



MADE IN INDIA
SIZE 4

**TACKLE
YOUR
FEELINGS**

Program Overview

Season 2023



**TACKLE
YOUR
FEELINGS**



A mental health training program for community AFL clubs.



POWERED BY Z ZURICH FOUNDATION

About the program

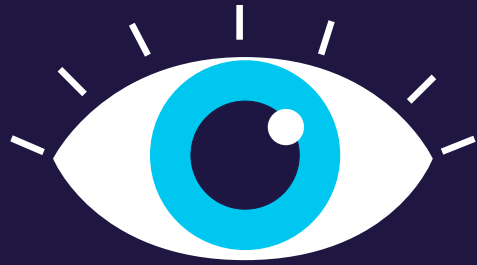
Tackle Your Feelings is a free mental health training program for community AFL coaches, as well as committee members and other club support staff.

The program was formed by the AFL Coaches Association, AFL Players' Association and Zurich Insurance in 2018, after the tragic death of Adelaide coach Phil Walsh three years earlier. The program is delivered by a local psychologist and aims to help participants gain the tools to Understand, Recognise and Respond to signs of mental ill-health in their players. The program is based on the education delivered to the AFL industry, and is led by high profile player and coach ambassadors. Since its formation, the Tackle Your Feelings program has been delivered to more than 7200 participants in every Australian state and territory, and it's available to your club in 2023.

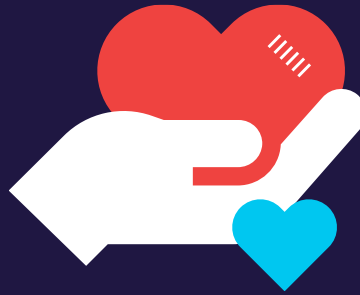
Our new program for senior players and umpires is also available in select regions in 2023.



Tackle Your Feelings program objectives



**Raise
Awareness of
mental health
and mental ill-
health**



**Reduce Stigma
(self and
social) related
to mental ill-
health**



**Change behaviours
towards actions
associated with
mental health in the
local football
community**

By the end of 2024

1,000

Community Clubs

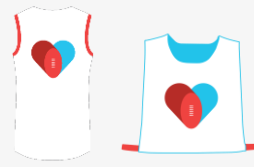
10,000

Community Coaches

100,000

Players & Parents Impacted

Coach participant journey



Four Quarters of
Mental Health
Awareness

Optional introductory
module via

coach 



90-minute
workshop with a
local
psychologist



Online
modules to
build on
learning



Resources
and club
rewards



UNDERSTAND



RECOGNISE



RESPOND



JUNIOR YOUTH ADULT



**CONTENT
AMBASSADORS
APPAREL
FOOTBALLS
EQUIPMENT**

Player and umpire participant journey

**TACKLE
YOUR
FEELINGS**



**Four Quarters of
Mental Health**



**SENIOR PLAYERS and
UMPIRES**



**One-hour of
optional online
learning (pre or
post)**



**90-minute
workshop with a
local
psychologist**



**Impact on overall
environment
through shared
conversation**



UNDERSTAND **RECOGNISE** **RESPOND**



REWARDS

Tackle Your Feelings Ambassadors

Plus – Simon Goodwin, Leon Cameron, Alastair Clarkson, Chad Cornes, Nathan van Berlo, Alex Johnson, Daniel Gorringer, Brittany Bonnici, Kaitlyn Ashmore, Andrew Brayshaw and Touk Miller

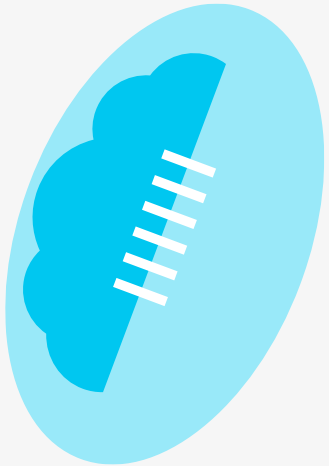




**“It’s an awesome program.
It’s so succinct and gives you
really good strategies...It’s a
really good conversation
starter”**

*-Nathan Buckley
Ambassador*

Case study: Melbourne High School Old Boys



TACKLE YOUR FEELINGS

Community partners



Evaluation



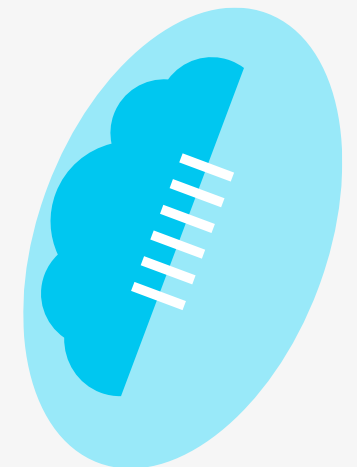
In 2021, Tackle Your Feelings partnered with world leading researchers in mental health at Monash University to complete an independent evaluation into the effectiveness of the program. A randomized Controlled Trial completed over one community football season with multiple data points. The final output was a peer reviewed publication in the Journal of Mental Health and Prevention in Q1 of 2023. Scan the QR code to read the article.

Key outcomes

- 1) Coaches see that they have an important role in supporting the mental health and wellbeing of their players but don't always feel confident they have the skills to have conversations
- 2) TYF improves coaches' understanding of mental health and wellbeing
- 3) TYF increases coaches confidence to have conversations with their players about mental health and wellbeing
- 4) Coaches who have completed the TYF program provide an environment that improves the willingness of players to discuss mental health and wellbeing and seek help
- 5) When both coaches and players complete the TYF program, there are additional benefits than if just coaches had completed the program



Further evaluation work has begun measuring the impact of a whole of club approach to education through the addition of a players specific program



Why Tackle Your Feelings?



Free program developed specifically for community football clubs



Education delivered by an APS member, AHPRA registered local psychologist



Evaluated by Monash University



Led by high profile AFL coach and player ambassadors



Based on mental health education delivered to AFL players and coaches



A part of the AFL's coach education journey (CoachAFL)



Additional coaching resources and TYF Rewards Program





TACKLE YOUR FEELINGS

YEAR IN REVIEW 2022

161

TACKLE YOUR FEELINGS WORKSHOPS



68

AHPRA APS PSYCHOLOGISTS DELIVERED WORKSHOPS

16

COACH AND PLAYER AMBASSADORS REPRESENTED THE PROGRAM



205

COMMUNITY FOOTBALL CLUBS ACROSS AUSTRALIA



2579

PROGRAM PARTICIPANTS



ZURICH

5

WORKSHOPS DELIVERED TO 152 ZURICH STAFF

21

COMMUNITY PARTNERSHIPS



96

METRO

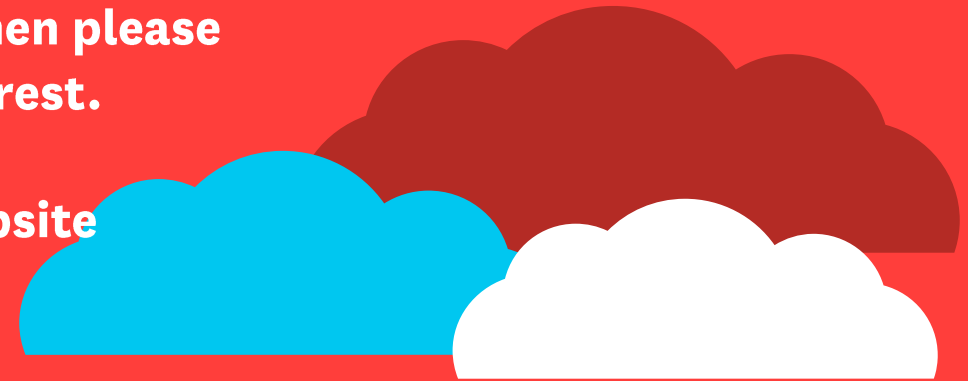
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REGIONAL

How to get involved

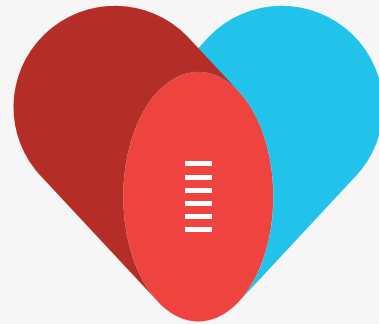
Tackle Your Feelings is a free program and is available in every Australian state and territory via our community partnerships. Please contact the Tackle Your Feelings Coordinator at your community football league, state body, AFL club community team or regional sports assembly to book in a session at your club. If your region is not captured by our community partnerships, then please email info@tacklyourfeelings.org.au to register your interest.

You can learn more about our program by visiting our website tackleyourfeelings.org.au



**FIT
MINDS
KICK
GOALS**





Adam Baldwin
Program Manager
Tackle Your Feelings
adam@tackleyourfeelings.org.au

tackleyourfeelings.org.au



Thank you!