



# Be the 12th Man



# The Campaign

The 12th Man campaign helps men talk about mental health. We offer training to businesses and interest groups to help communities develop the skills and confidence needed to support each other when life is difficult.

Learning to listen, and having the confidence to talk, are key to our campaign. Talking at an early stage about stress and mild depression is proven to be highly beneficial in preventing more serious mental illness or suicide later on.

By working as a network of business and interest groups the 12th Man will raise awareness of mental health and reduce the stigma that can be a barrier against men seeking help.

The 12th Man offers cost-free Mental Health First Aid training and on-going support, to help them support their staff and customers, and raise awareness of mental health in their community.



World Homelessness Day Event, The Birdcage, Norwich



Nick Little, Founder

# 12

# Working with Businesses



## 12th Man Barbershop

12th Man Barbershop is an award-winning project that trains barbers to talk openly about mental health with their clients and staff.



12th Man Barbershop, Truman's, Norwich



## 12th Man Tattoo Shop

The 12th Man Tattoo Shop is a project that works with tattoo artists and piercing professionals to raise awareness of mental health and support dialogue among men.



## 12th Man Taxi

12th Man Taxi is our campaign for taxi drivers. This job often involves long or unsociable hours and can involve difficult encounters. Our training supports people in this unique community role.



## 12th Man Pub

12th Man Pub is how we work with pub and bar staff to raise awareness of mental health in the community and support their customers and colleagues to talk openly.



12th Man Pub, The Birdcage, Norwich

Don't bottle it up

# Interest Groups

## 12th Man Cycling Club

12th Man Cycling Club is our campaign for Cycling Clubs to affiliate to. Cycling is a big sport for men and by training club members we can promote dialogue within clubs and promote a leisure sport that is proven to have mental health benefits.

Join us on **STRAVA**



12th Man Cycling Club Ride



## 12th Man Scooter Club

12th Man Scooter Club is a campaign for Scooterists and Scooter Clubs to affiliate to. Lovers of all things Vespa, Lambretta, Mod, Skinhead, Suede-head, Northern... We have a range of merchandise inspired by the scene and can support clubs to embed mental health into their rides and communication.



12th Man Scooter Club, Great Yarmouth

## 12th Man Football Club

12th Man Football Club is a for semi-professional and amateur football clubs. We can provide training for staff members and players and support the club to act as a hub in their community and raise awareness of mental health.



12th Man Football Club, Barkingside

# Training

The 12th Man campaign is proud to offer the internationally recognised Mental Health First Aid training. We can offer the half-day, one-day and two-day courses to small and large business and organisations.

### Mental Health First Aid Awareness (4 hours, online)

This half-day introduction session raises awareness of mental health and provides basic knowledge about common mental health problems. It will improve understanding of mental health and how to challenge stigma, and give you more confidence to support someone. You will also spend time exploring ways to maintain and improve your own wellbeing.

### Mental Health First Aid (4x 2hr sessions, online)

This course qualifies you as an Adult Mental Health First Aider by providing in-depth knowledge about common mental health problems and the factors and triggers that can lead to poor wellbeing. It will give you the confidence to support people in crisis and will enhance skills such as non-judgmental listening. You will also explore how to support people through recovery, and spend time exploring ways to maintain and improve your own wellbeing.

We can offer our training at a cost to organisations outside of our funded areas. If you would like to discuss this please get in touch.



**Go to the training page to see course dates and book a place**

[12th-man.org.uk/training](https://12th-man.org.uk/training)



12th Man Training, Giant Store, Norwich

# 4,303

men took their own life in 2019

Office of National Statistics

# 145

people have completed Mental Health First Aid training with us

October 2020

# 264m

people around the world live with depression

Office of National Statistics

# Working with Trades

## 12th Man with a Van

12th Man with a Van is a new project that will provide mental health training for people and companies that use vans to perform their job.

## 12th Man Trades

12th Man Trades is a new campaign to work with the huge array of companies that cover the skilled trades from bricklayers to boat builders, and electricians to engineers. Construction has a high suicide rate and the 12th Man campaign will work with businesses from across this sector to raise awareness and provide training.



# 12th Man Shop



We have a range of kit to support your businesses and help you get conversations going. We also have an online shop with a growing range of merchandise you can use in your shops.

[shop.12th-man.org.uk](http://shop.12th-man.org.uk)



12th Man Menswear is our own menswear campaign. We offer training and support to fashion shops, and have our own 12th Man Menswear items in our online shop. Menswear Stores can stock items long-term or for special events or promotions.

# Tackle the Stigma

Get in touch for project  
information or support

[12th-man.org.uk](http://12th-man.org.uk)

#BeThe12thMan

