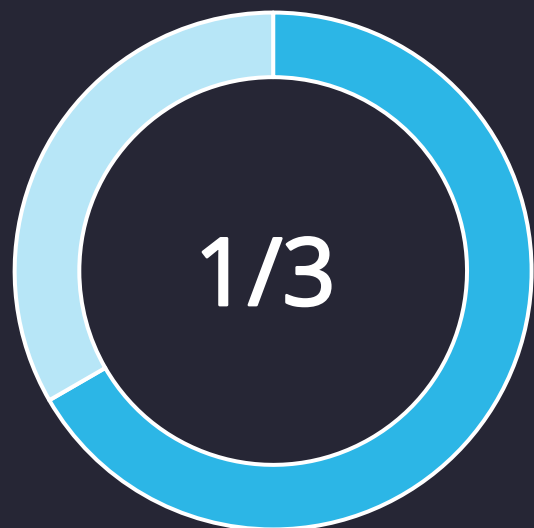


HEADFIRST

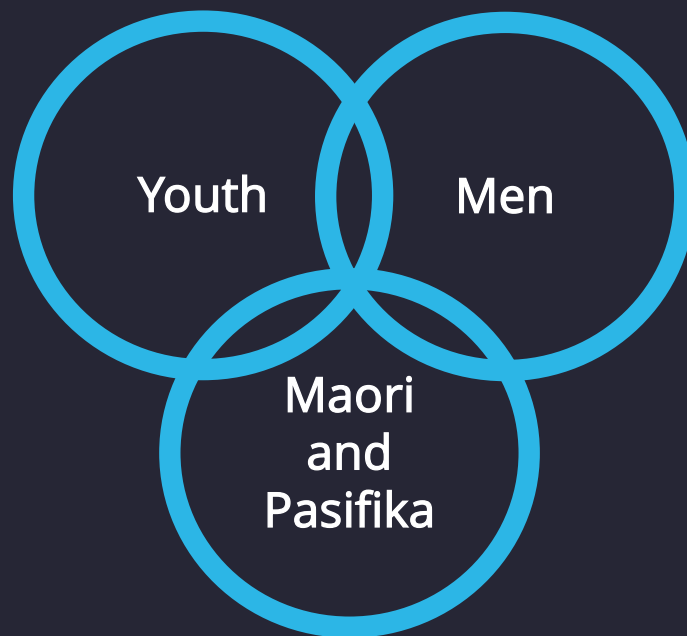
FIT MINDS FOR TOUGH TIMES.



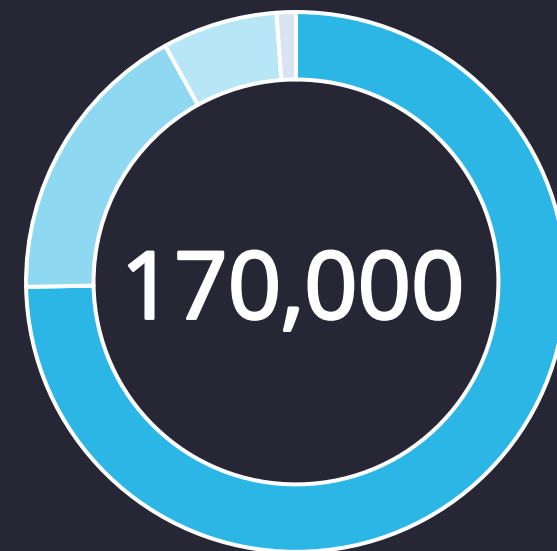
The need



A third of all New Zealanders experience mental distress



Rugby in NZ includes 3 of the most at-risk populations for mental distress and suicide



170,000 people participating in rugby across NZ

■ Male players ■ Female players ■ Coaches ■ Referees

Mission Statement

To develop and deliver a national mental health and wellbeing programme that will help players, coaches, support staff and whānau in the rugby community enhance their own wellbeing and that of others.

Key Programme Objectives

1

To strengthen the individual's ability and intent to improve or maintain positive mental fitness and utilise effective strategies to cope with challenges in and outside of rugby.

2

Create sustainable environments in the rugby community that are receptive to conversations about mental health and support help seeking and receiving.

3

To use rugby's influence to support and add to the national conversation around normalizing and reducing mental health stigma and promote positive action.

Public website HeadFirst.co.nz

HEADFIRST NEED HELP? Mental Fitness Tough Times Self Tests Videos Helping Others

MENTAL FITNESS

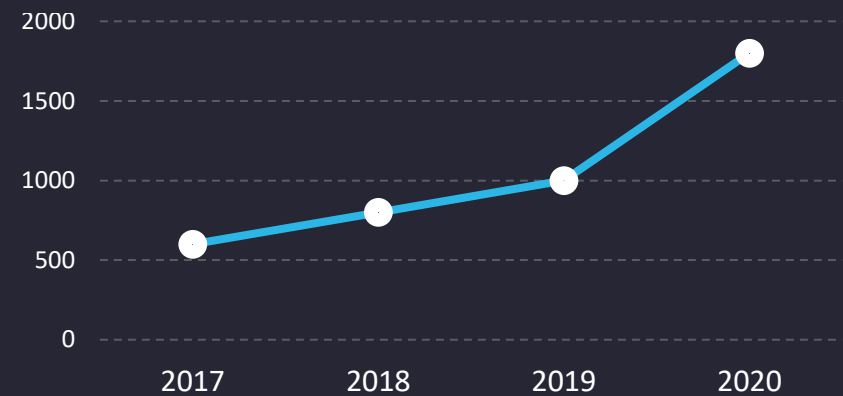
Being mentally fit can mean different things to different people, but for most it's about being able to live your life with freedom and enjoyment. Coping with life's ups and downs, recognising your potential, adapting to change and achieving your goals, are all key factors to being mentally fit.

WATCH FULL VIDEO

SCROLL

Mental fitness is very similar to physical fitness. We train hard so that we can perform to the best of our ability. The same goes for our mental fitness. Making sure we have the skills and support we need to tackle challenges allows us to enjoy life more. Everyone has different ways of dealing with stress, as well as different amounts of stress they can cope with. The good news is that mental fitness is something everyone can grow and develop. **Scroll below** to see how you can build your mental fitness.

Average new users per month



Player ambassadors sharing their mental fitness tips

Strategies to cope with tough times



DEPRESSION

Most people have had times in their lives when they've felt sad or down. These...

[READ MORE](#)



ANXIETY

Everyone has feelings of anxiety at some point. Whether it's a job...

[READ MORE](#)



INJURY

Injuries that affect your ability to play can be one of the biggest challenges rugby...

[READ MORE](#)



STRESS

Stress is a common feeling we all experience at times. Some people see stress as a...

[READ MORE](#)



TRAVEL

Travelling away from home to play rugby can be one of the most enjoyable aspects of the...

[READ MORE](#)



SUICIDE

Having thoughts of wanting to end your life can be really frightening. Wanting it all to...

[READ MORE](#)



ANTON LIENERT-BROWN - ALL BLACK & CHIEF

Anton shares his experiences with the benefits of sharing and getting support.



ARDIE SAVEA & ANTON LIENERT-BROWN

Anton and Ardie talk about the importance of mental fitness and checking in with your mates.

Self-tests for depression & anxiety

SELF TESTS

These self-tests will help you figure out whether you're showing any warning signs of depression or anxiety. Although they won't give you a diagnosis, they will help point you in the right direction.

If you're feeling down or miserable a lot of the time start with the depression test, or if you're feeling on edge and nervous often then try the anxiety test.

[FEELING DOWN?](#)

[FEELING ANXIOUS?](#)

[SCROLL](#)

NEED HELP RIGHT NOW?

NEED HELP RIGHT NOW?

HeadFirst Workshops



■ Players ■ Other roles

87%

Felt more able to cope with unwelcome thoughts or feelings

84%

Felt more able to communicate with whanau

97%

Felt the information learnt would be helpful in the future

90%

Felt stronger in themselves as people

Workshop Feedback

“ Interactive session, loved the videos. Clear, positive message and helped a lot to know some of the signs to look out for. ”

Male, pro rugby academy

“ Really enjoyed how the session was run. Had a good balance between practical and listening. Very relevant content. ”

Male, pro rugby academy

“ Really enjoyed this session, I learnt some new tips and feel more confident in this area now. ”

Male, community player

“ Enjoyed this, the session gave me some new tips on what to look out for when someone might be experiencing depression or anxiety. ”

Female, community player

“ Enjoyed this workshop. I've learnt that the tools I use in rugby are the same ones I can use outside of it. I feel good. ”

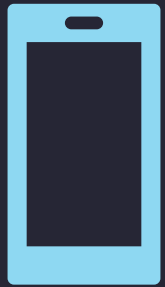
Female, pro rugby academy

“ Awesome session. Some great practical tips to help us and others. I learnt heaps and it was a good checkpoint for myself. ”

Male, pro rugby academy

Awareness Campaigns

Moment Against Silence:
All Blacks vs Tonga



6 million
impressions



400,000
views



1.5 million
reached



95,500
engagements

ALL BLACKS vs TONGA

2:21pm • 07.09.19



Online learning

- Designed for community coaches
- Face to face workshop content in an online learning format
- Upskilling coaches on how they can support players who might be struggling
- Skills and strategies for them to look after their own mental fitness and cope with stress
- Additional modules for other roles to be added over time

HEADFIRST

Knowing how to help





If you find yourself in a situation where someone is showing signs of struggling, there are some key steps you can take to help.

It's important to realise that you're not responsible for that person but you can support them by:

- asking how they are and letting them know why you're concerned
- being approachable and available to talk (even if they don't take you up on the offer, just knowing that you are there is important)
- letting them know things can and will get better and that there are people who can help.

Starting a conversation with someone you're worried about isn't always easy. The ALEC model is a great tool to use when you need one.

Click on the icons below to find out more

			
Ask	Listen	Encourage Action	Check In

Continue

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Continue



Rugby is in every community. Its reach spans some of the most vulnerable communities within Aotearoa. Through HeadFirst and the platform of rugby there is a powerful opportunity to influence positive change for the mental health and wellbeing of all New Zealanders.

HEADFIRST



FIT MINDS FOR TOUGH TIMES.