# PARTNERSHIP PROGRAMME

## WELCOME PACK

TACKLE THE STIGMA.

# INTRODUCING LOOSEHEADZ.

## WHO.

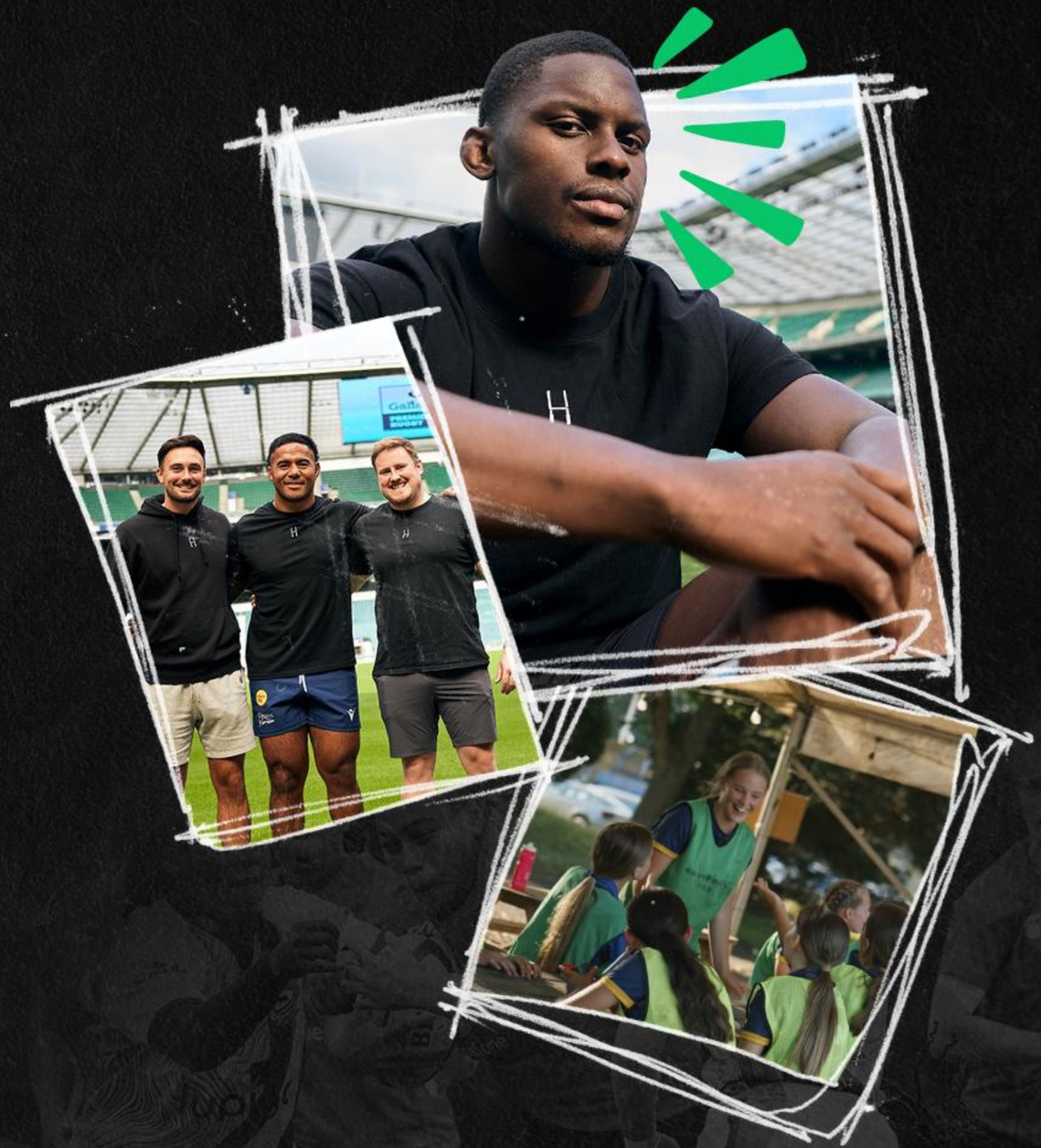
We are Rugby's Mental Health Charity.

## WHAT.

We use rugby to start conversations around mental health, to tackle the stigma, and ultimately to save lives.

## HOW.

Our mission is to save lives by placing a mental health champion at every rugby club around the world & provide them with a toolkit of free resources to support players, coaches, referees, and club staff.



FIND OUT MORE

# THANK YOU.

We want to take this opportunity to say a massive thank you for signing your club up to the LooseHeadz Partnership Programme, & for volunteering to support the mental fitness of your clubs players, coaches & staff.

It is only thanks to the amazing volunteers (like you) that we have been, and are able to, help support the mental health of people in over 1,400 rugby clubs in 36 different countries over the last few years.

DAVE, ROB, HANNAH & HEATHER.

BETH'S STORY.



WATCH THE FULL VIDEO HERE

# 'LOOSEHEADZ SAVED MY LIFE'

One night, when I was really struggling, I went onto Instagram to say my goodbyes to everyone, but I saw a LooseHeadz post & it stopped me. LooseHeadz saved my life.

- Beth, Aged 16

# HOW TO ROLL OUT TO YOUR CLUB.



## Announce the PARTNERSHIP.

We have found announcing across various channels (social media, club WhatsApp/Facebook groups & any other platforms) helps to significantly increase participation & engagement.

We have some useful template assets available **here**, but feel free to create your own.

Keep us updated and we will share across our channels.



## Announce Your LooseHead(z).

It is also important to ensure club members know who their LooseHead, or LooseHeads are.

We have often found that having more than one LooseHead in a club can help to create an even greater impact, enable peer support and help to share the work.



# YOUR HELP.

## PREVENT, PROMOTE, EDUCATE & SIGNPOST.

The role of a LooseHead **isn't** to be an expert in mental health, but rather to make members at your club aware that you have taken on the role, & that there are tools & support available outlined in the upcoming pages. The more you can do to raise awareness within your club, the greater the impact will be.

From printing out & putting up posters around the club, to promoting the clubs partnership with LooseHeadz; the impact you have on your club could be profound, and could change or save lives. It is important you are also looking after your own mental health, so please reach out if you are worried the role is having a negative impact on you.

The following pages can give you a little more about what it means to be a LooseHead and ensure you are comfortable and confident in becoming one.

# THE ROLE OF A “LOOSEHEAD”.

A “LooseHead” is a mental health champion based in your community rugby club. As a “LooseHead”, you play a vital role in creating a culture where mental health matters and where people feel comfortable reaching out for support.

## WHAT YOU ARE.

1. **A champion for mental health.**

You support mental health awareness within your club by completing the required training, sharing materials from the LooseHeadz toolkit, and acting as a key point of contact for mental health-related queries.

2. **A great listener.**

LooseHeadz provides training and resources to help you have supportive conversations with club members who may be struggling. You may interact with vulnerable people, so it's essential to handle all conversations with care, respect, confidentiality, and sensitivity.

3. **A signpost to support.**

Your key role is to connect people with the right help, pointing them toward professional services, crisis support, or other appropriate resources within and beyond the club. The toolkit is full of our partner organisations.

# THE ROLE OF A "LOOSEHEAD".

## WHAT YOU ARE NOT.

1. **A medical professional.**

You are not a qualified medical or mental health professional, and you must be clear about this at all times. Mental health issues aren't always obvious—never attempt to diagnose conditions, make assumptions, or provide clinical treatment.

2. **A single solution.**

While you offer valuable peer support, you recognise that some situations require professional intervention. You know your limits and when to encourage someone to seek expert help.

3. **Handling emergencies alone.**

If someone is in crisis or immediate danger, signpost urgently to emergency services or crisis helplines rather than managing the situation on your own.

*As a "LooseHead", you're making a real difference by being there, listening, and connecting people to the support they need. For full details, check out the terms and conditions.*

TERMS & CONDITIONS

# YOUR HELP.

## FOLLOW US.

Make sure you're following @LooseHeadz across our social channels to stay up to date.

SIGN UP TO NEWSLETTER

## FUNDRAISE.

If members at your club are organising a fundraiser, or if your club is choosing a charity for the season, please consider putting LooseHeadz forward for this. We want to ensure we are able to provide as many resources as possible, completely free of charge

Anything and everything you can do to support the charity means the absolute world to us. You can access our fundraising toolkit by hitting the link below to find out more.

DOWNLOAD NOW




## DONATE

Without the help of our clubs and fundraisers, support to our community is not possible.

Consider donating to LooseHeadz and support our cause by clicking the link below.

DONATE NOW



# YOUR HELP.

## SUCCESS STORIES

We want to hear how LooseHeadz has impacted you or your club, so please make sure to share any stories with us to help inspire more clubs to get involved.

## FEEDBACK

It's really important to us that the work we do, & the support we provide is having an impact, so please do make sure to stay in touch & let us know how things are going at your club.

We'd love to hear stories of the impact the partnership is having, & we're always keen to hear suggestions on what more we can do to help & support clubs & their LooseHeadz, so make sure to get in touch via social channels, or on Info@LooseHeadz.co.uk.

GET IN TOUCH

CASE STUDY

# SIDMOUTH RFC.



THIS IS SIDMOUTH - WATCH THE FULL VIDEO HERE

SIDMOUTH R.F.C.
1884

CASE STUDY

# CHESTER RFC.




WATCH THE FULL VIDEO HERE

# THE TOOLKIT.

# HOW TO USE THE TOOLKIT.



## LOOK AT ALL THE FREE RESOURCES.

Decide what will work best in your club - it could be all of them or it couple be a couple. Chat to team managers and your Mental Health Champions and decide what will suit you.

We regularly review and update the resources available so make sure you keep an eye out for additional resources.



## ENSURE ALL LOOSEHEADS HAVE ACCESS TO THE TOOLKIT.

By making sure this is accessible and that your Mental Health Champion know how to use it.

You are helping tackle the stigma by promoting that support is available.

# FREE MENTAL HEALTH TRAINING.

## AVAILABLE TO ALL.

Our free mental health training course, produced in association with Mental Health Foundation, is available to all.

It should only take an hour at most to complete, so can be undertaken by the club mental health champions, & any other members who would like to gain a greater understanding of mental health.

## CPD UK ACCREDITATION.

The training will also provide those who undertake it with a CPD accreditation.

ACCESS TRAINING

## TRAINING FOR ALL AGES.

We have adult-specific, youth-specific, and university-specific training modules.

## FOR THE RUGBY COMMUNITY.

The training has been specifically designed for the rugby community and uses rugby language.

MENTAL HEALTH FOUNDATION

DOWNLOAD

# FREE GUIDES.

## "HOW TO GUIDES".

The Mental Health Foundation have a number of 'How to Guides' which are high quality, evidence based information on a variety of mental health topics.

## FREE TO DOWNLOAD PUBLICATIONS.

These include topics on:

- How to manage & reduce stress.
- How to manage fear & anxiety.
- The truth about self harm.

FIND OUT MORE




MENTAL HEALTH FOUNDATION

# SIGNPOSTING CONTENT.

## INCREASE AWARENESS.

Please make sure to share this content throughout the club to help raise awareness of the available support for players, coaches & fans, whilst also helping to educate people throughout the club.

## PLACE AROUND THE CLUB WHERE POSSIBLE.

If you are able to, printing out the content & sticking it up around the club is a great way of helping to raise awareness & providing support for those who might need it.

DOWNLOAD UK CONTENT

DOWNLOAD US CONTENT

DOWNLOAD AU CONTENT



# TALKING GROUPS.

## HOW ARE YOU? OUT OF 10?

It all starts with a simple question, whether as part of a talking group, or used before & after games, training or other events. You can find out more here.

## JOIN THE COMMUNITY.

Drop the team at Talk Club a message at **Hello@WeAreTalkClub.com** to find out more about helping to keep your club mentally fit.

Now

LeARn MoRE

Today

JoIN THe CoMMuNITY



# HELPING YOUNG PEOPLE.

## KOOTH.

Kooth is a free, safe, anonymous online emotional well-being community that is accessible 24/7, 365 days of the year and provides access to chat sessions with BACP-accredited counsellors and qualified emotional well-being practitioners.

## SUPPORTED BY THE NHS

Kooth is the UK's largest and longest established digital mental health service. They partner with NHS and local authority organisations to deliver game-changing mental health support to young people from age 10 and up.

FIND OUT MORE



kooth®

# HUB OF HOPE.

## MENTAL HEALTH RESOURCE DIRECTORY.

The Hub of hope is the only directory of its kind in the UK that brings local, national, peer, community, charity, private and NHS mental health support services together in one place.

## SUPPORTS ALL AGES.

The website provides links to support for all age ranges, different types of services and for all needs.

FIND OUT MORE



Hope

# CLUB STASH.

## START CONVERSATIONS.

All of our Partner Clubs can organise exclusive co-branded off-field stash featuring LooseHeadz x Your Club branding to help start important conversations.

## FREE MOCK UP.

Head to the link below and submit the form for your free mock up design for your club. Make sure you have a clear club badge/logo to send to us!

FREE MOCK UP



# R;PPLE.

## Suicide Prevention.

R;pple is a digital tool deployable over your clubs wifi that can provide immediate support to people searching for harmful content relating to the topic of suicide & self-harm.

## Access now!

Email **info@ripplesuicideprevention.com** with the number of machines you'd like to deploy R;pple onto.

FIND OUT MORE



R;pple

# JAAQ.

## DIGITAL AND INTERACTIVE MENTAL HEALTH PLATFORM.

Mental Health information in a way that has never been done before. Ask leading experts, over 50, 000 questions on over 60 topics. Free to use any time.

## RUGBY CONTENT.

LooseHeadz will soon be working with the team at JAAQ to produce some more rugby specific content, in the meantime you can see what they have already produced with Harlequins **here**.

FIND OUT MORE



# THE NEW LOOSEHEADZ ACRONYM.

## TOP TIPS.

The LooseHeadz acronym takes evidence based top tips about how to take care of your mental health and makes them easy to understand.

## FREE TO DOWNLOAD.

You can download the acronym as a:

- Poster to put around your club
- Individual infographic tips, which can be easily shared on socials or in your group chats

DOWNLOAD HERE



# THE LITTLE BOOK OF MENTAL FITNESS.



## FREE DOWNLOAD.

The Little Book Of Mental Fitness has been designed as a simple, accessible guide on how you can help train your mental fitness, & look after your mental health.

## SHAREABLE.

The content is easily accessible via mobile or desktop, so can easily be shared via WhatsApp, email or other digital platforms to help support members at your club.

DOWNLOAD NOW

# TRAINING AND WORKSHOPS.

## UNIVERSITY ONLINE MODULE.

Launching in January 2026, anyone involved with university rugby can access our free online resource, written by the university rugby community and our experts.

## ADULT RUGBY CLUB WORKSHOPS.

We're working with National Governing Bodies to design, test, and train facilitators to deliver our workshops our officially accredited Silver Standard Clubs.

Starting with the RFU in Spring 2026, we'll be equipping facilitators to run our sessions for players, coaches, administrators, medics, match officials - any adult who's part of the rugby club ecosystem.

To get involved, make sure your club has one (or ideally a team) dedicated "LooseHeads" who have:

1. Agreed to our terms and conditions
2. Successfully completed our training

IF YOU'RE BASED IN ENGLAND AND YOUR CLUB IS A BRONZE STANDARD CLUB, YOU CAN REGISTER YOUR INTEREST IN WORKSHOP DELIVERY BELOW.

REGISTER YOUR INTEREST NOW

# INTERNATIONAL REACH.

## WE'RE GROWING GLOBALLY.

We're currently rolling out our delivery programme in partnership with The RFU, The SRU, The WRU, Rugby Australia, and USA Rugby. These partnerships represent our immediate areas of focus as we scale the programme and refine delivery.

At the same time, our ambition is global. We're in active discussions with unions and rugby organisations around the world to expand access and deliver to more clubs internationally as the programme grows.

## TOOLKIT DEVELOPMENT.

To make the toolkit accessible to our diverse community, we're also developing resources in multiple languages, ensuring more clubs across our network can engage with the programme in a way that works for them.

## GET IN TOUCH.

If you have any questions about which unions we're working with, where we're active, or if you've got advice for us in your country, we'd love to hear from you. Drop us a message at info@looseheadz.co.uk.

# PARTNER CLUB GRADING.

As LooseHeadz grows, we are looking at how our brilliant community engages with our programme and are grading our clubs- see where your club fits!

## A LOOSEHEADZ PARTNER CLUB

- Club has signed up to the partnership programme
- Club has appointed a mental health champion (MHC) and has them registered with LooseHeadz
- The MHC has downloaded and accessed the toolkit

## A BRONZE CLUB

- The MHC has completed the online training through the toolkit
- The MHC responds to annual check-ins or surveys from LooseHeadz
- Attends the quarterly webinars or has watched at a later date if unable to attend

## A SILVER CLUB (UK ONLY)

- Has received in-person training or a visit from LooseHeadz
- Had a call with the Head of Community or community manager
- Actively engages with LooseHeadz community events like Inside Out week

## A GOLD CLUB (UK ONLY)

- Multiple trained individuals or a mental health committee (not just one MHC)
- Able to provide a case study/studies (anonymised) to LooseHeadz about the impact of the partnership
- Stays up to date with the training and new resources
- Completed the club survey measuring impact

This started as a conversation at the end of the bar in our local rugby club.

With your help, we can make this a conversation at the end of every bar, in every rugby club, around the world.

We firmly believe that with your support, we can save even more lives in the rugby community.

If you have any questions, please do not hesitate to get in touch.

**Info@LooseHeadz.co.uk**