12th Man

Why did we take action?

To help men talk about their mental health

Creating a safe place to talk

Reduce the stigma of mental health issues

Improving confidence to listen & support

What did we do?

Campaign & training

Engaged with barbers, pub staff, tattooists

Mental Health First Aid training

Events hosted by affiliated clubs

2018/2020

What has the impact been?

80+ individuals trained

90+ organisations engaged

Almost 3000 conversation cards shared

More men talking about mental health

Micro-communities developed

Norfolk and Waveney STP