Essex County Council
PUBLIC HEALTH

ActiveEssex

ESSEX UNITED BY SPORT



BEYOND the Essex GAME

The moments that matter

Stakeholder Communications Toolkit

WHAT IS BEYOND THE ESSEX GAME?

Beyond the Essex Game is a new initiative by Essex County Council Public Health, designed to harness the power and reach of large scale professional sports clubs and/or associations to tackle key public health issues for men through raising awareness, taking steps to identify those at risk and delivering evidence-based interventions.

It acknowledges that big sporting moments can provide opportunities to create behaviours, conversations and choices that extend beyond the final whistle and the last play of the game.

As part of this work, we aim to tackle key Public Health priorities. Funded clubs, charities and organisations will address at least one of these priorities.

Public Health Key Priorities

- Smoking
- Addiction
- High Blood Pressure
- Physical Activity
- Supporting Healthy Weight
- Improved Wellbeing
- Drug, Alcohol or Gambling Related Harm



Beyond the Essex Game aims to:

- Improve men's health, mental health and wellbeing.
- Reduce stigma and increase help-seeking.
- Strengthen resilience and support networks.
- Reduce suicide risk among men.
- Address addiction issues, including alcohol, drugs and gambling.
- Tackle social isolation through sport and community connection..

WHAT SPORTS CLUBS AND CHARITIES ARE INVOLVED?

Essex Cricket Foundation

The Essex Cricket Foundation inspires communities through inclusive cricket opportunities, supporting grassroots clubs, disability cricket, women and girls' programmes, and talent development across Essex.

https://essexcricket.org.uk/foundation

Colchester United Community Foundation

Colchester United Community Foundation uses the power of football to inspire, engage and support people, delivering programmes that improve health, wellbeing, education and community inclusion.

https://www.cu-fc.com/cucf/

Southend United Community Foundation

Southend United Community Foundation uses the power of sport to enrich lives across South East Essex, delivering programmes that support education, health and wellbeing, participation, and stronger communities.

https://sufccommunity.co.uk/

Westham United Foundation

West Ham United Foundation uses football to inspire healthier, happier and more inclusive communities, delivering programmes that improve wellbeing, education, employability and opportunities for all ages.

https://www.whufc.com/en/the-club/community/foundation

Shiltons' Silverlining

Shiltons' Silverlining provides free support, treatment and advice for people affected by gambling harm, helping individuals and families access recovery, reduce stigma, and find hope through lifelong support.

https://shiltonssilverlining.org/

SOCIAL MEDIA COPY

Example 1

We're proud to support Beyond the Essex Game.

Behind every badge, shirt and supporter is a person with their own challenges. Mental health, loneliness, addiction, physical health and life's pressures can affect anyone. Let's make it easier for men to talk, seek support and take positive steps towards better health and wellbeing.

Find out more: www.activeessex.org/beyond-the-essex-game/

Example 2

We're supporting the Beyond the Essex Game campaign, recognising that some of life's biggest challenges happen away from the pitch. Big sporting moments can inspire conversations and choices that extend past when the game finisihes.
Because the conversation shouldn't end at full-time.

Learn more: www.activeessex.org/beyond-the-essex-game/

Example 3

The score doesn't tell the whole story.

Behind every badge, shirt and supporter is a person with their own challenges. Sport brings people together, but some of life's biggest challenges happen away from the pitch.

Through Beyond the Essex Game, the Essex County Council Public Health team areworking with professional sports clubs and organisations across Essex to tackle key public health issues affecting men and encourage positive choices that last long after matchday.

Get involved: www.activeessex.org/beyond-the-essex-game/

NEWSLETTER COPY

Sport brings people together, but some of life's biggest challenges happen away from the pitch.

That's why we're supporting Beyond the Essex Game, a new initiative from Essex Public Health that uses the power and reach of sport to tackle key public health issues affecting men. The campaign recognises that major sporting moments can create opportunities for important conversations, helping men take positive steps towards better health and wellbeing.

The game is only part of the story. Not every challenge is visible. Mental health, physical health, loneliness, addiction and life's pressures can affect anyone.

Beyond the Essex Game aims to raise awareness, encourage conversations and connect men with the support available across Essex. By working with sports clubs, organisations and communities, the initiative is helping to create environments where men feel able to talk openly, seek help when needed and look out for one another.

Because life doesn't stop at the final whistle. Because the conversation shouldn't end at full-time.

Whether you're a player, coach, volunteer, supporter or part of the wider sporting community, everyone has a role to play.

Check in with yourself. Check in with someone else. Start a conversation. Seek support. Look out for each other.

Find out more and access support at: www.activeessex.org/beyond-the-essex-game/

Please use our assets that are attached in the original email.

For any queries, please contact: AEmarketing@activeessex.org

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Essex County Council PUBLIC HEALTH

BEYOND the Essex GAME

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