

ON YOUR SIDE

**A SUICIDE PREVENTION TOOLKIT
FOR PEOPLE IN SPORT**

SPORT CAN BE A LIFELINE FOR PEOPLE AT RISK OF SUICIDE.

At every level, sport has a remarkable ability to bring people together, creating communities up and down the country which foster a spirit of healthy competition, a shared sense of purpose, and a culture of belonging.

Sport can also provide vital connection and support at times when people need it most – times when they're feeling pressure, loss or even despair. Through my work on mental health, I have met people whose lives have been changed forever by suicide. But I have also met people whose lives have been saved because someone stepped in to help. Each of their experiences has had a profound impact on me.

In moments of need, the right support can make all the difference. We all have the power to help, and that's why suicide prevention must be an important part of everyday sporting life.

Across the four nations, clubs and organisations are already making an important contribution to suicide prevention. Yet, too often, initiatives are fragmented and access to support is inconsistent, particularly at a grassroots level. Drawing on extensive research by The Royal Foundation, this Toolkit has been created in collaboration with the British Standards Institution and Chasing the Stigma, as well as leading experts and charity partners.

On Your Side was born from a clear message from the sports sector and has been shaped by those working within it every step of the way. Whatever your role – athlete, coach, parent, official or supporter – you may be the person who notices that someone is struggling. You could be the one who starts an honest conversation, and who helps that person to find the support they need. This Toolkit gives you clear, practical guidance to do exactly that.

I hope that *On Your Side* encourages everyone in sport, in every discipline and at every level, to make suicide prevention part of your game plan.

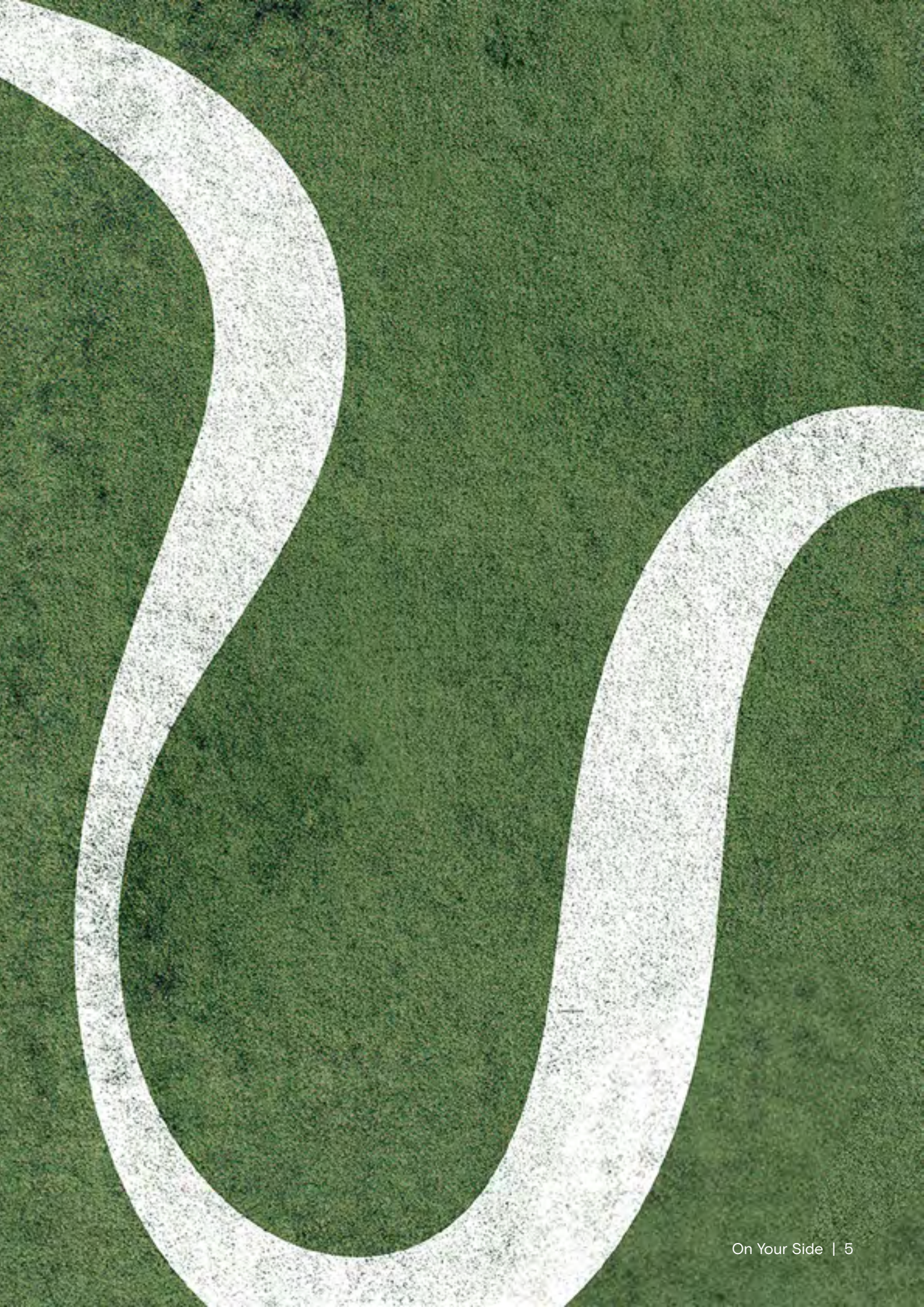


A handwritten signature in white ink, which appears to be 'Lili' followed by a stylized flourish.

***HIS ROYAL HIGHNESS
THE PRINCE OF WALES***

CONTENTS

- 01** **THE WARM-UP**
- 02** **THE ENDURANCE APPROACH**
- 03** **UNDERSTANDING SUICIDE**
- 04** **MYTH VS REALITY**
- 05** **WORDS MATTER**
- 06** **SPOT THE SIGNS**
- 07** **HOW TO HAVE THE CONVERSATION**
- 08** **THE GAME PLAN**
- 09** **YOUR ROLE**
- 10** **IN PRACTICE**





“AS CAPTAIN, ONE OF THE MOST IMPORTANT RESPONSIBILITIES IS LOOKING OUT FOR YOUR TEAMMATES ON AND OFF THE FIELD. THIS TOOLKIT WILL HELP MORE PEOPLE RECOGNISE WHEN SOMEONE MIGHT BE STRUGGLING, START A CONVERSATION, AND KNOW HOW TO ACT. THAT COULD MAKE A LIFE-SAVING DIFFERENCE.”

ZOE STRATFORD OBE **CAPTAIN**
ENGLAND RUGBY



“PLAYING RUGBY OFFERS SO MANY WONDERFUL EXPERIENCES AND I HAVE GAINED MANY FRIENDS AND GREAT TEAMMATES. AS A CAPTAIN, YOU LOOK OUT FOR YOUR TEAMMATES BOTH ON AND OFF THE PITCH. SOMETIMES THOUGH ALL IS NOT WHAT IT SEEMS, ESPECIALLY IN AN ENVIRONMENT OF PRESSURE AND HIGH EXPECTATIONS, SOME OF WHICH CAN BE SELF-IMPOSED. IT’S IMPORTANT TO REGULARLY CHECK IN WITH EACH OTHER AND LET PEOPLE KNOW IT’S OK TO TALK AND SHARE HOW WE FEEL. THIS TOOLKIT IS AN IMPORTANT STEP FORWARD IN ENCOURAGING THAT IN OUR PRACTICE.”

JAC MORGAN **PLAYER**

GLOUCESTER RUGBY, WELSH RUGBY UNION (FORMER CAPTAIN), AND THE BRITISH AND IRISH LIONS

THE

THE WARM-UP **A**

THE WARM-UP

SPORT CAN BE A GAME-CHANGER IN SUICIDE PREVENTION

Sport lies at the heart of communities, with nearly 40 million UK adults regularly taking part. It has the power to bring people together, creating purpose, belonging and connection. These protective factors can play an important role in supporting emotional wellbeing and helping prevent suicide.

Because of its reach and influence, sport is uniquely placed to help create environments where people feel safe, supported and able to seek help when they need it. From grassroots settings to elite sport, every organisation has a role to play in promoting wellbeing and enabling everyone in sport to thrive.

This Toolkit will help sports organisations and individuals build the knowledge, confidence and practical approaches needed to contribute meaningfully to suicide prevention. It provides guidance on recognising signs of distress, responding appropriately, knowing where to signpost, and creating a culture where wellbeing is everyone's responsibility. Our aim is to make suicide prevention as much a part of sport as warm-up, training and performance. It should be visible, practical and embedded across every level of the sporting community.

WAR



M-UP

DUTY OF CARE

Sports organisations have a duty of care to take reasonable steps to protect the safety and wellbeing of the people who engage with them. For suicide prevention, this means recognising distress, creating a supportive culture, and having clear policies, training and support pathways in place.

Organisations are not expected to provide clinical care, but they must respond appropriately to risks and safeguarding concerns. At all times the safeguarding of children and adults at risk is paramount. Organisational policies should be in place, communicated, and followed.

HOW SPORTS ORGANISATIONS CAN HELP PREVENT SUICIDE

Sports organisations can strengthen suicide prevention by:

- 01** Understanding the topic of suicide, identifying signs of distress, and signposting to support.

- 02** Communicating respectfully using the appropriate language and sharing key messages across the organisation.

- 03** Collaborating with local services and other sports organisations to share learning, and improve access to support.

- 04** Embedding suicide prevention within policies, practices and culture and regularly evaluating the approach.

By taking these steps, organisations can create a supportive sporting culture where everyone:

- | | |
|------------------------|--|
| FEELS SAFE | to speak openly and ask for help when they need it. |
| <hr/> | |
| FEELS SUPPORTED | with their emotional wellbeing, particularly through challenging situations. |
| <hr/> | |
| FEELS CONFIDENT | to ask the right questions and signpost to support. |

THIS TOOLKIT HAS BEEN CO-PRODUCED IN PARTNERSHIP WITH THE ROYAL FOUNDATION, BRITISH STANDARDS INSTITUTION AND CHASING THE STIGMA FOLLOWING SPORTS SECTOR RESEARCH CONDUCTED BY THINKS INSIGHT & STRATEGY.

It has been adapted from British Standard BS 30480 *Suicide and the Workplace - Intervention, prevention and support for people affected by suicide*, and informed by a wide range of partners from across the suicide prevention and sports sectors.

**TO DOWNLOAD THE
STANDARD SCAN HERE**



**TO VIEW THE
RESEARCH SCAN HERE**



**TO VIEW THE ON YOUR SIDE
WEBSITE SCAN HERE**



THE WARM-UP **B**

THE ENDURANCE APPROACH

TRAIN. SUSTAIN. RECOVER.

Everyone has a role to play in preventing suicide. Before you begin supporting others, you need to ensure you are supporting yourself.

The Endurance Approach has three stages: Train, Sustain, and Recover. To be able to notice distress, have difficult conversations and guide someone towards help, you need to ensure you protect your own wellbeing.

Caring for yourself is not selfish or separate from suicide prevention. It helps you stay steady, know your limits and respond with compassion when situations feel difficult or distressing.

You can support yourself before, during and after supporting someone else in three practical ways.

URANCE



TRAIN



SUSTAIN



RECOVER



01 TRAIN

Build your confidence before you need it. Understanding suicide prevention, knowing where to signpost, and recognising your own needs and boundaries can make it easier to respond safely and calmly.

- Use this Toolkit, trusted resources, books or podcasts to keep learning.
- Complete quality-assured suicide prevention training where possible.
- Know the support and signposting routes available in your sports setting.
- Understand your own boundaries and share knowledge with others so support is not carried by one person alone.

Organisations can support this by investing in quality-assured suicide prevention training, lived experience speakers, practical workshops, and clear guidance for staff and volunteers.

02 SUSTAIN

Supporting others is not just about one moment. To keep showing up well over time, build habits that protect your wellbeing and reduce the risk of burnout.

- Check in regularly with your own support system.
- Listen and respond to your own warning signs of stress or overload.
- Keep clear boundaries around your role and know when to pass concerns on.
- Use supervision, peer support, talking therapy or employee support services where available.

Organisations can support this by providing Employee Assistance Programmes (EAPs), access to professional supervision, regular wellbeing check-ins from managers, and peer support networks.

03 RECOVER

If you have supported someone in distress, take time afterwards to pause, reflect and recover. It is normal for the conversation to stay with you, and it is important not to carry it alone.

- Take a moment to notice how you are feeling.
- Debrief with the appropriate person, while respecting confidentiality.
- Do something grounding or restorative, such as movement, rest, time outdoors or something creative.
- Speak to a trusted person, access peer support or professional support if the situation stays with you.
- Remind yourself that your role is to notice, listen and connect someone to support, not to fix everything alone.

Organisations can support this by ensuring staff and volunteers have access to timely debriefs, professional supervision, counselling or employee support services, peer support networks, and clear procedures for responding to and recovering from distressing incidents.

UNDERSTANDING

THE WARM-UP C

UNDERSTANDING SUICIDE

**UNDERSTANDING THE ISSUE ALLOWS US
TO TACKLE IT HEAD ON**

To be proactive in preventing suicide, we need to understand it. While suicide is relatively rare, exposure to suicide is much more common than most people in sport realise. Statistics show that within any sports organisation, team or setting there are likely to be people who have struggled themselves, supported someone else, or been affected by suicide.

SUICIDE

ENDING



DID YOU KNOW?

1 IN 4

adults have thought
about taking
their own life²



1 IN 13

have attempted
suicide at some
point in their life²



On average, every

90

minutes, someone
dies by suicide³



For every death by
suicide, approximately

135

people are exposed and
potentially impacted⁴



THE IMPACT OF A SUICIDE CAN EXTEND FAR BEYOND IMMEDIATE FAMILY AND FRIENDS. FOR PEOPLE WHO ARE HIGHLY INVOLVED IN SPORT OR THEIR COMMUNITY, A WIDER NETWORK OF TEAMMATES, COLLEAGUES, VOLUNTEERS AND SUPPORTERS MAY ALSO BE AFFECTED.

Those who are bereaved by suicide are also at a higher risk of struggling with their own mental health, including thoughts of suicide.⁵ Because sport often involves close team bonds and strong social connections, the loss of one member can have a significant emotional impact on the whole community.

Every suicide is a tragic and often preventable loss of life. There is rarely a single cause. Instead, suicide usually results from a complex mix of factors and life experiences.⁶

The culture and environments around sport can influence both suicide risk and whether someone feels able to speak up and seek support.



MYTH VS

THE WARM-UP D

MYTH VS REALITY

**BREAKING DOWN THE STIGMA STARTS
WITH KNOWING THE FACTS**

Suicide, thoughts of suicide, and suicide behaviours are often surrounded by myths, misconceptions, misunderstandings, and uncertainty. Having the right knowledge can make a real difference.

RE



MYTH 01

ASKING ABOUT SUICIDE WILL PUT THE IDEA IN A PERSON'S HEAD

There is no evidence that asking someone directly if they are thinking about suicide accelerates those thoughts.⁷ In fact, it opens up a conversation that can help someone feel heard, less alone, and more willing to seek support. A simple, direct conversation could be the first step towards getting help.



MYTH 02

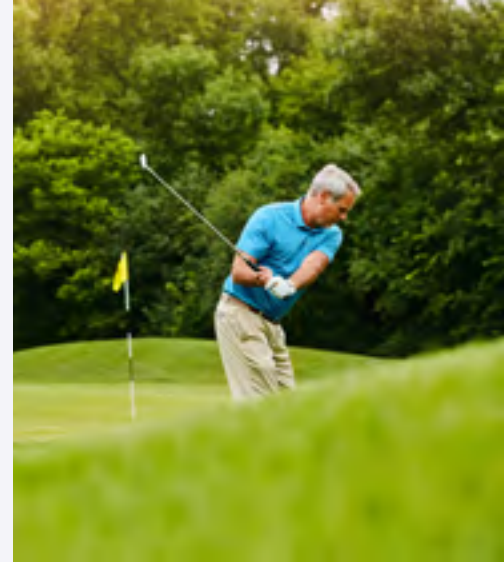
ELITE SPORTSPEOPLE ARE MENTALLY TOUGH AND NOT AT RISK OF SUICIDE

High performance may increase pressure and expectation, and perceived failure can create distress that is amplified by being in the public eye.

MYTH 03

IT WOULD BE OBVIOUS IF SOMEONE WERE THINKING ABOUT SUICIDE

Someone can appear successful, perform well, and still be struggling with thoughts of suicide. Everyone is affected differently. We don't always know what someone has been through to reach this stage, or what's happening in other parts of their life. Never assume and always ask how someone is.



MYTH 04

IF SOMEONE SAYS THEY ARE GOING TO TAKE THEIR OWN LIFE, THEY ARE JUST ATTENTION-SEEKING

Many people who die by suicide have expressed the wish to die. We want those who are experiencing thoughts of suicide to seek help and attention. So it is dangerous to then use this negative stereotype. It can stop people looking for and finding support when they most need it.

MYTH 05

***MEN, ESPECIALLY MEN IN SPORT,
DON'T SEEK HELP***

Men do seek help⁸, but it is too often misunderstood or dismissed. The competitive nature of sport can create fear that speaking out could have repercussions. Sports organisations need to create a culture where people feel safe to speak openly about their thoughts without feeling judged, knowing that they are being listened to and will be supported.



MYTH 06

***SUICIDE ONLY AFFECTS CERTAIN SPORTS
AND CERTAIN TYPES OF PEOPLE***

Suicide does not just affect one type of sport or person. It can affect anyone. The reasons someone is struggling may have nothing to do with sport. Rather than making assumptions, listen carefully and respond to the person in front of you.

MYTH 07

***ONLY FAMILY AND FRIENDS ARE AFFECTED
BY SUICIDE, AND THEY WON'T WANT
TO TALK ABOUT IT***

A death by suicide can affect anyone involved in sport, including teammates, coaches, staff and fans. While some people may find it difficult to talk about their loss, many value the opportunity to share memories. Listening, showing understanding, and offering support can make a real difference.



MYTH 08

***TALKING ABOUT YOUR THOUGHTS OF SUICIDE
MEANS YOU WILL BE DROPPED FROM THE TEAM***

Experiencing thoughts of suicide needs to be taken seriously, and those around you should always prioritise your safety. Just like how you would need time to recover from a physical injury, the right choice may be to take a break. This does not mean you won't get back to your sport, after getting the right support. What it does mean is that you will be able to show up at your best.

WORDS

THE WARM-UP E

WORDS MATTER

USING THE RIGHT WORDS WHEN TALKING ABOUT SUICIDE MATTERS

Respectful, neutral, non-judgemental language can reduce stigma, encourage people to seek help, and lead to safer and more progressive conversations. Try to do this across all forms of communication and conversations to create a space where people feel safe to talk openly. Just remember that it is always more important to talk and have *The Conversation* than to use the 'right' words.

MATTER





✗ ***TRY TO AVOID***

❓ ***WHY?***

✓ ***TRY TO USE***



**COMMITTED
SUICIDE**



This links back to when suicide was a crime which reinforces stigma.



**ENDED / TOOK
THEIR OWN LIFE**
DIED BY SUICIDE



**COMPLETED
SUICIDE**



This can make suicide sound like something to achieve or complete.



**ENDED / TOOK
THEIR OWN LIFE**
DIED BY SUICIDE



SUICIDAL



A very vague and broad term - people are often unclear about what is meant.



THOUGHTS OF SUICIDE
SUICIDE BEHAVIOURS
SUICIDE ATTEMPT



SUCCESSFUL ATTEMPT
FAILED ATTEMPT
SERIOUS ATTEMPT
CRY FOR HELP



A failed attempt implies judgement. All suicide attempts should be taken seriously. A cry for help can feel dismissive and suggest the person did not really need help.



SUICIDE ATTEMPT



**ARE YOU HAVING
DARK THOUGHTS?**
**YOU'RE NOT GOING TO
DO SOMETHING SILLY
ARE YOU?**



Be direct. Ask clearly. This gives the best chance to help and can save lives. Using the word 'silly' dismisses how serious someone's distress is.



**ARE YOU EXPERIENCING
THOUGHTS OF SUICIDE?**
**ARE YOU THINKING
ABOUT ENDING YOUR
OWN LIFE?**



**YOU'RE BEING
SELFISH**



This can sound blaming, even if people mean to show others would care and would be affected. People sometimes believe they are a burden and loved ones would be better off without them.



**LET'S TALK ABOUT
HOW YOU'RE FEELING**



ATTENTION-SEEKING



Seeking attention is exactly what we are asking people to do. People do need attention, help and support.



PERSON IN DISTRESS



SUICIDE SPRINTS
SUICIDE DRILLS



Using sporting jargon that references suicide in a flippant way diminishes the subject.



SUPER SPRINTS
LINE DRILLS
SHUTTLE RUNS

THE WARM-UP F

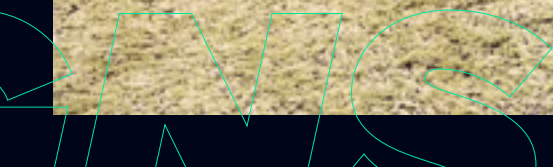
SPOT THE SIGNS

HOW TO SPOT THE WARNING SIGNS AND KNOW THE RISKS

Suicide is rarely caused by a single risk factor and is best understood in the context of an individual's circumstances, both current and across their lifetime. Whilst some groups may experience a higher level of risk, it is important not to generalise. Suicide thoughts and behaviours can affect anyone at any stage of life.

Most risk factors do not lead directly to thoughts of suicide or suicide behaviours. However, certain experiences and circumstances can increase emotional distress and vulnerability. Recognising these challenges can help individuals and organisations provide support earlier and more effectively.

Sport can also play a protective role by providing routine, purpose, connection and a sense of belonging, all of which can help reduce risk and support wellbeing.⁹



WHEN CONSIDERING SUICIDE RISK IN SPORT, IT CAN BE HELPFUL TO THINK ABOUT THREE AREAS:

THE PERSON

Are they experiencing poor mental health, physical health, addiction issues, relationship or social connection issues?



THE TRANSITION

Are they experiencing periods of uncertainty, loss or significant change, such as injury, deselection, academy release, retirement, pregnancy or financial difficulties?



THE ENVIRONMENT

Does the culture around individuals, include stigma, bullying, performance pressures, negative social norms and lack of support?



EVEN SUBTLE CHANGES IN BEHAVIOUR, MOOD OR CIRCUMSTANCES CAN BE AN INDICATION THAT SOMEONE NEEDS SUPPORT

Distress or thoughts of suicide can appear as a change in attitude, low motivation or worsening performance. All expressions of hopelessness or feeling like a burden should be taken seriously.

WHAT SOMEONE MIGHT SAY

"I CAN'T DO THIS ANYMORE"

"WHAT'S THE POINT?"

"I'VE LET EVERYONE DOWN"

"I CAN'T SEE ME DOING THIS IN THE FUTURE"

"EVERYONE WOULD BE BETTER OFF WITHOUT ME"

WHAT SOMEONE MIGHT DO

- ! Withdraw from the team or matches
- ! Miss training without explanation
- ! Express anger, frustration or fear
- ! Have emotional outbursts or flatness
- ! Play recklessly or take unusual risks
- ! Give possessions or kit away
- ! Appear suddenly calm after distress
- ! Talk about being a burden or having no future
- ! Increase alcohol or substance use
- ! Leave messages of goodbye or express distress on social media
- ! Use dark humour

HOW TO RESPOND

WHETHER OR NOT SOMEONE HAS KNOWN RISK FACTORS, IF SOMETHING DOESN'T SEEM RIGHT, REACH OUT AND ASK.

LEARN HOW TO HAVE THE CONVERSATION IN THE NEXT SECTION.

DISTRESS

For what to do if you witness someone in distress scan here.



IMMEDIATE DANGER

For what to do if you witness someone in immediate danger scan here.



THE WARM-UP G

HOW TO HAVE THE CONVERSATION

**DIRECT, COMPASSIONATE CONVERSATIONS
CAN SAVE LIVES**

You do not need proof that someone is considering suicide in order to act. If something feels different, or you are worried about someone, ask. Asking directly opens up space for a conversation; it does not make it worse.

You may not always be expecting to have *The Conversation*. Someone may talk about their thoughts of suicide or hopelessness unexpectedly. You do not need all the answers. An open, curious, non-judgemental response is enough to make sure they feel able to talk and seek help in the future.

Even if you are not the right person to provide ongoing support, your initial response can make a huge difference, so never underestimate the positive impact your words can have.

How might you start what could be a life-saving conversation?





STEP 1

GET READY

To find local support and other resources scan here.



- ✓ Choose a quiet, private space
- ✓ Allow plenty of time
- ✓ Be calm and open
- ✓ If there is time before starting *The Conversation* have information about support and signposting ready



STEP 2

OPEN THE CONVERSATION

The first words can be the hardest. If you know the person, use language they will feel comfortable with. If you're starting the conversation with someone you know less well, maybe try opening with:

"YOU MATTER TO THIS TEAM, AND I WANT TO CHECK IN. ARE YOU OKAY?"

OR

"I'VE NOTICED YOU HAVEN'T SEEMED YOURSELF LATELY"

This can be a challenging conversation to have. You may feel nervous and underprepared and that is ok. It doesn't have to be perfect; just remember that it is important to:

- ✓ Listen more than you speak
- ✓ Avoid judgement
- ✓ Avoid trying to solve everything yourself
- ✓ Avoid promising to keep everything secret — if their safety is at risk you may need to involve others



STEP 3

ASK THE QUESTION

It is okay to ask directly about how someone is feeling and whether they are struggling with thoughts of suicide. Asking does not put the idea in someone's head and can reduce risk by opening the door to support.

Be prepared to ask more than once.

"SOMETIMES WHEN PEOPLE FEEL THIS LOW, THEY THINK ABOUT SUICIDE. HAVE YOU HAD THOUGHTS LIKE THAT?"

"ARE YOU THINKING ABOUT SUICIDE?"

"HAVE YOU THOUGHT ABOUT ENDING YOUR LIFE?"

STEP 4A IF THEY SAY NO

LISTEN AND RESPOND

- ✓ Ask again. Listen to what they say. If they are not having thoughts of suicide, follow up with a statement such as;

"IF ANYTHING CHANGES, PLEASE DO TALK TO ME ABOUT IT. YOU CAN COME BACK TO ME."

- ✓ People won't always open up the first time you ask. If you can, keep checking in. A message or a conversation the following day can show your ongoing care. Then try to check in regularly. There may still be things going on in their life they need help with.



STEP 4B IF THEY SAY YES

LISTEN AND RESPOND

- ✓ Thank them for sharing their thoughts and feelings with you.
- ✓ Active listening is key. This is about emotions. Giving them time to speak helps build trust and makes it more likely they will accept support.
- ✓ Be direct, calm, non-judgemental and avoid interrupting – focus on their story and encourage them to share.
- ✓ If concerns are raised, explain clearly what will happen next and who else needs to be involved. Never promise to keep something secret.
- ✓ Ask them what would help right now – sometimes small practical support, like contacting someone they trust, can help.

AVOID

- ✗ Minimising
"YOU'LL BE FINE"
- ✗ Moral Pressure
"THINK OF YOUR FRIENDS, FAMILY AND YOUR TEAM"
- ✗ Reacting with shock or panic or criticism
"OTHERS HAVE IT WORSE"
- ✗ Trying to fix everything immediately

LISTENING IS MORE POWERFUL THAN PROBLEM-SOLVING AT THIS STAGE.

Once trust is established, ask gently:

"HAVE YOU THOUGHT ABOUT HOW YOU WOULD END YOUR LIFE?"

"DO YOU HAVE A PLAN FOR SUICIDE?"

"WHEN WERE YOU THINKING?"

This helps to assess immediate risk and to calmly formulate an appropriate response.

STEP 5A ASSESS

SUPPORT AND SIGNPOST

**IF YOU ASSESS THAT THE PERSON IS AT RISK OF SUICIDE
DO NOT LEAVE THEM ALONE.**

Each situation is different. Some people may have thoughts of suicide but no specific plans. Others may have a clear idea of how and when they intend to end their life. Your response should reflect the level of immediate risk.

For more information on what to do if someone is showing serious signs of distress.

SCAN HERE.



STEP 5B ESCALATE

SUPPORT AND SIGNPOST

Explain to the person that in order to support them, you will need to involve someone who can provide further help. You do not have to manage this situation alone.

If you are part of a sports club or organisation, follow your organisation's procedures and contact the appropriate lead, such as a suicide prevention lead or welfare officer. If you do not know who this is – ask.

These conversations may happen outside of normal working hours, e.g. after a training session. Some organisations may have an out-of-hours or on-call service. If this is not available, seek advice from a crisis service or healthcare professional.

Depending on the level of risk, it may be appropriate to accompany the person to A&E, or a walk-in service. If you are unsure what action to take, contact a helpline for guidance.

Once you have spoken to an appropriate person, follow the advice given.

Ask whether there is a trusted friend or family member who can be contacted. Where appropriate, hand over responsibility for their immediate safety to a trusted person or professional service and continue to check in with them over the following days and weeks.

Recovery can take time and it can help to know there is someone on your side.

If at any stage you are unsure of what to do, use a helpline, where a trained professional can provide guidance.

SCAN HERE FOR OPTIONS



IMPORTANT

If at any point during *The Conversation* you are concerned for someone's welfare or think they are in danger, do not leave them alone and contact emergency services.

SUPPORT AND SIGNPOST

Supporting someone who shares thoughts of suicide can be tough.

AFTER THE CONVERSATION:

TAKE A MOMENT

Pause and acknowledge how you are feeling.

STAY CONNECTED

Check in with a teammate, coach or trusted person, remembering you do not have to carry it alone — but be mindful of confidentiality.

SEEK SUPPORT

It's okay to need support from a supervisor or counsellor, or to prioritise self-care.

FOR MORE INFORMATION, REFER TO THE ENDURANCE APPROACH ON PAGE 12.



CONFIDENTIALITY

Confidentiality is important, but safety comes first. The duty of care within sports organisations overrides the duty of confidentiality.

If someone shares thoughts of suicide, let them know that if there is a risk to their safety, information may need to be shared to keep them safe. Be honest about this from the start and explain what might happen, who may be told, and why, keeping in line with your organisational policies.

SPORTS ORGANISATIONS SHOULD HAVE CLEAR GUIDANCE ON WHO CONCERNS SHOULD BE REPORTED TO. THIS MAY INCLUDE:

- ✓ Organisation Welfare / Safeguarding Officer
- ✓ Head Coach or Team Manager
- ✓ Senior Organisation Official or Committee Member
- ✓ HR or Occupational Health (where applicable)
- ✓ External support and statutory services where required (such as in smaller organisations)

Where possible, the person's agreement and collaboration should be gained before sharing information. However, sports organisations should state clearly that information may be shared without consent if safeguarding policies require it, particularly where there is a risk to life. Informed consent should always be the preferred approach and should align with privacy and data protection policies.

“THE MULTIPLE PRESSURES THAT JOCKEYS JUGGLE ON A DAILY BASIS CAN HAVE SIGNIFICANT IMPACT ON THEIR GENERAL WELLBEING. THIS TOOLKIT IS A GREAT RESOURCE AND CAN CERTAINLY HELP THE HORSE RACING WORLD RECOGNISE RISK, START CONVERSATIONS, AND SUPPORT THOSE WHO NEED HELP.”

LISA HANCOCK CEO

THE INJURED JOCKEYS FUND



“SUICIDE PREVENTION SUPPORT CAN HAVE AN IMPACT FAR BEYOND THE INDIVIDUAL. AT ST. IVES RFC, IT HELPS US CREATE A CULTURE WHERE PEOPLE LOOK OUT FOR ONE ANOTHER, FEEL ABLE TO TALK AND KNOW WHERE TO TURN WHEN THEY NEED SUPPORT. IN A CLOSE-KNIT COMMUNITY LIKE ST. IVES, THAT AWARENESS AND CONNECTION REACHES BEYOND THE RUGBY CLUB AND INTO THE WIDER TOWN — AND IT CAN GENUINELY SAVE LIVES.”

EMMA JARVIS WELFARE LEAD

ST. IVES RFC



“THIS TOOLKIT IS A VALUABLE RESOURCE FOR HELPING ATHLETES THAT ARE STRUGGLING TO NAVIGATE TRANSITION OUT OF PROFESSIONAL SPORT, WHEN THE RISK OF POOR MENTAL HEALTH IS HIGH. PROVIDING PRACTICAL GUIDANCE AND ENCOURAGING SUPPORTIVE ENVIRONMENTS, HELPS ORGANISATIONS SUPPORTING ELITE AND PROFESSIONAL ATHLETES BUILD CONFIDENCE AND ENSURES THAT INDIVIDUALS CAN ACCESS EFFECTIVE SUPPORT WHEN THEY NEED IT MOST.”

ROB YOUNG MBE CHARITY CEO

SWITCH THE PLAY FOUNDATION





“

“SPORT GIVES PEOPLE A SENSE OF BELONGING. WHETHER IT’S IN THE FOOTBALL STAND OR STEWARDING ON A MATCH DAY, LOOKING OUT FOR ONE ANOTHER MATTERS. THIS TOOLKIT IS A REMINDER THAT HAVING A CONVERSATION CAN MAKE A REAL DIFFERENCE AND IT GIVES US GUIDANCE ON HOW TO DO THAT”

MARTIN KRAY

STEWARD NORWICH CITY FC



THE GAME PLAN

HOW TO IMPLEMENT THE TOOLKIT IN YOUR SETTING

Knowing how to support someone as an individual is a vital part of suicide prevention. But creating lasting change in sport goes beyond the actions of any one person. It requires everyone, at every level, to play their part in creating environments where people feel safe, supported and confident.

Every organisation has the opportunity to shape a culture that prioritises wellbeing, reduces risk, and promotes connection. By putting the right structures, policies and processes in place, organisations can create sustainable systems of support that empower individuals and strengthen the whole sporting community.



For more
guidance and
practical tips on
how to implement
The Starting 11

SCAN HERE



THE STARTING 11

Many of the most impactful actions are simple, cost-effective and sustainable. These 11 actions are a great starting point for organisations to build a supportive sporting culture and make suicide prevention a priority.

1 APPOINT PEOPLE RESPONSIBLE FOR SUICIDE PREVENTION

Assign clear responsibility for suicide prevention across leadership, awareness and support. Larger organisations may appoint different people to each function, while smaller organisations may combine these responsibilities within one role.

2 EMBED SUICIDE PREVENTION INTO POLICIES AND PROCEDURES

Embed suicide prevention across safeguarding, health and safety, EDI (equity, diversity and inclusion), coaching standards, training programmes and organisational policies. When it's woven into everyday practice, it becomes everyone's responsibility.

3 REGULARLY EVALUATE YOUR APPROACH

Regularly evaluate your approach through peer learning, self-evaluation, internal surveys, and incident reviews to identify improvements, share learning, and strengthen procedures.

4 TRAIN STAFF AND VOLUNTEERS IN SUICIDE PREVENTION

Provide suicide awareness training for staff and volunteers so they feel confident recognising signs of distress, starting supportive conversations and responding appropriately.

5 HAVE A RESPONSE PLAN

Have a clear plan for responding when someone is in crisis or when someone dies by suicide. Knowing what to do before an emergency happens can save valuable time and help people access support sooner.

6 HAVE A SUPPORT PATHWAY IN PLACE FOR KEY TRANSITIONS

Recognise that some roles, situations and life events carry additional pressures. Create a clear pathway of support during periods such as injury, deselection, retirement, contract uncertainty or major competitions.

7 KNOW WHERE TO SIGNPOST

Build relationships with local and national support services and ensure staff, volunteers and participants know how to access them. Tools such as Hub of Hope can help map support available in your area.

8 HAVE VISIBLE SUICIDE PREVENTION MESSAGING

Use posters, social media, newsletters, matchday programmes and venue screens to show that wellbeing matters. Visible messaging helps normalise conversations and reduce stigma.

9 PROVIDE TAILORED SUPPORT FOR SPECIFIC ROLES AND TIMES

Certain roles (players, managers, referees) may routinely feel pressure as part of their job, particularly at certain times (pre-tournament, post-loss, during injury) and will need more specific support. Other roles (coach, welfare lead, psychologist, physio) will be more likely to have people come to them in distress. Ensure adequate support for those in supporting roles.

10 MAKE SUICIDE PREVENTION A CONSISTENT, YEAR-ROUND PRIORITY

Suicide prevention should not be limited to awareness days or campaigns. Consistent communication throughout the year helps build trust, raise awareness and create lasting cultural change.

11 SET UP STRONG SUPPORT SYSTEMS

Create opportunities for welfare leads, coaches, volunteers and staff to reflect, learn and support one another through peer networks, communities of practice or professional supervision. Supporting others can be demanding, and those providing support need support too.



THE SETTING

Sporting environments vary in resource, capacity, governance, and influence, which can affect the extent to which suicide prevention can be championed within your organisation. These differences can also be strengths — smaller organisations may be more embedded in, and have stronger links to, the local community, while larger organisations may have more resources and access to specialist support.

Regardless of these differences, all sports organisations have a responsibility and opportunity to support suicide prevention.

INDIVIDUAL SPORTS

THE CHALLENGE

- Can be isolating with limited support structures
- The coach role can be more intense and needs to be carefully selected and monitored
- More individual pressure and scrutiny
- More individual jeopardy when dealing with setbacks such as injury, loss or poor performance

THE OPPORTUNITIES

- ✓ Use closer coach/athlete relationships as an opportunity to check in
- ✓ Create spaces for individuals to come together and socialise
- ✓ Suicide prevention initiatives should focus on individual preventative steps e.g. journalling, breathing exercises, mindfulness, goal setting etc
- ✓ Governing bodies should lead on signposting and support networks



COMMUNITY RECREATION SPACES

THE CHALLENGE

- Hard to engage people in community activities
- Limited structure to wellbeing activities
- Reliant on volunteers with limited mental health/suicide prevention training
- Hard for leadership roles to prioritise suicide prevention

THE OPPORTUNITIES

- ✓ Use public screens and noticeboards to display messaging about suicide prevention and signposting
- ✓ Encourage the discipline of using physical activity as wellbeing and recovery processes
- ✓ Provide an important community focus encouraging people with no other support network to come forward



GRASSROOTS AND SEMI-PRO SETTINGS

THE CHALLENGE

- Individuals feel injury or retirement harder as they are closer to the heart and history of the club and community
- People are balancing the unique pressures of full-time work and sport
- Reliant on volunteers with limited mental health/suicide prevention training
- Hard for leadership roles to prioritise suicide prevention

THE OPPORTUNITIES

- Utilise community spaces for different people to connect
- Offer support and safe spaces for inter-generational communities with long-term connection to the setting



ELITE SPORTS

THE CHALLENGE

- More focus on winning than individual wellbeing
- Bigger media scrutiny, also including families
- More pressure and bigger stakes/financial risk
- The highs and lows become harder to manage

THE OPPORTUNITIES

- Invest in individualised care/support for athletes – sports psychologists, counsellors, general wellbeing, training etc
- Ensure individuals are protected from abuse, particularly online
- Engage fans in positive preventative messaging
- Support athletes through transition periods of deselection, injury or poor performance
- Include families in signposting to create a holistic approach
- Build wellbeing into regular training/recovery programmes
- Recognise the wellbeing needs of squad players who are not playing regularly



GOVERNING BODIES

THE CHALLENGE

- A one-size-fits-all model won't necessarily work. Need to recognise all individuals at all levels
- Need visibility and influence throughout the sport
- Can be hard to translate policy/procedure into real-time needs and actions

THE OPPORTUNITIES

- ✓ Include suicide prevention in wellbeing policies, and appoint a lead in all settings
- ✓ Create bespoke, standardised training for your sport and disseminate it across settings
- ✓ Regularly interact with individuals during and between events
- ✓ Regularly review and update policy to reflect findings/feedback
- ✓ Demonstrate top-down leadership in wellbeing support to help embed policy and procedures



ACADEMIES

THE CHALLENGE

- Young individuals can develop rapidly, both physically and emotionally
- Take loss, rejection or injury personally
- Limited wellbeing awareness
- Won't always open up or seek support with wellbeing issues

THE OPPORTUNITIES

- ✓ Promote wellbeing for young people to build foundations for a healthier life both inside and outside of sport
- ✓ Provide suicide prevention and mental health training for coaches who may be first to know if a young person is struggling
- ✓ Promote a safe and supportive environment which encourages young people to speak up
- ✓ Provide options for career pathways, avoiding finality and rejection being 'the end'
- ✓ Provide dedicated wellbeing buddies

Don't see your
role listed? For
more examples

SCAN HERE



THE GAME PLAN B

YOUR ROLE

HOW TO PLAY YOUR PART

Suicide prevention is everyone's business, and everyone has a role to play.

In sport, teammates, coaches, staff, officials, and volunteers are often part of each other's immediate circle, including in crisis moments and in times of reflection. These are the people who are most likely to notice when something changes, who have the opportunity to start a caring conversation, and who can help someone access support. When that circle is informed and confident, it strengthens the wider system around it, helping people connect with the right support at the right time, from sports organisation welfare leads to family members, professional mental health support and the statutory sector.

Not everyone is expected to be a mental health professional or provide the necessary support services. But you can be the gateway to them. The responsibility on organisations is to have clear procedures and structures and defined roles in place to support everyone involved. For individuals, it is to notice, respond appropriately and pass concerns on, within the same framework.



WELFARE LEAD

AKA

Safeguarding Officer,
Player Support,
Player Care



01

LIKELY TO HAVE PRIOR EXPERIENCE IN SPORTS MENTAL HEALTH

KEY CHALLENGE

May not have the authority to sign off policy decisions

HOW TO TAKE ACTION

- Hold regular wellbeing check-ins
- Monitor behavioural changes
- Provide additional support during key moments (e.g. injury, deselection)
- Encourage peer support
- Know where to signpost

HOW ORGANISATIONS CAN SUPPORT THIS ROLE

- Include suicide prevention in safeguarding training
- Embed suicide prevention in safeguarding policy
- Champion the importance of suicide prevention in policies and procedures

MOST LIKELY TO HAVE THE BIGGEST INFLUENCE ON TEAM WELLBEING

KEY CHALLENGE

Might not always prioritise individual wellbeing over sporting goals

HOW TO TAKE ACTION

- Monitor behavioural changes
- Avoid messaging that prioritises performance over wellbeing
- Provide additional support during key moments
- Manage public perception of individuals carefully (e.g. pre/post-event interviews)

HOW ORGANISATIONS CAN SUPPORT THIS ROLE

- Ensure they are clear on referral processes and signposting
- Create one-to-one check-in structure for managers and players

COACH

AKA

Manager



02

ATHLETE

AKA

Player, Sportsperson,
Fellow Competitor,
Teammate



03

MOST LIKELY TO HAVE THE BIGGEST INFLUENCE ON FELLOW ATHLETES

KEY CHALLENGE

Could be inexperienced and have no mental health or suicide prevention training

HOW TO TAKE ACTION

- Use respectful and responsible language
- Challenge abusive behaviour and harmful language
- Look out for others and offer support where appropriate
- Know where to signpost

HOW ORGANISATIONS CAN SUPPORT THIS ROLE

- Ensure players know where to signpost to
- Provide support systems for people to seek help and raise concerns
- Provide suicide prevention training

CAN CREATE POLICY, LAY THE FOUNDATION AND ALLOCATE RESOURCES

KEY CHALLENGE

Might be distant from the day-to-day operations of the organisation

HOW TO TAKE ACTION

- Best placed to allocate budget for training and support
- Public representation to champion suicide prevention
- Ensure suicide prevention practices are heavily featured in safeguarding frameworks
- Lead by example as an advocate for good practice in suicide prevention

HOW ORGANISATIONS CAN SUPPORT THIS ROLE

- Remember that every role, at every level, has a part to play
- Ensure support mechanisms are in place for senior leaders
- Mandate suicide prevention training for senior leaders

CEO

AKA

Board, Director,
Leadership, Exec.



04

CAPTAIN

AKA

Team Leader



05

TRUSTED PEER, ROLE MODEL AND IN THE BEST POSITION TO ESCALATE

KEY CHALLENGE

Limited suicide prevention expertise, has to manage dressing room dynamics

HOW TO TAKE ACTION

- Use respectful and responsible language
- Challenge abusive behaviour and harmful language
- Look out for others and offer support and signposting where appropriate
- Escalate when necessary

HOW ORGANISATIONS CAN SUPPORT THIS ROLE

- Provide suicide prevention training
- Ensure clear pathways for escalation

HELP TO SHAPE CULTURE, IDENTITY AND PUBLIC PROFILE

KEY CHALLENGE

Limited access to internal frameworks or suicide prevention training that the team has implemented

HOW TO TAKE ACTION

- Use respectful and responsible language
- Challenge abusive behaviour and harmful language
- Provide faithful, consistent support in key moments
- Be mindful of fans' social media influence
- Know where to signpost

HOW ORGANISATIONS CAN SUPPORT THIS ROLE

- Create suicide prevention awareness campaigns on social media
- Engage fans on match days through messaging and pop-up support

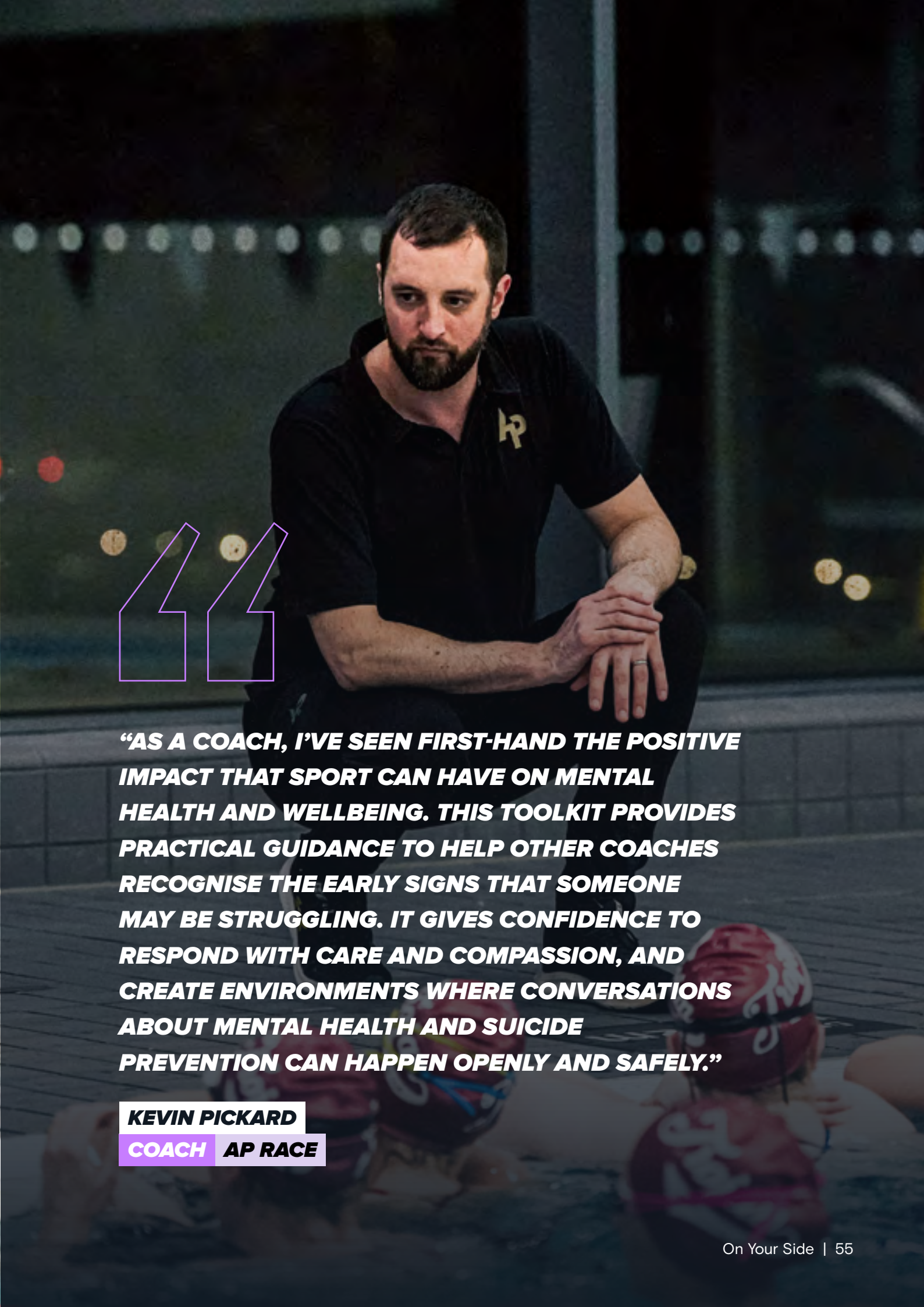
FAN

AKA

Spectator



06



“

“AS A COACH, I’VE SEEN FIRST-HAND THE POSITIVE IMPACT THAT SPORT CAN HAVE ON MENTAL HEALTH AND WELLBEING. THIS TOOLKIT PROVIDES PRACTICAL GUIDANCE TO HELP OTHER COACHES RECOGNISE THE EARLY SIGNS THAT SOMEONE MAY BE STRUGGLING. IT GIVES CONFIDENCE TO RESPOND WITH CARE AND COMPASSION, AND CREATE ENVIRONMENTS WHERE CONVERSATIONS ABOUT MENTAL HEALTH AND SUICIDE PREVENTION CAN HAPPEN OPENLY AND SAFELY.”

KEVIN PICKARD

COACH AP RACE

IN PRACTICE A

IN PRACTICE

INSPIRED BY SPORT, DRIVEN BY COMMUNITY

Across the four nations, organisations like yours are already taking meaningful steps to strengthen their approach to suicide prevention. These case studies showcase just a couple of examples of that work in action, demonstrating how different settings have built on their existing strengths, partnerships and community connections to make a difference.

There is no one-size-fits-all approach to suicide prevention. What works for your organisation will depend on your people, your setting and your community. For some, this work may be entirely new; for others, it may be an opportunity to strengthen and build on good practice. By sharing experiences, ideas and lessons learned, we hope to foster a culture of collaboration and continuous improvement, helping you learn from others, adapt approaches to suit your context, and explore what can be achieved through partnerships within your sport and across your local community.



STICE

JAC LEWIS FOUNDATION

WALES

SPORT CAN CREATE A SAFE SPACE FOR PEOPLE TO TALK

In 2019 Ammanford AFC and the wider community were rocked by the sudden death of player, Jac Lewis. Through that grief they came together with a determination to try and prevent, as much as possible, losing another member of the community to suicide.

The Jac Lewis Foundation was established to provide a range of therapeutic support services for children, young people, and adults who may be at risk of suicide. Alongside this, the foundation delivers prevention and postvention support to individuals, families, and communities.

In 2021, the foundation started working in partnership with Swansea City AFC delivering a mental health and wellbeing hub at the Swansea.com Stadium to provide mental health support without barriers. This is a safe, welcoming space where supporters and local residents can access weekly drop-in sessions facilitated by qualified counsellors. As well as counselling, visitors can also access practical advice on housing, finance, legal issues and training opportunities, ensuring people get the help they need to feel more secure and supported in every aspect of their lives.

In 2025 our work expanded to Cardiff with a weekly hub based out of the Principality Stadium, made possible through a partnership with the Welsh Rugby Union. These Hubs are part of a growing movement to make mental health support central to communities. By working with sporting partners, the foundation's vision is to continue building spaces of hope, resilience, and connection that prevent suicide.



HOW COULD YOU USE YOUR SETTING IN A SIMILAR WAY?

- ✓ Turn your venue into a welcoming community space where people feel comfortable seeking help, building connections, and accessing support.
- ✓ Adopt a whole-person approach by recognising the social, financial, and emotional factors that can impact mental wellbeing and increase vulnerability to suicide.
- ✓ Build strong partnerships with local organisations and services to create tailored pathways to support that can meet the needs of your community.



EVERTON IN THE COMMUNITY

LIVERPOOL

SPORT CAN BE FOUND AT THE HEART OF EVERY COMMUNITY

Everton in the Community has been at the forefront of mental health support since 2007, developing initiatives that provide vital early intervention and preventative support across our communities.

For almost 20 years, the charity has developed a series of bespoke mental health programmes, supporting all members of society with projects specifically for people suffering from social isolation, those living with dementia, veterans, and schoolchildren identified as being at risk of developing mental health issues. In 2023, we opened The People's Place, the Premier League's first purpose-built mental health and wellbeing hub, in the heart of Liverpool.

As well as providing a dedicated home for our mental health programmes, The People's Place provides preventative and early-intervention support, helping people to improve their mental wellbeing while playing a vital role in our work to prevent suicide.

Our commitment to suicide prevention also extends into football, with Everton in the Community and Everton FC among the first clubs to pilot the Premier League's *Together Against Suicide* initiative, using the power of the game to raise awareness, encourage conversation and help save lives.



HOW COULD YOUR ORGANISATION PROVIDE A SIMILAR SERVICE?

- ✓ Recognise the influence and trust your organisation holds and use your platform to champion mental wellbeing within your community.
- ✓ Listen to and collaborate with local people to design services and initiatives that reflect the unique needs of your community.
- ✓ Make a long-term commitment to suicide prevention by investing in sustainable initiatives that provide lasting support and create meaningful change.



CAMANACHD ASSOCIATION AND MIKEYSLINE THE HIGHLANDS

SPORT CAN CONNECT PEOPLE TO ESSENTIAL SERVICES

Shinty clubs sit at the heart of communities across Scotland, bringing people together through shared identity, connection and support. Recognising the important role sport can play in promoting wellbeing, the Camanachd Association partnered with Mikeysline, a charity providing free and confidential mental health and suicide prevention support, to help normalise conversations about mental health across the shinty community.

Together, they developed a series of short films and a practical Mental Health Toolkit designed specifically for players, coaches, volunteers and supporters. Set in familiar shinty environments, the films explore the impact of suicide, encourage people to look out for one another and reinforce the message that support is available. The toolkit provides clubs with accessible resources to help start conversations, support members and signpost people to further help.

The partnership also extended beyond digital resources. Signposting boards promoting Mikeysline's services were installed at shinty grounds across the Highlands, while the charity's Hive on the Road mobile support vehicle attended major cup finals, bringing mental health and suicide prevention messages directly into trusted community spaces.

By combining the reach of sport with specialist expertise, the initiative has helped make conversations about mental health more visible, encouraged earlier help-seeking and provided clubs with practical tools to support the wellbeing of their communities.



HOW COULD YOU USE YOUR SETTING IN A SIMILAR WAY?

- ✓ Use your sport's trusted spaces, events and communication channels to make mental health and suicide prevention conversations visible, accessible and ongoing.
- ✓ Partner with specialist organisations to combine your community reach with expert support, creating stronger pathways to help.
- ✓ Equip your staff, volunteers and participants with practical resources, training and signposting that help people recognise concerns and seek support early.



Mikeysline

IT'S OK NOT TO BE OK



“

“TOO MANY OF US IN THE RUGBY COMMUNITY HAVE LOST FRIENDS TO SUICIDE. THE IMPORTANCE OF THIS TOOLKIT IS SIMPLE: HELPING MORE PEOPLE RECOGNISE THE SIGNS, HAVE THE CONVERSATION AND KNOW HOW TO ACT.”

CHRISTIAN DAY **ADVOCATE AND RETIRED PLAYER**
GENERAL SECRETARY AND CEO OF
THE RUGBY PLAYERS ASSOCIATION

A portrait of a young woman with dark hair pulled back, smiling slightly. She is wearing a white athletic shirt with a Team GB logo and the words 'GREAT BRITAIN' visible. The background is a soft, out-of-focus blue and white.

“

“I KNOW HOW IMPORTANT IT IS TO LOOK AFTER YOUR MENTAL HEALTH. THIS TOOLKIT WILL TEACH SO MANY PEOPLE ABOUT HOW TO HELP YOURSELF AND SUPPORT OTHERS STRUGGLING TOO.”

ANDREA SPENDOLINI-SIRIEIX **ATHLETE**
TEAM GB

AUTHORS



PROF. ANN JOHN OBE

Ann is Director of the National Centre for Suicide Prevention and Self-Harm Research based at Swansea University. A leading international expert in suicide prevention, self-harm and youth mental health, she chaired the British Standards Institution Committee that produced Standard BS 30480, *Suicide Prevention and the Workplace*, and is the Founding Chair of the National Suicide Prevention Network.



Swansea University
Prifysgol Abertawe

Canolfan Genedlaethol ar gyfer
Ymchwil ar Atal Hunanladdiad
a Hunan-niweldio



National Centre for
Suicide Prevention
and Self-Harm Research



DR. ANGELA SAMATA CF DL

Angela is a Psychotherapist, Arts, Mental Health, and Suicide Prevention Consultant. She is a TEDx Speaker and presented the BBC One documentary 'Life After Suicide', which was nominated for a BAFTA and won the Mind Media Award for Best Factual TV documentary. Angela acts as a script and content advisor for broadcast media including the BBC, Channel 4 and Channel 5. She is also an invited member of the 'Self-Harm and Suicide Prevention All-Party Parliamentary Group', and co-author of the Zero Suicide Alliance online training, which has been accessed by over 3 million people globally and was honoured with an NHS70 Parliamentary Award.

WITH THANKS TO

British Standards Institution (BSI) Technical Committee HS/2: Suicide Prevention, for the development of the Standard BS 30480: *Suicide and the Workplace* which this document is based on.

James Ellis,
Jack Thompson-Foster,
Anita Jones and the team at
Hiyield

Liz Thomas-Evans,
Callum Humphreys,
and the team at
Jac Lewis Foundation

Thinks Insight & Strategy

Ammanford AFC

Camanachd Association

Everton FC

Everton in the Community

Swansea AFC

Jules Gillard
Brave Mind

Lisa Knights
Bristol Sport

Renee Quinn
PIPS Charity Suicide Prevention Ireland

Emily Stokes
Mikeysline

Lawrence Uttley
Coach Core

Amelia Wrighton
Suicide&Co

Harry Corin

Jon Howe

Jo Metcalfe

Neil Midgley

Ben West

EXPERT PANEL

Lewis Cannon
Welsh Rugby Union

Jenn Gandhi
The Football Association

Genevieve Gordon-Thomson
Netball Players Association

Anna Hopkin MBE,
Kevin Pickard
AP Race

James Howes
British Cycling

Callum Lea
Sporting Wellness

Maura McMenamin
Ulster Gaelic Athletic Association

Wayne Morris,
Mike Roberts
Brave Mind

Jannine Walker
Activity Alliance

Robbie Wood
Street Soccer Scotland

USER TESTING PANEL

AP Race

Brave Mind

Bristol Sport

British Cycling

Coach Core

Jac Lewis Foundation

Netball Players Association

Street Soccer Scotland

Ulster Gaelic Athletic Association

EDITORS

Kiera Massiah

Robert J. Stanex

DESIGNER

Aidan Wogan

DEVELOPMENT TEAM

Emily Davies

Karen Hodgson

Justyna Ivan-Lisiecka

Lewis Jennings

Jake Mills

Jane Packer

Steph Shore

ENDORSED BY

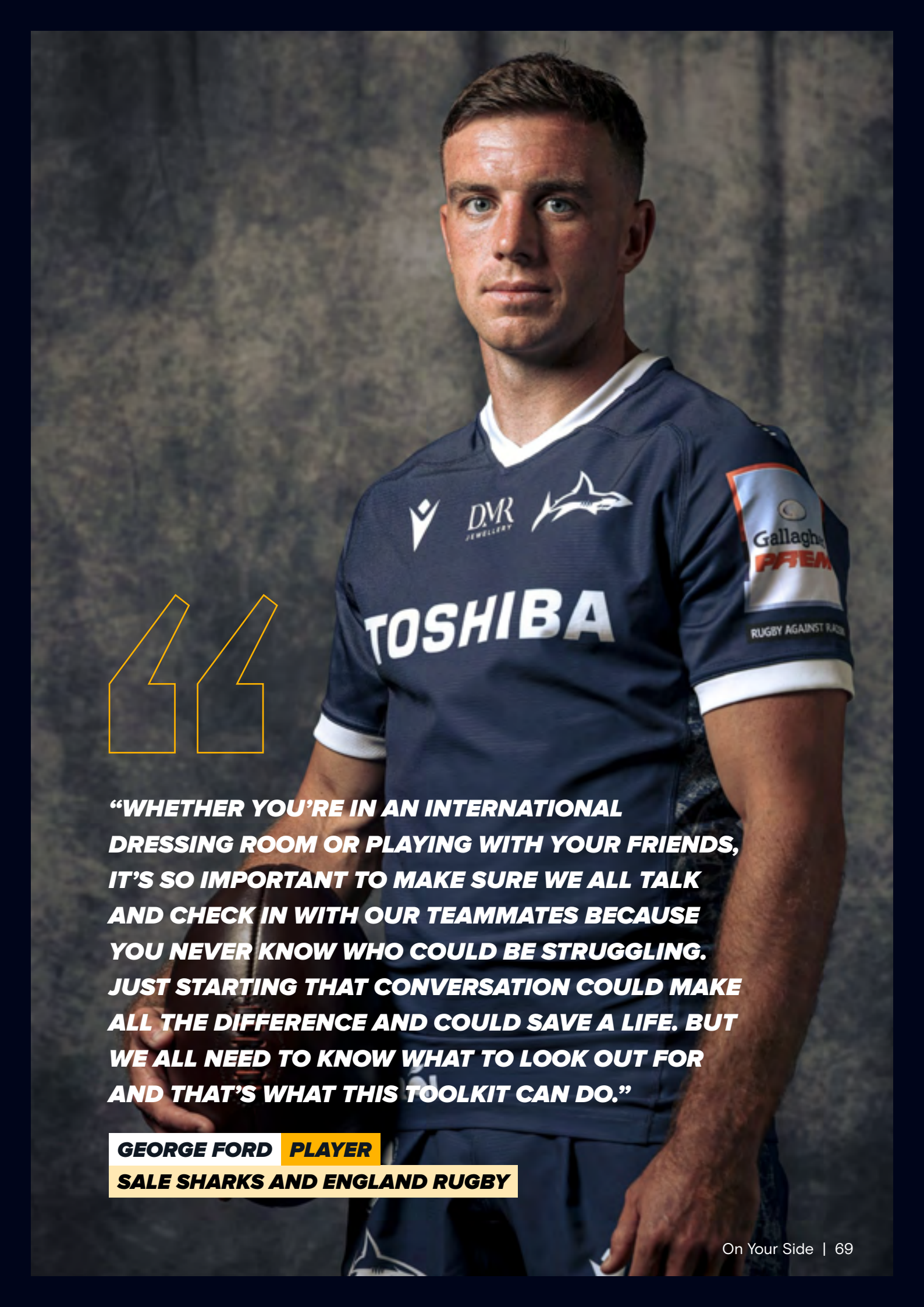
NATIONAL
SUICIDE
PREVENTION
NETWORK

A FOUR NATIONS APPROACH

ROYAL
FOUNDATION
OF THE PRINCE AND PRINCESS
OF WALES

REFERENCES

1. EY (2025) Sports Engagement Index. <https://info.ey.com/UKI-UK-Multiple-ED-2025-02-21-EY-Sports-Engagement-Index-Report-2025.html>
2. Butt, S., Randall, E., Morris, S., Appleby, L., Hassiotis, A., John, A., McCabe, R., & McManus, S. (2025) Suicidal thoughts, suicide attempts and non-suicidal self-harm. In Morris, S., Hill, S., Brugha, T., McManus, S. (Eds.), Adult Psychiatric Morbidity Survey: Survey of Mental Health and Wellbeing, England, 2023/4. NHS England. <https://digital.nhs.uk/data-and-information/publications/statistical/adult-psychiatric-morbidity-survey/survey-of-mental-health-and-wellbeing-england-2023-24/suicidal-thoughts-suicide-attempts-and-self-harm#4-6-citation>
3. UK Parliament House of Commons Library (2026) Suicide Statistics. <https://commonslibrary.parliament.uk/research-briefings/cbp-7749/>
4. Cerel, J., Brown, M.M., Myfanwy, M., Singleton, M., van de Venne, J., Moore, M., and Flaherty, C. (2019) How many people are exposed to suicide? Not six. In: Suicide and Life-Threatening Behavior. Wiley. April 2019, 49(2), 341–626. <https://pubmed.ncbi.nlm.nih.gov/29512876/>
5. McDonnell, S., Hunt, I. M., Flynn, S., Smith, S., McGale, B., & Shaw, J. (2020). From grief to hope: The collective voice of those bereaved or affected by suicide in the UK. Suicide Bereavement UK. https://suicidebereavementuk.com/key_document/from-grief-to-hope/
6. World Health Organization (2025) Suicide Factsheet. <https://www.who.int/news-room/fact-sheets/detail/suicide>
7. Dazzi, T., Gribble, R., Wessely, S., & Fear, N. T. (2014). Does asking about suicide and related behaviours induce suicidal ideation? What is the evidence?. Psychological medicine, 44(16), 3361–3363. <https://doi.org/10.1017/S0033291714001299>
8. John, A., Delgado-Banos, M., Gunnell, D., Dennis, M., Scourfield, J., Ford, D., Kapur, N., And Lloyd, K. (2020) Contacts with primary and secondary healthcare prior to suicide: Case-control whole-population-based study using person-level linked routine data in Wales, UK, 2000–2017. In: British Journal of Psychiatry. Cambridge University Press. December 2020, 217(6), 717–724. <https://pubmed.ncbi.nlm.nih.gov/32744207/>
9. Huo M, Yang Z, Yang L and Chen S. (2024) Can sports participation be a protective factor against suicide-related outcomes in adolescents: a systematic review. Frontiers in Psychology, 15, Article 1341795. <https://doi.org/10.3389/fpsyg.2024.1341795>



“

“WHETHER YOU’RE IN AN INTERNATIONAL DRESSING ROOM OR PLAYING WITH YOUR FRIENDS, IT’S SO IMPORTANT TO MAKE SURE WE ALL TALK AND CHECK IN WITH OUR TEAMMATES BECAUSE YOU NEVER KNOW WHO COULD BE STRUGGLING. JUST STARTING THAT CONVERSATION COULD MAKE ALL THE DIFFERENCE AND COULD SAVE A LIFE. BUT WE ALL NEED TO KNOW WHAT TO LOOK OUT FOR AND THAT’S WHAT THIS TOOLKIT CAN DO.”

GEORGE FORD **PLAYER**

SALE SHARKS AND ENGLAND RUGBY

This work, including all text, graphics, data, images and other materials contained in it (the “Content”), is jointly owned by The British Standards Institution (“BSI”), Chasing the Stigma, and The Royal Foundation of The Prince and Princess of Wales (“The Royal Foundation”), and is protected by copyright and other intellectual property laws.

© 2026 The British Standards Institution, Chasing the Stigma, and The Royal Foundation of The Prince and Princess of Wales. All rights reserved.

The Content was co-created by BSI, Chasing the Stigma, and The Royal Foundation. Save as expressly permitted below or under applicable law, no part of the Content may be reproduced, stored in a retrieval system, distributed, transmitted, adapted or communicated to the public in any form or by any means (whether electronic, mechanical, photocopying, recording or otherwise) without the prior written permission of BSI, Chasing the Stigma, and The Royal Foundation.

Requests for permission to reproduce or use any part of the Content, and all enquiries regarding rights and licensing, should be addressed to copyright@bsigroup.com.

The names, logos and trade marks of BSI, Chasing the Stigma, and The Royal Foundation are the property of their respective owners and may not be used without the prior written consent of the relevant owner.

Nothing in this notice transfers or assigns any right, title or interest in the Content, or in any intellectual property rights subsisting in it, to any third party.

Chasing the Stigma is a charity registered in England and Wales, No. 1170757, and a company limited by guarantee registered in England and Wales, Company No. 09950448.

The Royal Foundation of The Prince and Princess of Wales is a charity registered in England and Wales, No. 1132048 and a company limited by guarantee registered in England and Wales, Company No. 7033553.



