employees at all levels, some of whom are now trained as mental health first aiders. With this ethos in mind, we strongly believed we could make a difference, utilising football's ability to influence this space.





THERE'S NO SUBSTITUTE FOR GOOD MENTAL HEALTH

We wanted to create a clear and concise strapline, and by using a familiar football term, it needed little or no explanation. It promotes that, above all, good mental health is the key to emotional, psychological, and social wellbeing.

Visually, we were set on using real images from amateur football clubs across the Borough – weathered dugouts, rain-soaked pitches, changing rooms – to localise the campaign and strike a chord with our audience. These are the places that our local population knows and the real football world that they inhabit.

Sitting along the strapline and image, we were keen to continue the football analogies, stating that: There are times when we all feel the strain. Talking about your feelings or your mental health isn't a sign of weakness. So, don't ever feel that you're on the sidelines and have to cope on your own. You don't. We are here to help, and together, we can tackle the challenges that you are facing. Together, we will Beat the Opposition.

This campaign is now been successfully rolled out across the Borough and the response and reach have been phenomenal, being very well received by our grassroots community. Bespoke advertising allowed us to target certain demographics across Redcar & Cleveland with the campaign physically

visible across Teesside, being displayed on 25 bus shelters and roadside billboards.

What was reassuring was that we had key local football clubs come forward and dedicate their commitment and involvement in the campaign. This took the form of roadside banners at club sites, sharing across social media and a willingness from individuals to come forward to tell their story.

The focus of the campaign was around raising awareness and we are really pleased that there has been a significant rise in people accessing the Every Mind Matters website, utilising the fabulous resources and toolkits available.

It was amazing to see the campaign grow using the restart of football as our launch pad, working with a local Sunday football league and their teams to create brand awareness through the production of match balls, substitute bibs and beer mats. Through an expression of interest form, we also provided teams warm-up tops for them to wear to their matches and beyond. In exchange the teams agreed to continue to actively promote The No Substitute campaign, providing personal player stories and motivational messages.

We are delighted to have played our part in trying to improve access to mental health information and support to those who need it most locally, and this will continue to be a priority for North Riding FA for years to come.



NORTH RIDING FA STAFF HEALTH AND WELLBEING

Staff are regarded as the most important resource for any organisation, and as such their health and wellbeing are central to achieving our key strategic business plan objectives for North Riding County FA. Our staff's health and wellness is therefore intricately related to their productivity and work life balance. Outputs from the recent staff survey have helped shape key priorities that will enable our organisation to be people centred in order to holistically serve our key stakeholders timely.

STRATEGIC FOCUS

- Leading by example to prioritise the health and wellbeing of our staff, and creating a healthy workplace where a good work life balance is at the centre of our way of working

OUR COMMITMENT

- The Health and Wellbeing Director to work closely with the staff-led Health and Wellbeing Group and implement consultation outputs
- To provide and increase access to an Employee Assistance Programme for staff
- To have nominated Mental Health First Aiders within the staff team
- To improve employee work satisfaction rating, with a specific focus on better access and timely referral to health and wellbeing initiatives during or outside of working times where applicable
- Improve staff access to equality and diversity training, which in turn will enable our staff to competently respond to our diverse stakeholder needs in relation to accessing football as a health intervention and mitigate against any potential unconscious bias
- Ensure there is an open and supportive staff culture to discuss and seek support for emotional health, to achieve the right balance between home and work life

KEY MEASURES

- Staff leading by example countywide as health and wellbeing advocates, promoting football as a key health intervention to improve stakeholder health outcomes
- Improved employee satisfaction rating from our 2021/22 scores

CHILDREN AND YOUNG PEOPLE: BEST START IN LIFE

STRATEGIC FOCUS

- To provide a healthy and engaging environment for football in which our children and young people can thrive and achieve aspirations within their capabilities

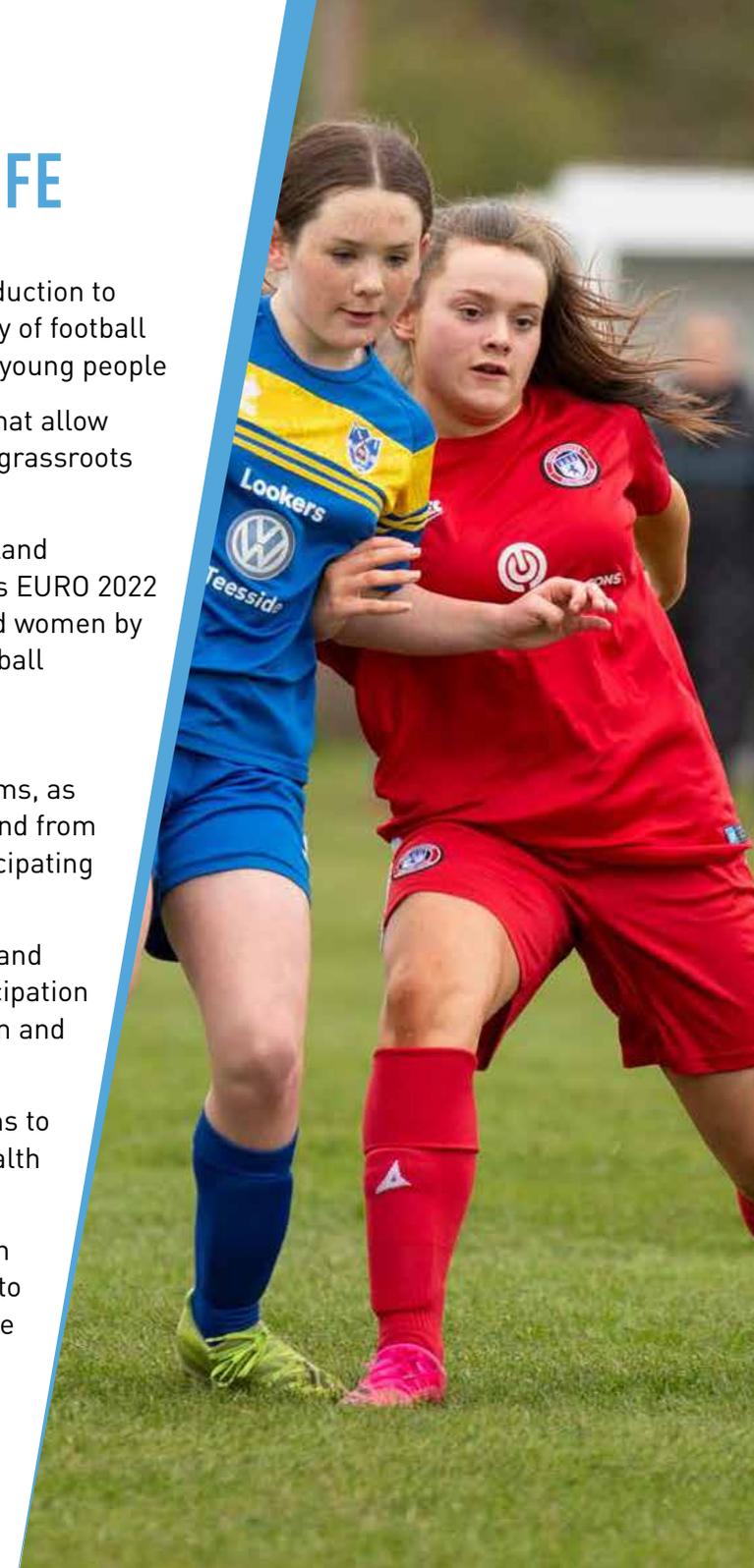
OUR COMMITMENT

- To combat any form of discrimination for our children and young people as this can lead to withdrawal from social interaction and miss out on the benefits of football as a health intervention
- To work with our stakeholders to uphold all safeguarding principles which protect children and young people to feel safe and enjoy football either recreationally or as a profession
- Ensure that children and young people are aware of the support at hand from the County FA to signpost them to any safeguarding, health and wellbeing interventions they might require through our stakeholders
- To proactively involve the Youth Council in helping us shape the health and wellbeing priorities that affect children and young people in using football to improve their physical and emotional health
- Ensure playing opportunities are available county wide for all children age groups, gender and those with any disabilities and all have easy access to inclusive clubs with a real pathway to development

- To ensure an inclusive, quality introduction to the game, maintaining the popularity of football amongst 5-11 year old children and young people
- To provide volunteer opportunities that allow young people to become part of the grassroots football workforce with a voice
- Capitalise on the success of the England Lionesses during the UEFA Women's EURO 2022 to leave a lasting legacy for girls and women by increasing their participation in football

KEY OUTCOMES

- To increase the number of girls' teams, as well young people with a disability and from deprived communities actively participating in football.
- Reduce social isolation for children and young people through football participation and contribute to lowering self-harm and suicides amongst this age group
- Encourage all clubs with youth teams to appoint a qualified Youth Mental Health Champion
- Work with leagues to appoint a Youth Representative to their committees to ensure that the voice of young people is heard.





ADULTS: LIVING WELL

Regular physical activity is associated with decreased mortality and lower morbidity from several non-communicable diseases. Adults who are physically active report more positive mental and physical health. Football like many other physical activities, makes a valuable contribution towards weight management, but more importantly the wider health benefits also include reduction of social isolation and for young men in particular even help in preventing self harm or suicide.

STRATEGIC FOCUS

- To ensure football inclusion for adults from any background is at the heart of our push for football to become an accessible public health intervention in improving both emotional and physical health outcomes

OUR COMMITMENT

- To launch community based initiatives that promote positive behaviours and deliver a game free from discrimination within adult grassroots football

- To launch relevant opportunities to halt the decline in participation for men over 35
- To increase the number of adult females playing competitive recreational football;
- To sustain and grow opportunities for disabled people to participate and excel through football accessible within indoor and outdoor playing facilities
- To encourage affiliated clubs to collaborate with public health teams within local authorities and refer/signpost eligible stakeholders for their NHS Health Checks and CVD assessment through the available national programmes

KEY OUTCOMES

- To recover disability participation numbers to pre-pandemic levels -420 players
- Retain the number of male participants in the game; increase the number of female participants playing football and support the recovery of disability football

OLDER ADULTS: AGEING WELL

Regular physical activity contributes to the key determinants of healthy ageing: good physical and mental function; opportunities for social interaction; a sense of control over, and responsibility for one's own health and well-being; and managing or coping with disease symptoms and functional limitations. We also know that football as a recreational activity within later life has the power to contribute to improving social functioning and reducing loneliness and social isolation.

Although age alone does not determine physical condition or capacity, older age (65 years and over) is associated with a greater risk and prevalence of many health conditions including coronary heart disease, stroke, type 2 diabetes, cancer and obesity, as well as depression and dementia. Older adults are also at greater risk of falling, often resulting in the avoidance of activity, and consequent fractures and impairments. As a County FA we therefore recognise our role through football to address all these issues through supported and structured sessions and events for our older adults.

STRATEGIC FOCUS

- To ensure that through football, we enable our older adults to maintain the Five Ways to Wellbeing (1) connect with others through football (2) be active (3) take notice (4) keep learning new hobbies and (5) give back through volunteering within football

OUR COMMITMENT

- Connect older adults to community based football activities such as walking football

- Signpost to weekly active football exercising opportunities that improve physical and emotional health
- Enable our older adults to keep learning through online resources such as England Football Learning website which is an FA coaching resource
- Provide football volunteering opportunities for older adults to "give back" as a way to improve their sense of self worth and belonging, especially for those socially isolated
- To encourage affiliated clubs to collaborate with public health teams within local authorities and refer/signpost eligible stakeholders for their NHS Health Checks and CVD assessment through the available national programmes

KEY OUTCOMES

- Increase the number of participants aged 50 plus involved and volunteering in the game, for example through clubs creating veterans teams
- Work with public health partners and community health providers to ensure emotional health and wellbeing support is available through sign posting for our stakeholders.





CALL TO ACTION TO ALL STAKEHOLDERS

	Key Strategy Objective	Delivery Timescale	Key Stakeholders	Key Lead
1	Clubs to appoint a Mental Health Champion, who has a recognised qualification	June 2024	MIND Local Authorities North Riding FA affiliated clubs	North Riding FA Football Development Team Club Secretaries
2	Leagues to appoint a Mental Health Champion who have recognised qualifications	June 2024	MIND Local Authorities Public Health Teams North Riding FA sanctioned leagues	North Riding FA Football Development Team League Secretaries North Riding FA Health & Wellbeing Director
3	Clubs to be encouraged to ensure CPR training is updated timely for all their coaches and front facing staff, and where possible defibrillators are located pitch side and the devices registered on the national British Heart Foundation National Defibrillator Network Circuit site		Local Authority Public Health Teams British Heart Foundation North Riding FA affiliated clubs	North Riding FA Health & Wellbeing Director
4	Clubs to create veterans' teams / sessions for participants aged 35+	June 2024	North Riding FA affiliated clubs	North Riding FA Health & Wellbeing Director

	Key Strategy Objective	Delivery Timescale	Key Stakeholders	Key Lead
5	Clubs to consider hosting regular sessions for participants aged 50+	June 2024	North Riding FA affiliated clubs	North Riding FA Football Development Team
6	Clubs to develop their own Youth Councils to ensure that the voice of young people is heard	June 2024	North Riding FA affiliated clubs	North Riding FA Football Development Team North Riding FA Youth Council
7	Leagues to appoint a Youth Representative to their committees to ensure that the voice of young people is heard	June 2024	North Riding FA Youth Council Club Youth Councils	League Management Committees
8	Clubs to create veterans' teams / sessions for participants aged 35+	Ongoing	Public Health teams in Local Authorities	League & Club Secretaries
9	Clubs and leagues to encourage the signposting or referral of eligible individuals for physical health checks like NHS Health checks or CVD health assessments through their GPs or the nationally available physical health programmes like the NHS Health Checks or national CVD health assessments for cholesterol management in collaboration with their Local Authorities	Ongoing	Public Health teams in Local Authorities North Riding FA Staff Health & Wellbeing Group	North Riding FA Health & Wellbeing Director League & Club Secretaries

	Key Strategy Objective	Delivery Timescale	Key Stakeholders	Key Lead
10	Develop initiatives that support the improvement of the physical and emotional health of all North Riding FA staff, such as being part of the North East Better Health at Work Award measured through a validated regional framework	June 2024	All North Riding FA staff North Riding FA Staff Health & Wellbeing Group	North Riding FA Board of Directors
11	Improve County FA employee satisfaction rating	June 2024	North Riding FA Health & Wellbeing Working Group North Riding FA Staff Health & Wellbeing Group	North Riding FA Health & Wellbeing Director



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MAKING A DIFFERENCE, EXCELLENCE, COMMUNITY, PASSION, ACCOUNTABILITY

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