Better Health, Better Care, Better Value
COVENTRY AND WARWICKSHIRE

# It Takes Balls to Talk

Evaluation Update January 2019

IT TAKES BALLS TO TALK

# Metrics Captured

IT TAKES BALLS TO TALK

- Event details (inc. attendance figures)
- No. Infinity cards handed out
- No. Brief conversations held
- No. Meaningful conversations held
- Referral / information provided for a local service eg. Samaritans, IAPT
- No. Crisis interventions
- Training feedback
- Examples of meaningful conversations
- Social media reach

# Event Evaluation

IT TAKES BALLS TO TALK

19 events

3526 infinity cards

1218 brief conversations

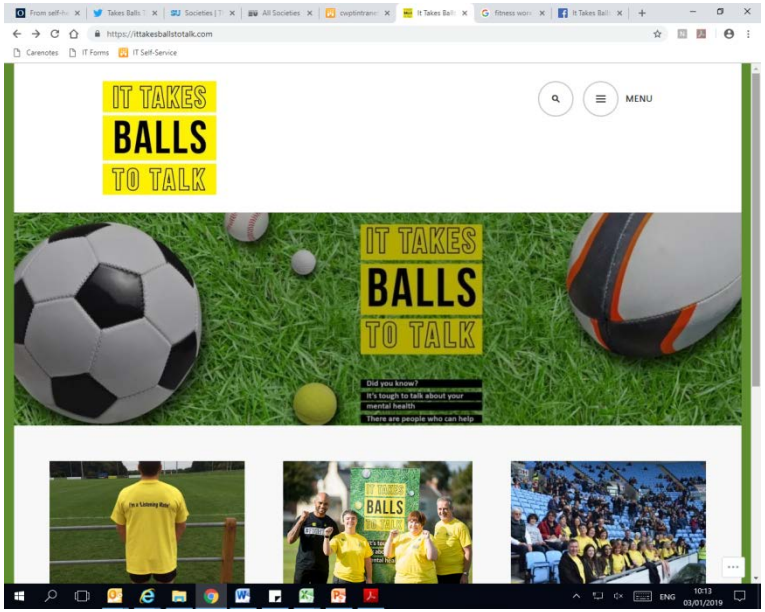
257 meaningful conversations

# Recent Events

IT TAKES BALLS TO TALK

- Warwick Racecourse New Year's Eve event attended by 6000 people
- Participating in World Mental Health Day event at Butts Rugby Club, Coventry
- Coventry University Men's Health Day
- Rolls Royce presentation
- Fitness Worx Gym (Kenilworth) presentation
- Empire Gym (Nuneaton) presentation
- Coventry University Sports event campaigning

# Social Media



# Social Media Reach

There are Twitter and a Facebook ITBTT pages. The analytics for each month since August 2018 can be seen in the table below:

| | Facebook analytics | | | | Twitter analytics | | | |
|---|---|---|---|---|---|---|---|---|
| **Month** | **No. of Posts** | **No. of Followers** | **Instances of Engagement** | **Reach** | **No. of Posts** | **No. of Followers** | **Instances of Engagement** | **Reach** |
| **Aug** | 1 | 755 | 73 | 1013 | 11 | 1122 | 150 | 17,639 |
| **Sep** | 4 | 778 | 179 | 3046 | 23 | 1241 | 317 | 25,560 |
| **Oct** | 13 | 868 | 848 | 12,052 | 29 | 1362 | 446 | 27,342 |
| **Nov** | *pending* | | | | | | | |
| **Dec** | *pending* | | | | | | | |
| **10th Sep** | 0 | 767 | 3 | 184 | 2 | 1185 | 40 | 1500 |
| **10th Oct** | 0 | 825 | 5 | 352 | 5 | 1285 | 47 | 1800 |

*instance of engagement is anyone who has reacted to it, whether they are a follower or not.
10th September – World Suicide Prevention Day
10th October – World Mental Health Day)

# Training Evaluation

IT TAKES BALLS TO TALK

| Question No. | Question | ☺ | | 😐 | | ☹ |
|---|---|---|---|---|---|---|
| Q1.1 | I know more about myths associated with suicide and barriers to seeking help | 81% | 16% | 3% | 0% | 0% |
| Q1.2 | I have a better understanding of the prevalence of suicide | 87% | 12% | 1% | 0% | 0% |
| Q1.3 | I understand the role of empathy and the concept of mitigating suicide | 84% | 13% | 3% | 0% | 0% |
| Q1.4 | I know how to talk to someone who is in emotional distress | 73% | 21% | 6% | 0% | 0% |
| Q1.5 | I know where to seek help and about the Feeling on the Edge resource | 65% | 23% | 9% | 0% | 3% |
| Q2.1 | Were your questions answered to your satisfaction? | 90% | 10% | 0% | 0% | 0% |
| Q2.2 | Were the materials covered presented in a clear and organised way? | 87% | 13% | 0% | 0% | 0% |