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Developing a Strategic Approach to Research in a Football in  
the Community Charity

Mike Salla, Director of Health and Sport, Everton Football Club

Professor Andy Smith, Edge Hill University

# Health and Wellbeing Programme

Tackling health inequalities and supporting proportionate universalism

Life-course provision with a focus on:



LONG-TERM  
CONDITIONS



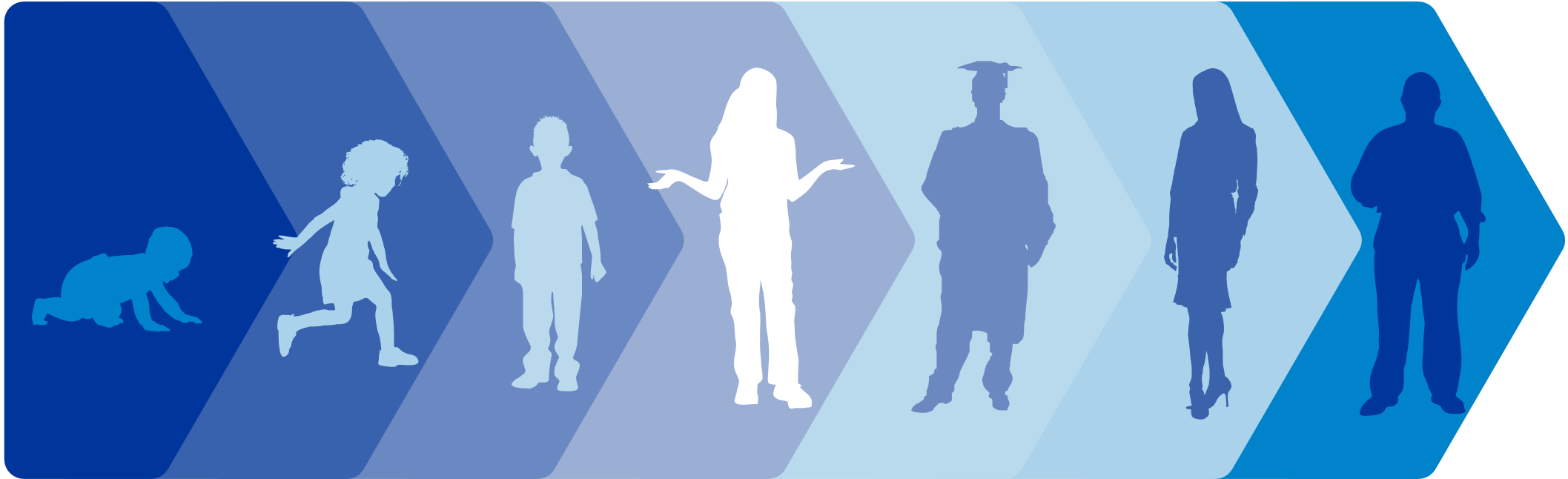
MENTAL  
HEALTH



AGE-RELATED  
CONDITIONS



# Life Course Provision



Everton Dads

Stand Together



People at risk of, or experiencing, poor health

Triage support system

EitC Specialists (PTSD) ---- EitC Mental Health Nurses ---- EitC GP ---- Health Trainers

### Children

Tackling the Blues

Everton Dad's

Alfie's Squad

Soccer Schools

Blue Mile

### Adults

Clock View

Healthy Blues

Imagine Your Goals

Girls on Side

Active Blues

SPHERE

Gambling Support

Suicide Prevention

Diabetes Prevention

Blue Mile

Veterans Hub

Refugee Football

### Older Adults

Stand Together

Pass on the Memories

Hang up our Boots

Aged Veterans

Improved health and quality of life

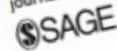
# Tackling the Blues: Impact

Article

**EPER**

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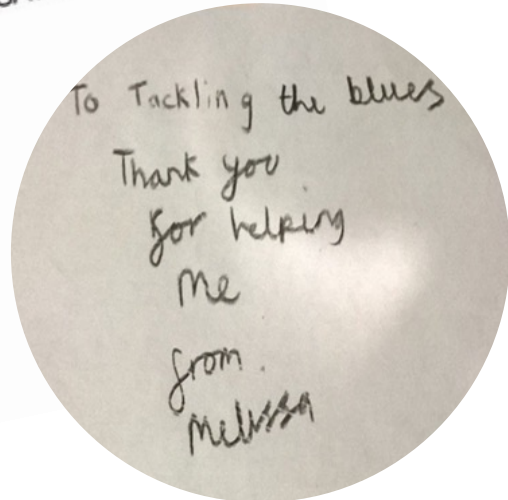


**Developing young people's  
mental health awareness  
through education and sport:  
Insights from the Tackling  
the Blues programme**

**David Haycock**  
Edge Hill University, UK

**Jon Jones**  
Thrive Approach, Devon, UK

**Andy Smith**  
Edge Hill University, UK



# Progress update...

## Everton Veterans Hub

BLF has been secured to expand this project across LCR with evaluation provided by Edge Hill University for five-years.

“

Before the Hub, I would easily stay in my flat six to eight weeks and not move out of the living-room, not even wash ... I'd eat out of tins, I wouldn't even cook food ... but having that [EVH], knowing that that's there, it basically gives you something to live for.

”

“

I feel like I've got a purpose again... I'm not going to lie to you, I was very bad on the cocaine and I'm not proud of it, but this last year I've built relationships back up with my family... Obviously I've been off things and drugs for a year now, and I don't want to go back to them. I don't know what's going to happen, but I don't want to go back to them, so going there helps me.

”





# Embedding Cultures of Research, Funding and Impact



## Education

Undergraduate courses  
MSc Sport, Physical Activity  
and MH  
PhD research  
Volunteering



## Research

Monitoring and evaluation  
Funding and evidence  
Developing insight  
Impact analysis  
Work with the sector



## Training

Mental Health  
Suicide prevention  
CPD and mentoring  
Workforce development  
Conferences, workshops

# Diverse Multi-Sector Funding Streams



England

**NIHR** | National Institute  
for Health Research



Premier League  
Charitable Fund





# Developing Research Capacity, Expertise and Collaboration



# Thanks – Any Questions?



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