



Healthy Club Manual

In partnership with



Irish Life | in the
community





HEALTHY CLUB MANUAL

In partnership with:





Foreword

In an era when much of sport's worth has become associated with winning, the Healthy Club Project (HCP) aims to champion the deeper values associated with the GAA: those of community, identity, volunteerism, inclusivity, health and wellbeing, and the opportunity to express oneself across the lifespan regardless of perceived abilities.

The project is an exciting partnership involving Healthy Ireland, the HSE, the National Office for Suicide Prevention, the Public Health Agency, and Irish Life. It is designed to increase GAA clubs' ability to support healthier lifestyles, and in doing so enhance their positive influence in their communities.

The journey towards official recognition as a Healthy Club involves an 18-month cycle. Along the way a Healthy Club Project team is established with training and support provided by the Community & Health Department in Croke Park, and locally by their respective County Health & Wellbeing Committees. Clubs engage with their members and communities to identify priority areas upon which to focus. Popular areas of focus include healthy eating; becoming a smoke-free club; physical activity for non-playing members; engaging older members of the community; emotional wellbeing; gambling, drug, and alcohol education; and inclusion and integration (opening our games and clubs to non-traditional GAA members).

To assist them in achieving their goals, the project team seek meaningful partnerships both within their club (with, for example, players, coaches and parents) and in their wider community (with local schools, statutory bodies, charities, community groups, etc.).

A community is forged amongst participating clubs through shared training opportunities, meetings, and conference events. Clubs also document their journey online through the Healthy Club portal allowing experiences to be shared while also enabling the project's impact to be measured.

The Healthy Club project is helping to further embed the position of GAA clubs at the heart of their communities. Welcome to the movement, we hope you enjoy the journey.



GAA Ambassadors Philly Mc Mahon (Dublin Footballer), Michael Fennelly (former Kilkenny Hurler), Anna Geary (Former Cork Camogie Captain) and Mickey Harte (Tyrone Football Manager) at the Ulster GAA Healthy Club Roadshow in Jordanstown, University.

CLUB TESTIMONIES



THE HEALTHY CLUB PROJECT WILL TRANSFORM THE HEALTH OF YOUR COMMUNITY. IT WILL ENHANCE YOUR CLUB, STRENGTHEN YOUR CLUB AND THE BONDS WITHIN YOUR CLUB. IT REALLY GREW OUR CLUB AND CHANGED IT IN A POSITIVE WAY. IT BROUGHT A WHOLE NEW COHORT OF PEOPLE TO THE CLUB. IT IS A WONDERFUL PROGRAMME AND I WOULD ENCOURAGE EVERY CLUB TO GET INVOLVED

Healthy Club Officer, Conor Buckley from Castlehaven GAA club in Cork



THE HEALTHY CLUB PROJECT HAS GIVEN OUR CLUB A REAL BOOST. NOT ONLY ARE OUR MEMBERS HEALTHIER AND HAPPIER BUT FROM A CLUB PERSPECTIVE WE HAVE INCREASED OUR SOCIAL MEMBERSHIP. PEOPLE SOON REALISED WHAT WAS AVAILABLE IN THE CLUB AND THAT WE AREN'T JUST CONCERNED ABOUT THE PLAYERS ON THE PITCH BUT ALSO THE WIDER COMMUNITY

-Healthy Club Officer, Janas Harrington, St Finarr's National Hurling and Football club in Cork.



THE HEALTHY CLUB PROJECT HAS BEEN A HUGE BENEFIT TO BOTH THE SCHOOL AND THE WIDER DONNEycARNEY COMMUNITY. IT HAS BROUGHT ABOUT A GREATER AWARENESS OF BEING HEALTHY IN ALL ASPECTS, FROM PHYSICAL TO MENTAL TO LIFESTYLE AND THIS HAS STARTED FROM THE VERY EARLY AGES IN THE NURSERY, RIGHT UP THROUGH OUR PRIMARY SCHOOLS AND SPREAD INTO OUR SECONDARY SCHOOLS, RIGHT UP UNTIL ADULT HOOD

-Ciara Harte, Principal Scoil Chiaráin CBS, Donneycarney in Dublin





CONTENTS

SECTION 1 – INTRODUCTION	7
Background.....	7
What is a Healthy Club?	7
Benefits and Opportunities	8
How to Become a Healthy Club?	8
SECTION 2 – STEPS TO BECOMING A HEALTHY CLUB	9
Step 1 - Appoint Healthy Club Officer and project team	10
Step 2 - Receive Healthy Club Officer and portal training.....	11
Step 3- Club Mapping.....	12
Step 4- Community Consultation.....	13
Step 5- Develop and activate action plan	14
Step 6- Local Launch	15
Step 7-Report & Reflect	16
Healthy Club Recognition and Renewal:.....	17
SECTION 3 – THE BUILDING BLOCKS OF A HEALTHY CLUB	19
Plan: Underpins what we want to do	20
Partners: The people/group we need buy-in or assistance from	20
Activity: the action(s) your club decides to focus on	21
The Club – this refers to the positive impact that the Healthy Club project has on your club.	21
SECTION 4 – HEALTHY CLUB PRIORITY AREAS & CASE STUDIES	23
Healthy Eating Section	24
Mental Fitness Section	33
Physical Activity Section	43
Community Section.....	59
Gambling, Alcohol & Drug Education Section.....	78
SECTION 5 – CRITICAL INCIDENT RESPONSE PLAN (CIRP)	85
SECTION 6 – COMMUNICATION	87
SECTION 7 – INSURANCE	89
APPENDICES	91
Appendix 1: Role Description - Healthy Club Officer	91
Terms of Reference - Healthy Club Project Team.....	92
Appendix 2: Community Assessment Tool	93
Case Study: Community Consultation/Engagement	94
Appendix 3: Action Planning.....	97
Action Plan Template.....	98
Smoke Free Action Plan Sample	99
Operation Transformation Action Plan Sample.....	100
Appendix 4: Healthy Club Launch (Lá na gClubanna).....	101
Appendix 5: Report & Reflect	103
Progress Report Template	103
Participant & Coordinator Feedback Forms	104
Appendix 6: Partnership Check list	109
Appendix 7: Press Release Template.....	111
Press Release Sample	112
Appendix 8: Healthy Club Documents.....	115
Healthy Club Statement	116

Sample GAA Club Tobacco, Alcohol and Drug Policy.....	117
GAA's Smoke- free policy	121
GAA Anti-Bullying Policy Statement	122
Mental Health Charter	123
GAA's Healthy Eating Guidelines	124
GAA's Physical Activity Guidelines	126
Gambling and Sport – Considerations for the GAA.....	127
Gambling Club Policy	129
Appendix 9: GAA Health & Wellbeing Structures.....	131
Appendix 10: Supports & Resources	133
Appendix 11: Healthy Club Officer Certificate.....	141



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Section 1

Introduction



SECTION 1 – INTRODUCTION

Background

The GAA has always played a significant role in support of the health and wellbeing of the people of Ireland. As clubs began seeking additional support and guidance to better enable them to respond to some of the health challenges of a modern Ireland, the Healthy Club Project was established in 2013. Its aim is simple: To make the GAA a healthier place for everyone to enjoy.

The Healthy Club model was developed with support from Healthy Ireland, the HSE, the National Office for Suicide Prevention, and a CSR investment by Irish Life. Thanks to this support and the efforts of the club volunteers involved, two test phases were successfully completed by 16 clubs (2013-15) and 58 clubs (2015-17).

Phase 3 (2018-19) will see numbers grow to 150 clubs as part of an on-going pilot phase of limited numbers. The aspiration is to open the project to all interested clubs in 2020. We want every GAA club to become a hub for health in its community.



An Uachtarán CLG Aogan Ó Fearghail with Minister for Health, Simon Harris; Minister of State for Health Promotion, Catherine Byrne; Irish life CEO, David Harney; Dublin Ladies Footballer, Lyndsey Davey, Mayo Footballer, Diarmuid O'Connor and Waterford Hurler, Jamie Barron at the launch of the Healthy Club Project Phase 3 in Croke Park.

What is a Healthy Club?

Each club and community will have its own idea of what constitutes a Healthy Club. However, from our experience to date, some principles underpin all Healthy Clubs.

Healthy Clubs:

- Recognise health and wellbeing as a core value; one that is everyone's responsibility with everyone having a role to play.
- View health as something holistic that involves physical, mental, social and spiritual wellbeing.
- Seek to make their club setting /environment as healthy as possible and set a good example through their practices, policies, and partnerships.
- Are community clubs that aim to extend their positive influence beyond their membership.
- Are inclusive clubs that aim to offer people of all abilities and backgrounds the opportunity to participate in the club in a meaningful way, throughout their lifespan.
- Are not expected to do everything themselves, but instead work in partnership to build stronger, more connected communities.

Benefits and Opportunities

As with all things worth doing, there is effort involved in this process. However, there are also significant rewards, both for the participating clubs and for those who engage with the project. The independent evaluation of the Phases 1 and 2 cited the following benefits and opportunities:

- Access to Healthy Club resources and training
- Potential to increase club membership and broaden the volunteer base
- Improvements in the health promoting activities of clubs especially with respect to club policy, practice, and the environment (both physical and cultural).
- Better engagement with club activities by members
- Accessing additional funding/sponsorship avenues
- Strengthening of club's goodwill in the community
- Opportunity to develop lasting links with other like-minded clubs
- Great sense of achievement
- Increased media coverage for club both locally and nationally
- Recognition by the GAA and Healthy Ireland – Healthy Club flag and plaque provided to all official clubs upon completion of criteria



Achill GAA Healthy Club leading the community on their monthly Walk and Talk Group around the island.

How to Become a Healthy Club?

Becoming a Healthy Club is a journey rather than a destination. However, to achieve recognition as an official GAA Healthy Club certain criteria must be achieved within an 18-month cycle. (The process and requirements involved are outlined in **Section 2 of this manual - Steps to Becoming a Healthy Club**).

58 clubs, at least one in each county, were recognised as Ireland's first official 'Healthy Clubs' in November 2017. (Check out gaa.ie/community for the list of Official Healthy Clubs.)

Further Phases will open on a cyclical basis (see diagram below) with interested clubs invited to apply via the GAA's Community and Health website gaa.ie/community

Phase	Date	Clubs
1	2013 (Q1) – 2015 (Q3)	18 (16 completed) Covering 4 provinces
2	2016 (Q1) – 2017 (Q3)	60 (58 completed) At least one club covering 32 counties
3	2018 (Q1) – 2019 (Q3)	150 clubs, averaging at approximately three per county (with larger numbers in larger counties)
4	2020 (Q1)– 2021 (Q3)	Open expressions of interest to all 1,600 GAA clubs (target an additional 150 clubs in each new phase)



Section 2

Steps to Becoming a Healthy Club



SECTION 2 - STEPS TO BECOMING A HEALTHY CLUB

The diagram below outlines the steps involved in becoming a Healthy Club and the support available along the 18-month journey. Each step is described in more detail throughout this section. The process is based on best practice and has been refined following feedback from participating clubs in the pilot stages of the project.

By following these steps, a club will be best positioned to ensure the work they undertake is:

- Responding to identified need within the club/community
- Supported by the club, community and appropriate partners
- Sustainable and well planned
- Achieving real impact (that can be measured – useful when seeking funding)
- Benefiting club members and the community
- Following best practice
- Recognised and celebrated

The consensus from pilot clubs is to focus on “small steps that can achieve lasting impact”



Step 1 - Appoint Healthy Club Officer and Project Team

All Healthy Clubs must appoint a Healthy Club Officer who in turn helps recruit a small project team (4-8 members recommended). This project team must have the full support of the club executive (with one member of the executive sitting on it, ideally). A minimum requirement is full reporting privileges at all club executive meetings. Some key points relating to the role are outlined below:

- a. Officers are appointed rather than elected and will be supported in their work by their Club Executive and their County Health & Wellbeing Committee.
- b. No professional expertise is required, but enthusiasm and an interest in health and wellbeing is essential.
- c. Healthy Club Officer training (delivered at county level) is essential, while a wealth of policies, programmes, partnerships, and resources are also available to support the role (see www.gaa.ie/community and the remainder of this manual).
- d. Healthy Clubs Officers are encouraged to recruit other enthusiastic members (and non-club members) to get involved in the Healthy Club Project team. They may not have seen themselves as a club secretary or coach, but they may wish to support a healthier club.
- e. We recommend the use of project team rather than committee as it allows people to give time when a Healthy Club project is in the planning or implementation stage, and then enjoy some down time. At least one project team member should also sit on the club executive.
- f. Clubs are advised to focus on two priority areas during a year so as not to overwhelm any individual's or club's capacity. Health is a journey and not a destination. It is a communal walk rather than a solo run.
- g. Every team should appoint a Healthy Club Project Leader and a Healthy Club Administrator.

The complete Healthy Club Officer role description/duties and terms of reference for Healthy Club Project team are available in Appendix 1 of this manual.



Members of the Healthy Club Project Team in Brickey Rangers GAA club, Waterford

Step 2 - Receive Healthy Club Officer Training

To prepare all Healthy Club Officers and project teams for their efforts, a two-hour training module has been developed. The training is delivered by volunteer tutors on behalf of their County Health & Wellbeing Committees. Primary delivery periods are between October–November and January–April each year. To avail of this please contact your County Health & Wellbeing Chairperson at the generic email address chair.hwc.COUNTY@gaa.ie

The training:

- Is interactive and practical and takes you through each step of becoming a Healthy Club.
- Helps Healthy Club Officers better understand their role and identify some of the many resources and supports available to them.
- Identifies policies, partnerships, and programmes, that can support a healthier club environment (both physical and social environment).
- Reassures officers of what they are not expected to be (i.e. counsellors, responsible for everyone's health).
- Discusses practical case studies that highlight what other Healthy Clubs have achieved.

Healthy Club Portal training

The Healthy Club portal is an online repository that is accessible only to clubs participating in the formal Healthy Club process. It acts as a source of information and communication, and helps to facilitate the evaluation of the project. Participating clubs are required to submit online progress reports during the 18-month cycle to document their journey, enabling the project's impact to be measured. Training in the use of the portal is provided to participating clubs (computer literacy is essential).



Healthy Club Officer Training in progress

Step 3- Club Mapping

At the start of their Healthy Club journey, clubs are required to take stock of their current situation. This ‘mapping exercise’ helps to identify and acknowledge the excellent health-related activities that are already on-going in your club. Examples could range from delivering Go Games, to hosting walking groups, partnering with local community groups, or implementing healthy eating guidelines. The four areas highlighted below (known as the Building Blocks of a Healthy Club) offer useful headings under which to conduct your mapping exercise. Some examples of steps clubs may already have taken include:

PLANS	PARTNERS	ACTIVITIES	THE CLUB
<ul style="list-style-type: none"> * Healthy Club Action plan * Smoke-free policy in club * Healthy eating guidelines for juveniles * ASAP (drug & alcohol) policy in place 	<ul style="list-style-type: none"> * Fundraise for local charity * Work with LSP to deliver community walks * Provide Active Age group with meeting room * Host health checks with local GP/ pharmacy 	<ul style="list-style-type: none"> * Coaches run training sessions for people with special needs * Community walk every Saturday in January * Nutrition talks for players * Offer safeTALK training 	<ul style="list-style-type: none"> * Displays posters of local health providers * Little Things/ 5 Ways to Well Being posters in club house * Promotes Go Games and RESPECT Initiative * Smoke-free signage

(Clubs that participated in the pilot phases were asked to complete an extensive self-assessment tool at the beginning and end of their Healthy Club journey. It is a useful exercise for any club to undertake but does require some time and efforts. See www.gaa.ie with gaa.ie/community for this template)

As part of your club mapping exercise, we recommend engaging with club members who may be interested in getting involved in the Healthy Club project team, or have expertise or experience that could support your efforts. It offers you an opportunity to let members know what the Healthy Club is all about and how they can get involved. Other Healthy Clubs have discovered an array of volunteers motivated to get involved in the Healthy Club project (especially if they work in a related area or have children involved in the club.)



Clonad GAA in Laois, used Lá na gClubanna, to launch their involvement in the Healthy Club Project and raise awareness

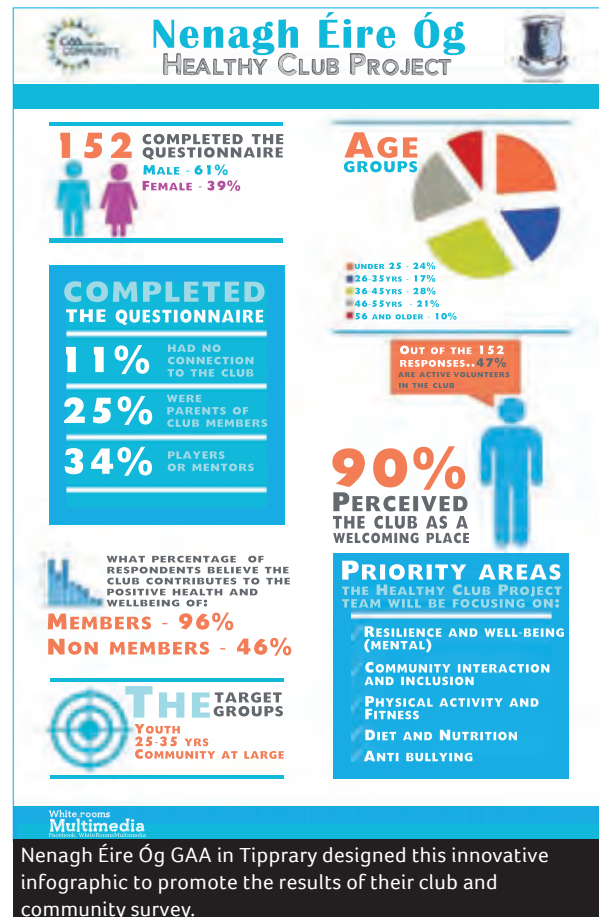
Step 4- Community Consultation

A community consultation is basically an exploration of a community and its people. The purpose is to identify the needs of a community to better enable a club to support them. It can also help a club identify the many assets that exist within its community that may support the club's goals.

The process should identify groups that have similar aims and can work in partnership with your club to achieve these. For example, if a club is seeking to host health checks, the local pharmacy may be keen to assist; or if a local Active Retirement Group requires a room for a monthly meeting, the club may be able to provide this.

Community mapping should lead to a more connected and better functioning community. Clubs are encouraged to carry out this exercise every three years.

The club and community mapping exercises will help your Healthy Club project team select topics or priority areas on which to focus - be it healthy eating for juvenile players, physical activity opportunities for non-playing members, or greater engagement with older members of the community. Clubs are required to focus on at least two priority areas over the 18- month period.



Modern technology, including the use of online surveys (such as Survey Monkey), can assist in this process but face to face meetings or a suggestion box can also work well. Below are some key survey questions that worked very well for Healthy Clubs in the past:

- List four health related areas our club should focus on?
- List the three most important groups/people our club should focus on?
- How would you like to receive health related messages from our club?
- How can our club better engage with the community?

We have included some Community Assessment Tools in the Appendix 2 including a case study exploring how Leitrim Healthy Club Melvin Gaels conducted their community consultation through a Town Hall type meeting in their local community centre.

Step 5- Develop and activate action plan

Planning is essential to success in any walk of life. Fail to plan, plan to fail.

The Healthy Club Action Plan is a simple document that outlines the primary areas of focus for clubs during its Healthy Club journey. The document should also highlight the resources that are necessary to bring any goals to fruition (people, finance, or otherwise), and any partnerships required to assist the club in achieving its stated aims.

For example, if a club's aim is to become a smoke free zone they will need to make a list of all relevant steps to achieve that aim, such as adopting a smoke-free policy, getting signage, promoting the start date, etc. These steps are referred to as key tasks and will guide Healthy Club teams and give structure to their actions.



Many Healthy Clubs have become complete smoke free grounds.

Remember: To achieve official Healthy Club status a club must focus on at least 2 priority areas while also implementing a Club Critical Incident Response Plan (Section 5). See Section 4 for useful Healthy Club case studies.

Some guidance on how to develop an action plan have been included in Appendix 3 along with some useful templates and samples. The action plan template can be brought to club planning meetings and used to record your club's priority areas, map out what needs to be done, what resources are required, when it needs to be done, and who will complete various tasks.

Appendix 8 contains a suite of GAA Healthy Club Documents (policies/statements/guidelines) available for clubs to adopt/adapt based on their needs/priority areas.

Step 6- Local Launch

LAUNCHING YOUR HEALTHY CLUB PROJECT (HCP) HAS SEVERAL OBJECTIVES:

1. Let all club and community members know that your club is involved in the HCP.
2. Let them know what it is all about and what you are trying to achieve.
3. Highlight your chosen areas of focus and recruit potential participants and volunteers that might assist. Alternatively, you can use your local launch as an opportunity to ask your members/locale what areas they would like your Healthy Club to focus on.
4. Give people a taster of what might be happening (e.g. at the launch host a community walk to mark the occasion, or a game of Recreational Rounders).
5. Invite the press and publicise your involvement in local and social media.

Healthy Clubs have found Lá na gClubanna an ideal day to launch their participation as this day is all about opening your club up and celebrating its role in the community. See Appendix 4 for a sample Healthy Club launch day action plan.



Lá na gClubanna in Melvin Gaels Healthy Club, Leitrim



Recreational Rounders was a huge success in Good Counsel Healthy Club, Dublin for the local launch on Lá na gClubanna.

Step 7- Report & Reflect

As with all things worth doing, the HCP takes some effort. Therefore, we want to ensure that your valuable time and effort is being put to good use. We also want to record the impact that this ground-breaking project is having on your members, your community, and your club, and capture it in a way that can be communicated to others (be that your Club Executive, your County Health & Wellbeing Committee, Croke Park, sponsors or potential funders.)

To help achieve this, some simple progress reporting and evaluation templates are available in Appendix 5.



Castleblayney Faughs GAA Club in Monaghan won Sports Club of the Year at the inaugural Sport Industry Awards 2015.

Progress Reports

For clubs formally engaged in the HCP, progress reports must be submitted through the online portal. These provide a summary of a project's progress over a certain timeframe. Documenting progress is a crucial step for clubs and often it can be overlooked due to busy workloads. It is the best way to capture the impact of the work undertaken, which is particularly useful when seeking funding from various entities.

A progress report can be used to update the Club Executive, County Health & Wellbeing Committees and/or the National Healthy Club Coordinator. It is also a useful learning tool for the team to identify what worked well, what didn't work well, identify achievements and challenges (which is just as important).

As with the action planning template, clubs can print off the progress report template and complete at club meetings - See Appendix 5 for templates.

Healthy Club Recognition and Renewal:

Healthy Clubs recognition periods occur at the end of each 18-month cycle. Clubs qualify for official 'Healthy Club' status upon completion of all steps (criteria) via the online Healthy Club portal.

As part of this process clubs are required to implement a minimum of two priority areas during their journey while also adopting the GAA's Critical Incident Response Plan (CIRP)- See Section 5 of this manual. Clubs progress is assessed through the online portal and through club visits, enabling the project's impact to be measured.

Clubs are supported along the way by their respective County Health & Wellbeing Committee and the Community & Health Department and National Healthy Club Coordinator in Croke Park.

Practical case studies from existing Healthy Clubs are provided as a resource in **Section 4** of this manual.



Healthy Club Officers from St Aidan's GAA and Oran GAA, Roscommon receiving national recognition in Croke Park from Sean Cavanagh, former Tyrone Footballer

Remember health is a journey not a destination. The Healthy Club process is continuous and this helps ensure that clubs reflect, sustain, and build on their earlier work year on year. It aims to further embed a healthy culture and ethos within every GAA club.



Healthy Club Project - the journey so far

The Healthy Club project started out in 2013 with 16 pilot clubs. Each year it is growing and more clubs are joining the movement.

Castleblayney Faughs GAA Club (Monaghan)



1



2



3



4

1. Operation Transfaughnization walk in action
2. Operation Transfaughnization walk
3. Promotion of the Operations Transfaughnization in the local community
4. Operation Transfaughnization promotion poster

Midleton GAA Club (Cork)



1



2



3

Cork Best Street - The HSE award...

The club were delighted to be nominated as one of the best streets in the county for their commitment to the health and safety of their members. The club were also proud to be awarded the HSE award for their commitment to the health and safety of their members. The club were also proud to be awarded the HSE award for their commitment to the health and safety of their members.

1. Midleton Healthy Club signage displayed
2. Midleton Healthy Club team receiving the Cork Best Street award
3. Reviewing the Operational Health Plan with the club members
4. Healthy Club award presentation to the club

Fingert St Paul's GAA Club (Limerick)



1



2



3



4

1. Healthy Club signage displayed in the club
2. Healthy Club signage displayed in the club
3. Healthy Club signage displayed in the club
4. Healthy Club signage displayed in the club



1. Healthy Club Project Health & Well-being in The Community



June 2013:
Raising awareness & conducting a needs assessment

September 2013:
National workshop on action planning, evaluation and insurance

November 2013:
Setting club priorities & developing action plans

January 2014:
Implementing club action plans

March 2014:
Club members receive Club Award trophy

St. Mary's Rasharkin GAA Club (Antrim)



1



4



St. Mary's Rasharkin

Many thanks for all your hard work in providing our children with such a valuable life experience. They really enjoyed their sessions and have learned many valuable lessons. We look forward to your continued support and preparing youth for the future and well-being.



1



2



3



4

1. GAA Club representatives with Antrim County Council and other bodies
2. Health and safety training for club members
3. Health and safety training for club members
4. Health and safety training for club members

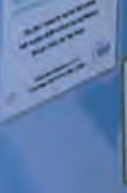
St. John's Drumnaquille GAA Club (Down)



1



2



3



4

Thomas Donohoe GAA Club (Dublin)

Wellness Workshop

St. John's Drumnaquille GAA Club (Down)

Health and Safety Training

Health and Safety Training

Health and Safety Training



Section 3

The Building Blocks of a Healthy Club



SECTION 3 - THE BUILDING BLOCKS OF A HEALTHY CLUB

We want the Healthy Club experience to be good for our clubs, our members, and our communities. These four building blocks will help a Healthy Club to ensure that the work it undertakes:

- Is sustainable and well planned
- Has full club buy-in and avails of useful external supports/partnerships
- Follows good practice
- Responds to identified needs
- Achieves real impact (that can be measured)
- Positively impacts on club members and the community

The four building blocks (Plan; Partners; Activity; The Club) outlined below put a solid foundation in place for any Healthy Club.

Healthy Club



The GAA's Healthy Club Officer training provides an in-depth exploration of the four building blocks and how to bring them to life. This section of the manual also highlights how other Healthy Clubs have used the four building blocks to implement their aims, with case studies offering ideas that you can replicate in your own club.

Please see diagram below as a brief example of a club working in the area of Healthy Eating.

Priority Area	Plan	Partners	Activity	The Club
Healthy Eating	<p>Healthy Eating Guidelines</p> <p>Provision of healthy options to juvenile members</p>	<p>Within the club: coaches, volunteers, parents, players, Club Executive.</p> <p>Outside the club: local supermarket, local nutritionist, local school(s)</p>	<p>Provision of fruit and water at underage training and blitzes</p> <p>Removal of sugary drinks from vending machines</p> <p>Engage in Recipes for Success programme</p> <p>Nutrition talk for parents and coaches</p>	<p>A healthier club environment (both physically and culturally) where all members and partners are promoting a healthy lifestyle.</p>



Plan: Underpins what we want to do

PLAN – this helps detail our vision, set out what we want to achieve, how we intend to achieve it, and allows us to prepare for the other stages.

A plan is the foundation that underpins what you want to do and will ensure that the club's activities are focused and relevant. Good practice recommends creating a plan before diving into any activity.

Written plans are a great way of directing your work but at times they may need to be revised/ adjusted if unforeseen events arise, which is perfectly normal. Examples of written

plans include a Club's Strategic Plan, an annual plan, training plans, Healthy Club action plans, and policies (See Appendix 3 and 8 for examples)

Clubs participating in the Healthy Club Project must focus on at least two priority areas over the 18-month period, using the 4 building blocks to become a recognised Healthy Club (See Section 4 for case studies)



Partners: The people/group we need buy-in or assistance from

PARTNERS - these are the individuals or groups that you can work with to achieve a common goal. Partners may be located within the club structures/membership (internal) or outside the club (external). Neither Healthy Club Officers nor Healthy Clubs are expected to do everything on their own.

Partners within the club (internal)

Some of the most important partners you can work with are internal, including the Club Executive, coaches, parents, players, or club members with relevant skills who have yet to be offered an opportunity to contribute to their club.

Partners outside the club (external)

The GAA at national and local level works with many external partners and organisations to protect and improve the health of our members. These organisations include statutory and non-statutory agencies that work in areas such as health promotion and awareness, research, clinical and social support services and injury prevention.

External partners at a local level can include schools, community groups, councils and Trusts, HSE, PHA, Local Sports Partnerships, charities and many more. Clubs are encouraged to identify relevant partners that can enable them to better reach into your community and achieve common goals.

Effective partnerships result in win-win situations if common goals have been identified and common outcomes are achieved. However, unclear expectations and parameters in a partnership can lead to misunderstandings and potentially frustrations on both sides. See Appendix 6 for a checklist that identifies some key questions to ask when considering a partnership.



The "Respect the Water" Campaign encourages GAA clubs and RNLI lifeboat stations to work in collaboration to raise awareness of the causes of drowning and how to prevent it.



Healthy Club Officers in St John's Volunteers GAA club, Wexford showcasing their work at the Leinster Healthy Club Roadshow in Croke Park. They have been involved in the project since 2013 and continue to build on their Healthy Club progress each year.



Minor players from Midleton Healthy Club participating in the GAA's Recipes for Success, an innovative nutritional workshop in partnership with St Angela's College, Sligo.



Healthy Clubs signage in Fr. Sheehy's GAA club, Tipperary illustrating their commitment to health.



Activity: the action(s) your club decides to focus on

Healthy Clubs have tended to focus consistently on the following areas of activity:

- healthy eating
- becoming a smoke-free club
- physical activity for non-playing members (such as walking groups, Operation Transformation)
- engaging older members of the community, e.g. through the GAA Social Initiative
- mental fitness/ emotional wellbeing
- gambling, drug, and alcohol education
- inclusion and integration, such as 'Have a Go Days' for non-traditional GAA families or those with special needs

An activity may be primarily based around developing a club policy (such as a becoming a smoke-free club) or it could be more practical in nature (supporting the establishment of a Men's Shed in the community). If you follow the principles of the Healthy Clubs project, you will already have a plan in place to guide your proposed activity, and partners secured to help you achieve it.



The Club – this refers to the positive impact that the Healthy Club project has on your club.

The Healthy Club project should benefit your members and your club. Clubs should be able to recognise and record that positive impact. This can be evident in:

- **the club's governance**, such as new health-enhancing policies and guidelines in place (including smoke-free or gambling policies, or healthy eating/concussion guidelines); the development of meaningful partnerships with local community groups or charities; or the inclusion of a Healthy Club report in monthly executive meetings and an annual report to the AGM.
- **the club's physical environment**, by the appearance of health-promoting signage and posters in the club, the addition of a walking track, the provision of additional bike-parking bays, or the removal of sugary drinks from vending machines.
- **the cultural/social environment of the club**, as evidenced, for example, by the new/increased provision of non-game related activities, greater use of the club by community groups and diverse ethnic and minority groups; a Healthy Club Facebook page/Twitter account and an overall increased appreciation for health and wellbeing amongst all members.





Irish Life | in the *community*



Section 4

Healthy Club Priority Areas & Case Studies



SECTION 4 - HEALTHY CLUB PRIORITY AREAS & CASE STUDIES

The following section identifies fine examples of how Healthy Clubs have approached various areas of work, including Healthy Eating, Mental fitness, Physical Activity, Community Development and Inclusion, Gambling, Alcohol and Drug Education and Anti- Smoking,

We use the term package to highlight when a Healthy Club has incorporated all four Building Blocks into their area of work: A Plan, Partners, Activity, and The Club.

HEALTHY EATING SECTION



Healthy Eating Package - Healthy Cooking on a Family Budget



Club	St Peter's GAC
County	Down
Location	Warrenpoint
Rural/ Urban	Urban
Codes	Football, Ladies Football and Hurling
Membership (2016)	700

Case study- Healthy Cooking on a Family Budget, St Peter's GAC, Down

Plan

Supporting Document: GAA Healthy Eating Guidelines

The Healthy Club project team carried out a community survey to ascertain on what areas of health the club should focus. Healthy eating was one of the major themes that emerged from the survey. The project team organised Healthy Cooking on a Family Budget in partnership with a local chef and nutritionist with experience delivering cookery workshops within the community sector. Healthy Cooking on a Family Budget is a 5-week program for families cooking on a budget. The team were successful in receiving funding for the initiative through the Ann McGeeney Trust fund.

Partners

Within the club:

- Club Executive
- Members of the Health Club Project group
- Parents.

Outside the club:

- Funding from Ann Mc Geeney Trust fund – Community Foundation for Northern Ireland (covered facilitator's fee)
- Local chef and nutritionist, Aine Boyle from Aine's Kitchen <http://www.aineskitchen.com/>
- St Peters Parish Centre- venue with fully equipped kitchen and adjoining hall which is used for various Parish and private social and educational events and activities.
- Down GAA Health & Wellbeing Committee (chair.hwc.down@gaa.ie)

The Healthy Club project team were responsible for the funding application, promoting the programme, recruiting participants and organising a venue while Aine Boyle from Aine's Kitchen provided the resources, equipment and expertise to deliver the programme. She is fully insured and indemnified. See Section 7 for recommendations regarding insurance and the provision of non-core GAA activities by Healthy Clubs.

The partnership with St Peter's Parish Centre worked well as the club didn't have the facilities on site to deliver the programme while the centre was keen to be better utilised for the wider community, especially those who are disadvantaged.

Activity

Healthy Cooking on a Family Budget is a five-week program for families cooking on a budget with the aim to make 5 nutritious family meals in twenty minutes. Classes took place in St Peter's Parish Centre and cost €10 per family or €2 per night attended. The programme aims to provide nutrition knowledge and practical cooking skills to participants. It was open to families of all ages both within the club and the wider community. The aim was to empower families by providing the tools and skills necessary to cook healthy and affordable meals with the intention to establish long term and whole family benefits. A number of ingredient parcels were made up and raffled each evening, for winners to take home and prepare the demonstrated meal.

The club advertised the programme as widely as possible, through the Parish Bulletin, Club and Parish Facebook, Txt to database of club members, and flyers to parents at the three local schools (St. Mark's, St. Dallan's and Dromore Road, Primary).

The Club

The five-week average attendance was 32 people ranging in age between 8 and 75 years. The majority of participants were mums with only three men participating. The feedback from participants was positive. It also created a social outlet for many of the participants. The club plan to run this course again in the future.

Quotes from participants:

GREAT COURSE, LEARNT LOADS AND IT WAS A NICE WAY TO SPEND AN HOUR ON A FRIDAY

LOVED ALL THE TIPS FOR MAKING SIMPLE CHANGES TO THE FAMILY SHOPPING AND COOKING

MY KIDS LIKE THE TURKEY MEAT BALLS, I DIDN'T LET ON THEY WERE HEALTHIER

I LIKED THE WAY SHE MADE IT SO SIMPLE TO COOK HEALTHY AND CHEAPER. MUCH CHEAPER AND QUICKER THAN GETTING A CARRY OUT

GREAT TIPS ON SPICING UP SIMPLE FOODS, BRILLIANT THANKS

Healthy Eating Package - Healthy Food Made Easy (HFME)



Players from Thomas Davis Healthy Club, Tallaght, Dublin enjoying the Recipes for Success workshop.

Club	Thomas Davis
County	Dublin
Location	Tallaght
Rural/ Urban	Urban
Codes	Hurling, Camogie, Football and Ladies Football
Membership (2016)	879

Case Study- Healthy Food Made Easy (HFME), St Thomas Davis GAA Club, Dublin

Plan

Supporting Document: GAA Healthy Eating Guidelines

The Healthy Club project team carried out a community wide survey to ascertain on what areas of health the club should focus. Healthy eating was one of the major themes that emerged from the survey. As well as providing healthy lunches at juvenile camps the club also took part in the Healthy Food Made Easy (HFME) programme in partnership with the South Dublin County Partnership and the HSE. The programme aims to provide nutrition knowledge and practical cooking skills to participants.

Partners

Within the club:

- Club Executive
- Members of the Healthy Club Project group
- Parents.

Outside the club:

- South Dublin County Partnership
- HSE
- Dublin GAA Health & Wellbeing Committee (chair.hwc.dublin@gaa.ie)

The club were responsible for promoting the programme, recruiting participants and organising a venue while the South Dublin County Partnership provided the course facilitator, resources and expertise to deliver the programme.

Activity

The HFME programme was delivered in Thomas Davis GAA club once a week for 2.5 hours over a six-week period. It is a basic nutrition and cookery course that helps people to change to a healthy diet, plan meals on a budget, and produce simple and tasty meals. The course content is based on the most up-to-date healthy eating guidelines from the Department of Health.

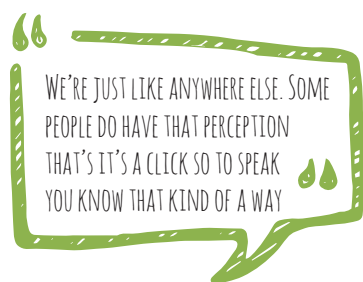
Overall, 28 people signed up to the course; only two dropped out representing a completion rate of 93%. A total of 16 people (3 males and 13 females) took part in the evaluation of the programme; ranging in age from 37 to 90 years. The majority were members of Thomas Davis Club (75%, n=12); the remaining four were non-members. Participants all received a handbook with the information and recipes used on the course and learned:

- how to cook simple, delicious healthy meals
- how to read food labels
- to understand the food pyramid
- to understand the various nutrients in food and the importance of these
- how to plan shopping on a budget

The majority (93%, n=13) of participants felt their cooking skills had improved and had applied these skills in their home environment while 83.3% (n=10) felt confident in following a recipe. Participants practiced four specific recipes in class; over 80% were confident in their ability to carry out three of the four dishes they practiced.

The Club

All participants felt that the initiative changed their perception of their club's attitude to health, "I wouldn't have felt healthy enough to come up and join the GAA"; it was felt that 'the GAA club like you had to be fit and you had to be playing sport you know' and this prevented them from being involved in the club. Now, there was a perception that 'there's something for everyone in it (the club)'. It was interesting to note that participants felt this view was apparent across all GAA clubs:



Participants indicated that the club seemed to embrace a new philosophy, where 'sport was once a priority', it was now apparent that **'people are the priority.'** Almost two thirds of respondents (63.9%, n=7) experienced social benefits from taking part in the HFME programme. There appeared to be a disconnect between the aforementioned perception of the club as a sport only entity and one that has something to offer the wider community, including a social outlet.



Interestingly the participants noted that the programme facilitator had also become more engaged in the club due to his involvement in the HFME project, having previously never been in the club before.

Based on the success of the HFME programme there were requests and support for more activities; specifically, more walking, a healthy heart programme and healthy food sponsorship for summer camps.

The club has since availed of the GAA's Recipes for Success healthy eating initiative, a 'hands-on' kitchen-based cookery workshop (exclusive to Healthy Clubs) and a Recipes for Success toolkit which is filled with tasty, healthy, performance enhancing recipes that are easy to make. The Health Club Officer recruited members of the minor football team to take part in the programme, delivered in the local secondary school by the Home Economics teacher.

To download the GAA's Recipes for Success booklet visit gaa.ie/community

Healthy Eating Package- whole club approach



Killeagh GAA designed their own Healthy Club crest in collaboration with all four clubs that use the facilities.

Club	Killeagh GAA, Killeagh-Ita's Juvenile GAA, Killeagh Camogie and Inch Rovers Ladies Football Clubs
County	Cork
Location	Killeagh
Rural/ Urban	Rural
Codes	Hurling, Camogie, Football, Ladies Football
Membership (2016)	670

Case study- Killeagh GAA, Cork

Plan

Supporting Document: GAA Healthy Eating Guidelines

Four different clubs use the facilities of Killeagh GAA Club (Páirc Uí Chinnéide) on a weekly basis, Killeagh GAA, Killeagh-Ita's Juvenile GAA, Killeagh Camogie and Inch Rovers Ladies Football Clubs. It is a hive of activity, particularly on week nights from March to October. Users range in age from two (the youngest Nursery participants on Saturday mornings) to 80 plus. Each of the four clubs are always consciously trying to recruit more members – playing and non-playing – to strengthen their club by playing their part in a variety of ways.

Collectively, there was a sense that while relations are amicable and positive between all four clubs, perhaps more could be done to work together on a combined initiative that would engage current club members and would entice other members of our community to get involved also. The GAA's Healthy Club Project (HCP) was the ideal mechanism to help create such a community-wide initiative in Killeagh with the aim of maximising participation. A Healthy Club project group with members from all clubs was created with the responsibility of promoting a healthier club.

Promoting and encouraging healthy eating was the first initiative that the group decided to focus on. They adopted the GAA's Healthy Eating Guidelines and continue to make great progress raising awareness and promoting healthy eating through a range of healthy eating demonstrations, workshops and talks.

Partners

Within the club:

- Club Executive of all four clubs
- A Healthy Club Officer was appointed in each club who formed Killeagh's Healthy Club Project group.

Outside the club:

- Local supplier and supermarkets
- Cúl Camps
- Local secondary school & Home Economics teacher
- Cork GAA Health & Wellbeing Committee (chair.hwc.cork@gaa.ie)

Activity

The Monster Blitzes (Under 8s and Under 10s) on a Saturday morning, where up to 40 teams can participate, were targeted first. The biscuits and usual confectionary/crisps were replaced with fruit and water and surprisingly the children bought in on the idea and begun requesting the fruit first. In addition, 220 boys and girls (Under 6 to Under 13) enjoyed the healthier options at the club's Cúl Camp in the summer.

The Healthy Club project team wanted to reach teenage players as they felt this age group would benefit from education on healthy eating, especially at such a crucial time in their lives, when they are leaving home and starting out in college. The club signed up to the GAA's Recipes for Success programme, a practical and educational nutritional workshop aimed at enhancing performance. This was carried out in the local secondary school and facilitated by the Home Economics teacher. Twelve teenagers attended the practical workshop and learned how to make easy performance enhancing meals and snacks. The participants really enjoyed the session and were delighted to receive the Recipes for Success booklet which contains several delicious recipes with pre/post-match day meal plans. Due to the success of this session the club have arranged subsequent events with the Home Economics teacher and cemented a good partnership.

The club also organised a Healthy Food Demonstration and Workshop which was open to all in the community and approximately 80 people attended. It consisted of 5 different food stations manned by volunteers from the club, providing samples of food from the Recipes for Success booklet, including porridge, fruit, smoothies, tray bakes, hummus, etc. The club also plan to incorporate this type of demonstration into their Family Fun Day during the summer. Organisers of ongoing activities in the club (club meetings, Féile days, Parish Leagues, AGMs, etc.) were also encouraged to introduce fruit and water either as the exclusive food source or an alternative to the usual tea / coffee / cakes / snacks throughout the year with little objection.

The Club

The healthy eating initiative has impacted on the entire club and beyond juveniles, to minor squads and even the wider community. Due to Killeagh's emphasis on healthy eating and the provision of healthier options for players and visitors, more people are using Páirc Uí Chinnéide. Visiting parents have commented at the underage blitzes that all clubs should be doing this (providing fruit) and they would be returning to their own club asking them to do the same for their events. Healthy Club Officer, Coleman Motherway says that ...

“ IT IS DIFFICULT TO MEASURE THE IMPACT AS IT MAY TAKE YEARS TO CHANGE THE CULTURE AROUND HEALTHY EATING. HOWEVER, THE FIRST SEEDS ARE BEING SOWN AND THERE HAS BEEN A VERY POSITIVE RESPONSE ”



Healthy Eating Package- Operation CLARAmation



Clara Healthy Club in Kilkenny have adopted the GAA's Healthy Eating Guidelines.

Club	Clara
County	Kilkenny
Location	Clara
Rural/ Urban	Rural
Codes	Hurling, Camogie, Football, Ladies Football
Membership (2016)	600

Case study- Operation Claramation – Get Healthy, Get Fit!

Plan

Supporting Document: GAA Healthy Eating Guidelines

Getting Healthy and Getting Fit was the corner stone behind the club's innovative Operation Claramation. The programme was open to club members every Monday for ten weeks followed by a talk on healthy lifestyles with a huge emphasis on healthy eating and nutrition for weight loss and weight management.

Partners

Within the club:

- Club Executive
- Members of the Healthy Club team who coordinated the ten-week programme.

This involved having members to organise the venue, refreshments, taster nights, talks and promote the programme on social media, club notes, text and WhatsApp etc.

Outside the club:

- Local dietician and personal trainer to offer support and expert advice.
- Local speakers with various backgrounds and expertise to provide the weekly talks.
- Kilkenny GAA Health & Wellbeing Committee (chair.hwc.kilkenny@gaa.ie)

Activity

The exercise sessions were hosted in the club grounds every Monday followed by a talk on various health and lifestyle themes. The club set up a closed Facebook page for members of the programme where healthy recipes and tips were posted regularly. The club had the support of a local dietician who offered advice/support/specialised meal plans catering for all allergies and intolerances. Weight loss was monitored weekly and over the 10-week period the group lost a total of 34 kgs. The taster nights were a huge success with members cooking up various tasty recipes from the GAA'S Recipes for Success booklet including Spaghetti Bolognese, chilli, sweet potato fries, smoothies, blueberry muffins, brown bread and much more.

The Club

As well as the many benefits the programme has brought to participants in terms of weight loss and fitness, the club is also more conscious about raising awareness of healthy eating and have adopted the GAA's Healthy Eating Guidelines. The Healthy Club project team are now meeting with the juvenile section of the club to promote healthy eating and fruit is now available at blitzes.

The club also availed of the GAA's Recipes for Success workshop which consisted of a practical cookery workshop in the local secondary school coordinated by the GAA and delivered by the Home Economics teacher. The minor players learned how to prepare healthy, simple, tasty recipes to enhance their sporting performance. The club took responsibility for promoting the initiative, recruiting players and organising transport to local school and the Home Economics teacher provided the ingredients and delivered the workshop. Each participant also received a Recipes for Success booklet to take home which was well received.



Members from Clara GAA enjoying their Recipes For Success Workshop

MENTAL FITNESS SECTION



Take5
steps to wellbeing



Health and
Social Care

Be active



Give



Connect



Keep learning



Take notice



Mental Fitness Package -Stress Control Programme



Janas and Claire Harrington, Healthy Club Officers from St. Finbarr’s Healthy Club with HSE Psychologist Jennifer Hayes, Cork.

Club	St Finbarr’s National Hurling & Football Club and Midleton GAA Club
County	Cork
Location	St Finbarr’s National Hurling & Football Club (Togher) and Midleton GAA
Rural/ Urban	Both Urban
Codes	St Finbarr’s National Hurling & Football Club – Football, Hurling, Ladies Football and Camogie Midleton GAA- Football, Hurling and Ladies Football
Membership (2016)	St Finbarr’s National Hurling & Football Club – 647 Midleton GAA- 669

Case study- Cork Beats Stress programme

Plan

Supporting Document: GAA Mental Health Charter

Midleton GAA club, like many of the urban areas that suffered heavily during the recession decided to focus on mental wellbeing as part of the Healthy Club project (HCP). The club wanted to provide wellbeing opportunities that would benefit the local community. They partnered up with the HSE south and St. Finbarr’s National Hurling & Football Club in Cork, to deliver a programme called ‘Cork Beats Stress’, a stress management programme open to the wider community.

Partners

The novel partnership with HSE South actually came about by accident. Using signage on the club grounds to create awareness around the HCP attracted the attention of a psychologist from Midleton working within the HSE. The HSE were eager to partner up with such a trusted sporting organisation as the GAA as it gave them the opportunity to deliver their services to a large cohort of males who are difficult to engage with. To our knowledge this is the first psychological intervention delivered through a major sporting organisation both nationally and internationally and the HSE referred to this as “ground-breaking”.

Both clubs managed the operational side of things such as providing venues and providing promotion through word of mouth, social media and local radio whereas the clinical accountability and delivery of the programme rested with the HSE.

Activity

The programme consisted of a workshop one night a week for six weeks. Facilitated by a qualified HSE psychologist the programme equipped participants with the skills needed to cope with stress and provided participants with take home booklets on stress management. It was open to all members of the public over 18 years of age and was free. Over the six weeks attendance fluctuated from week to week, however, on average 161 people attended in Midleton GAA and 167 in St. Finbarr’s National Hurling and Football club; 25% of programme participants were male.

As the programme was delivered through the GAA, people assumed it was geared towards men and consequently, doubled the rate of male participants that normally attend these workshops. The stigma surrounding mental health was broken down for people as the programme was provided locally by the GAA where they felt welcome and at ease. Mental health advocate and former Cork hurler, Conor Cusack, was a special guest and spoke very eloquently and honestly about stress, anxiety and depression.

Findings from the HSE’s evaluation of the programme clearly show that participation in this initiative resulted in a clinically significant reduction in symptoms of anxiety, depression and stress. Gains were made regardless of the severity of symptoms.

GAA HEALTHY CLUB PROJECT - MENTAL HEALTH

Fitness | Community | Healthy Eating | **Mental Health** | Healthy Habits

Over **1,000** people have benefited from mental health and emotional wellbeing programmes

Spotlight on "Cork Beats Stress"

Hosted by Midleton and St. Finbarr’s Healthy Clubs

6 week programme delivered by HSE Primary Care Psychology Services designed to equip participants with the skills needed to cope with stress

The results

- Significant reduction in symptoms of anxiety, depression and stress for participants
- 1,200+ people have completed the course
- 25% of participants were male
- The programme is being replicated in further Cork GAA clubs

“Running this initiative with the GAA has helped us break down barriers and get into the fabric of the community.”
- Jennifer Hayes Principal Psychologist, Primary Care Cork North

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The Club

Running this public health service through the GAA contributed to a reduction in stigma and a normalisation of mental health problems and of help seeking behaviour. This helped reduce barriers which might prevent someone from availing of assistance. The delivery of this mental health initiative through the GAA was associated with more positive connotations, a greater perception that it was local, community based and a service which involved people from all walks of life and which led to great male participation.

This initiative was recently awarded the prestigious HMI award which is given to recognise outstanding achievements of individuals and teams which exemplify innovation, creativity and commitment of people delivering health services. The Cork Beats Stress was selected as joint overall National winner out of 149 others. This programme has since been rolled out by the HSE South in Castlehaven GAA, Killeagh GAA and Yoghla GAA.

Following on from this success St Finbarr's Healthy Club Team have co-ordinated two SafeTALK training workshops in the club. SafeTALK, which stands for 'Suicide Alertness for Everyone' is a training programme that helps people to identify those who may be having thoughts of suicide and teaches ways of helping those people by connecting them with suicide first aid resources. This programme is run by the National Office for Suicide Prevention in line with LivingWorks and the HSE. It involves a 3-hour course which open to anyone in the club and the wider community over the age of 16. Between the two courses the club had over 40 people take part. The participants were made up of club members including players and coaches, parents and members of the wider community.



Cork Beats Stress was awarded joint first place by Leo Varadkar at the prestigious Health Management Institute Leaders Award 2014.

Mental Fitness Package - Samaritans



Cooaclare GAA club in Clare won the Pride of Place award in the Communities Reaching Out Initiative Category in 2017.

Club	Cooaclare GAA Club
County	Clare
Location	West Clare
Rural/ Urban	Rural
Codes	Football & Ladies Football
Membership (2016)	400

Case study- Cooaclare GAA, Clare

Plan

Supporting Document: GAA's Mental Health Charter

Cooaclare GAA are very proactive in developing people as well as players. They are mindful of the other factors that influence people's health and wellbeing, such as stress, anxiety etc. Mental fitness is promoted and encouraged as much as physical fitness within the club. Members are encouraged to regularly keep on top of their mental fitness by connecting with the club and speaking to someone when life throws its inevitable challenges. They have established a supportive and safe club environment where club members are made aware of the factors that impact on their wellbeing and also where to go if they need support. The Healthy Club team are the main drivers with strong support from the Club Executive. They adopted the GAA's Mental Health Charter highlighting their commitment to holistic health and wellbeing.

Partners

Within the club:

- Club Executive
- Healthy Club Team
- Club PRO
- Coaches & managers
- Parents and players

Outside the club:

- The Samaritans
- Local school(s)
- Members of the wider community
- Clare GAA Health & Wellbeing Committee (chair.hwc.clare@gaa.ie)

Samaritans is a volunteer based charity based in all 32 counties of Ireland and are the official GAA mental health partner. The GAA joined forces with them in a focused bid to tackle the stigma around mental health, and to encourage GAA members throughout Ireland to feel comfortable about seeking help. There are liaison officers in each county who are available to provide support to GAA clubs – check out the link below to find your local contact:
<http://ulster.gaa.ie/wp-content/uploads/2014/10/2016-Samaritans-Liaison-Officer-Contact-List.pdf>

Activity

The liaison officer in Clare came to Cooraclare GAA club to deliver a series of short talks to the club about Samaritans, looking after your mental health, and how and why people get in touch. They took a whole club approach and targeted players, coaches, parents, young people and even the wider community.

The Healthy Club team approached all coaches and managers in the club to arrange the session and it turned out that players were the most challenging group to target with their busy schedule. However, the Samaritans liaison officer adapted the talk slightly so they had a quick session before training.

When they talked to players, coaches, club members, they stressed that Samaritans is available to anyone who is struggling to cope and that a caller does not necessarily have to be suicidal to make contact, though some are. Most of the calls and emails are from people who may be lonely, confused, anxious and/or afraid for any number of reasons, including bullying, money problems, relationship issues, work/school/life pressures, etc. No matter the problem they feel that a person can benefit greatly from being given the space to talk about their concerns, to someone who really wants to listen. Following on from this the team arranged for a session with parents of young people which was also open to members of the wider community to attend.

The local schools were also brought on board and sent out communication to all parents. Children in the national school were engaged through a poster competition also.

Raising awareness through signage and the club's communication channels was important and one of the most effective steps according to the Healthy Club Team. They advertise the Samaritans helpline, 116 123 through posters, signage and wallet cards. The club website has a designated section for "Wellbeing" and regularly promotes the partnership through its' social media channels. In addition, the club promotes the positive emotional wellbeing campaigns such as #Littlethings <http://www.yourmentalhealth.ie/get-involved/littlethings-campaign/> and 5 Ways to Wellbeing http://www.southerntrust.hscni.net/pdf/5_Ways_to_Wellbeing_Booklet.pdf

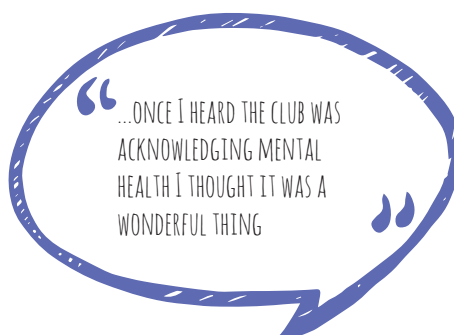
The Club

The club's commitment to health and wellbeing has been transformative and many parents have commended the club on their efforts. They recognise that the club is one player amongst others in society responsible for promotional positive mental fitness. The club is very open about mental health and the team feel the initiative has reduced the stigma to some extent and people are now more open. The club house and dressing rooms display the posters and members and coaches are more mindful. The club act as the conduit to the Samaritans and although it is difficult to measure the impact the club feel that the change in culture has been a very positive journey.

It has also strengthened the relationship with the schools as they are now working together on a regular basis supporting each other's health and wellness initiatives.

The Healthy Club officer in Cooraclare has also been invited onto the County Health & Wellbeing Committee strengthening the links between clubs and county committees.

Quote from member of the community:



Mental Fitness Package – Relax Kids Mindfulness



Relax Kids participants with their certificates of completion

Club	St Peter’s GAC, Warrenpoint
County	Down
Location	Warrenpoint
Rural/ Urban	Urban
Codes	Football, Ladies Football, Hurling & Handball
Membership (2016)	700

Case study- Relax Kids Warrenpoint

Plan

Supporting Documents:

- GAA’s Mental Health Charter
- Healthy Club Statement

Relax Kids is a 6-week programme aimed at young children (6-8 years old) which offers a unique system of children’s relaxation and mindfulness that will help decrease stress and anxiety, increase attention span and improve concentration. St Peter’s GAA club introduced this programme as part of their GAA Healthy Club project and eighteen girls and boys aged 6 to 8 years had great fun participating in it.

Partners

Within the club:

- Club Executive
- Healthy Club Project Team
- Parents
- Club PRO

Outside the club:

- Relax kids coach
- Down GAA Health & Wellbeing Committee
- CLEAR program- Public Health Agency (PHA)
- Schools (Primary 3 and Primary 4)
- Down Health & Wellbeing Committee (chair.hwc.down@gaa.ie)

The Healthy Club Coordinator promoted the programme to parents through club channels and through local schools. She also sent letters to parents in the area as it was open to children from the community and not just club members. The Relax Kids coach coordinated the 6-week programme and provided all the resources required.

Activity

The sessions incorporate movement and exercise, mindfulness and relaxation games, stretching, peer or self-massage, breathing techniques, affirmations and visualisations. Each class is based upon an imaginative theme, and gently introduces children to simple and fun mindfulness tools that can be used in all areas of their lives. The children learn how to use positive thoughts to help themselves feel good, help others and reach their full potential. They also enjoy games, storytelling and relaxations techniques.

The club hosted a parent’s information and registration night in the club house where the Relax Kids coordinator was available to answer any questions. The cost of the course was €10 per child or €15 for two children from the same family. The classes were also supported by a range of high quality mindfulness and relaxation books and CDs and class printouts which help bring calm and quiet to the classroom and at home. On completion of the 6-week classes the children were presented with certificates.

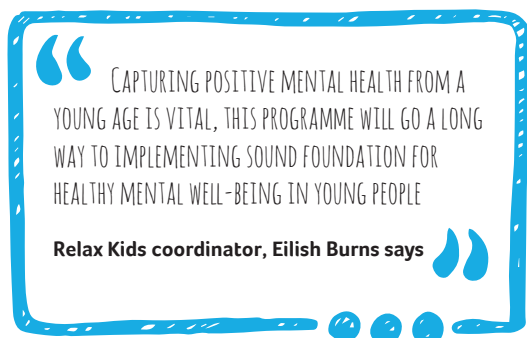
For more information a free introductory pack is available for parents to download from www.relaxkids.com

The Club

Relax Kids classes have shown to help with focus, concentration, creativity, listening skills, self-esteem and sleep. The kids and their parents found the programme a fantastic initiative within the club and were extremely impressed with the positive impact it had on their kids. One mother said the difference in sleeping patterns and especially the pre-bedtime routine was unbelievable,

It was clear from the offset that the young participants were fully engaged in the programme and with full attendance nearly every week and a waiting list to attend the programme the benefits were evident.

For more information visit www.relaxkids.com



Mental Fitness Package- SAFE Talk



Healthy Club Officers from Erne Gaels Belleek and Derrygonnelly Harps, Fermanagh receiving national recognition in Croke Park from Sean Cavanagh, former Tyrone Footballer.

Club	Erne Gaels GAC Belleek
County	Fermanagh
Location	Belleek
Rural/ Urban	Rural
Codes	Football, Ladies Football, Hurling and Camogie
Membership (2016)	306

Case study- SAFE Talk, Erne Gaels Belleek GAA, Fermanagh

Plan

Supporting Document: GAA Mental Health Charter

Following a high number of suicides in the Fermanagh area the Healthy Club Project Team at Erne Gaels contacted the Healthy Living Centre in Lisnaskea to coordinate a safeTALK training workshop in the club. SafeTALK, which stands for ‘suicide alertness for everyone’ is a training programme that helps people to identify those who may be having thoughts of suicide and teaches ways of helping those people by connecting them with suicide first aid resources http://www.hse.ie/eng/services/list/4/Mental_Health_Services/NOSP/Training/safetalk.PDF

Partners

Within the club:

- Club Executive
- Healthy Club Project Team
- Club PRO
- Coaches & managers
- Parents and players

Outside the club:

- Healthy Living Centre in Lisnaskea,
- Local media
- Members of the wider community
- Fermanagh GAA Health & Wellbeing Committee (chair.hwc.fermanagh@gaa.ie)

The benefits of hosting Safe Talk is that the trained facilitators come to the club and deliver the intervention and all the appropriate resources. The club is NOT expected to be the expert in this area and is responsible for organising an appropriate venue, refreshments and recruiting people.

Activity

Safe Talk is a 3-4 hour alertness training that prepares anyone over the age of 15, regardless of prior experience or training, to become a suicide-alert helper. Most people with thoughts of suicide don't truly want to die, but are struggling with the pain in their lives. Participants openly engage and share experiences with each other and talk through some of the issues affecting them. It is facilitated by a trained staff member and support staff are also at hand during the session for anyone who feels they may require it. The club gave it huge publicity with invites sent out via social media, radio, word of mouth and press.

Raising awareness and being proactive about improving and maintaining mental fitness is important for the club. Through regular promotion they have created an environment that fosters resilience and positive wellbeing. Club members are empowered to take control of their health in a positive way. They signpost to local mental health services/groups/helplines etc. on the Healthy Club noticeboard and promote positive emotional wellbeing campaigns such as #Littlethings <http://www.yourmentalhealth.ie/get-involved/littlethings-campaign/> and 5 Ways to Wellbeing http://www.southerntrust.hscni.net/pdf/5_Ways_to_Wellbeing_Booklet.pdf on their social media channels and on the club website.

How to host a Safe Talk within your GAA club?

- ROI - link up with the Health Service Executive (HSE) -see training directory here <http://www.yourmentalhealth.ie/search/?q=safe+talk+>
- NI- contact the regional training co-ordinator for mental and emotional wellbeing and suicide prevention - **Helen Gibson helen.gibson@hscni.net** Tel: 028 9536 3441

The Club

On the morning of safeTALK the Healthy Club Project Team were blown away by the interest shown. Thirty-eight people showed up from every walk of life, including other club members, people from other localities with no previous GAA background plus club members, local councillors and the head of the Fermanagh Community Mental Health Team. One participant from Co Tyrone remarked



The club's commitment to emotional wellbeing has been transformative and many parents have commended the club on their efforts. The club is very open about mental health and the Healthy Club team feel the initiative has reduced the stigma to some extent and people are now more open to discussing mental health. The club is firm in its role as the conduit to mental health services and acknowledges that the GAA is not a service provider but it does play a vital role in promoting positive mental health for its members.

PHYSICAL ACTIVITY SECTION



Physical Activity Package- Men on the Move



Men on the Move participants in Mungret St. Paul's Healthy Club, Limerick.

Club	Mungret St Paul's GAA
County	Limerick
Location	Moneteen (caters for a huge catchment area including Raheen, Mungret, Dooradoyle, Ballycummin, Cloughkeating, Ballykeeffe and Gouldavoher)
Rural/ Urban	Urban
Codes	Hurling, Football, Camogie and Ladies Football
Membership (2016)	740

Case Study- Mungret St Paul's Men on the Move

Plan

Supporting Documents:

- GAA Physical Activity Guidelines
- GAA Healthy Club Statement

As part of the GAA's Healthy Club Project (HCP) Mungret St Paul's expressed interest in the Men on the Move (MotM) programme which is aimed at adult men over the age of thirty and is designed to support them to become more active, have fun and improve their fitness levels. It was developed by the HSE and is rolled out through the Local Sports Partnership network. It involves twice weekly structured physical activity sessions over 12 weeks that are led by a qualified instructor to a level and pace that suits the participants.

Men on the Move is available in the following 8 counties through their respective Local Sports Partnership; Limerick, Kilkenny, Donegal, Mayo, Cork, Waterford, Galway and Dublin. (The GAA is supporting a proposal by the HSE to make MotM available across the 26 counties.)

The Mungret's club were keen to engage with this cohort of men who are typically referred to as "hard to reach" for a number of reasons including retirement, their children have grown-up so they have lost contact with the club, or men who may be new to the surrounding areas.

This programme supports the club's Healthy Club Statement, a commitment to supporting members' physical, mental and social health.

Partners

The MoM programme is funded by the HSE in partnership with Limerick Local Sports Partnership (LSP - <http://www.limericksports.ie/>) with the GAA club responsible for recruiting participants. The LSP are the main coordinators who source a locally qualified physical activity instructor to deliver the programme in the GAA club. Their role is crucial to the success of the programme as these experts have experience coordinating gender-specific initiatives and allow for some flexibility within groups and minor tailoring of the programme to ensure the core components of the programme are achieved in a way that best suits the men’s needs. The club also engaged with the Health Centre for Behaviour Research in Waterford IT to ensure the programme was evaluated as part of the GAA’s HCP. Support was also provided from Limerick GAA’s County Health & Wellbeing Committee (chair.hwc.limerick@gaa.ie)

Within the club one main person was responsible for coordinating the promotion and recruitment element of the programme, as well as organising a venue in the club for the twice weekly session. This partnership worked well as the club took responsibility for this element and the LSP provided the expertise and resources needed to deliver the programme. The club benefitted greatly from this strong partnership with the LSP who have mutual goals in terms of increasing participation in sport and future projects have been discussed.

Activity

The programme took place in Mungret St Paul’s GAA club between March- June 2017 over a 12-week period which involved twice weekly outdoor physical activity sessions and two workshops on nutrition and well-being for men. At the start of the programme the LSP coordinator came to the club to give a presentation on what the programme would entail and answer any questions or concerns the men may have. On week one weight, height, body mass index (BMI), waist circumference, time to run a mile and general wellbeing was measured and again at week 12 and 26 weeks follow up. Initially 62 men turned up for the programme with a steady forty participants attending twice weekly. The programme culminated with a 5km run/walk celebratory event plus a trip to Croke Park to enjoy a hurling game.

GAA HEALTHY CLUB PROJECT - FITNESS

Fitness |
 Community |
 Healthy Eating |
 Mental Health |
 Healthy Habits

Over **12,000** people have benefitted from physical activity programmes

Getting communities active

Spotlight on **“Men on the Move” (MOTM)**

MOTM is a 12 week programme, developed and funded by the HSE, aiming to promote physical activity and general wellbeing among men over 30

Long standing results¹

- 1 in 10 moved to lower BMI
- Improvements in health and mental wellbeing
- 1 minute improvement in time to complete 1 mile
- Average weight loss of **2kg**
- Average waist circumference drop of **3-4 cm**

“The Men on The Move programme has created new friendships and left me feeling more positive about myself”

- participant

In partnership with and proudly supported by

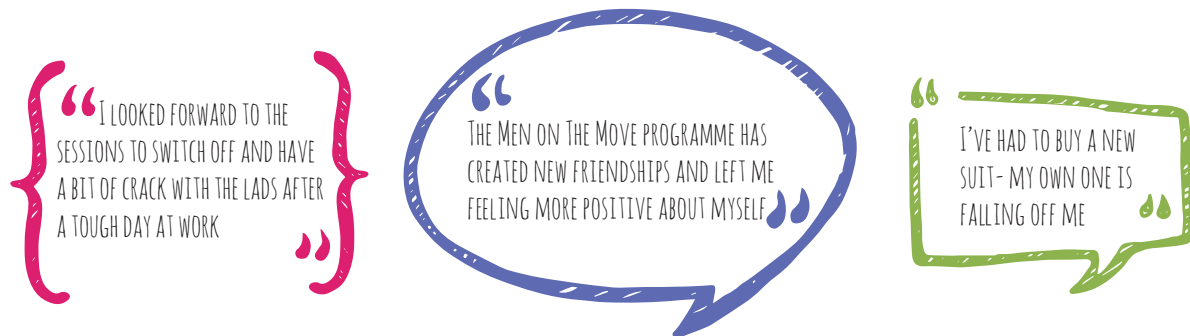
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 [@officialgaa](https://www.twitter.com/officialgaa/) |
 www.gaa.ie/community |
 #gaahealth

¹ Lane, A., Murphy, N., and Callaghan, D. (2018). The Health Impact of the GAA Healthy Club Project. Centre for Health Behaviour Research, WIT, Waterford, Ireland.

The Club

The programme was a huge success in terms of improved fitness levels and weight loss. While the majority of men saw reductions in their waist line, one man in particular lost a staggering 18 cm from he's waist circumference which equates to a 36% reduction in cardiovascular risk, which includes heart attack and stroke.

Most importantly the benefits men experienced in terms of social connectedness was huge as the programme brought men together from the surrounding areas who were new to the club and provided them with the opportunity to exercise at their own pace and meet new people. Some of the personal developments reported by the men included enhanced confidence, communication and self-care:



Benefits for Mungret St Paul's was also evident as they opened up their doors to men from the wider community, attracting new people to the club and perhaps increasing their volunteer base. There are plans to run the programme again, but possibly at an earlier stage as the numbers slightly dipped approaching the summer months so perhaps Jan-April Oct-Nov would offer better windows during which to engage men. In addition, the club are setting up Women on the Move.

The club promoted the event mainly through social media, Facebook and Twitter but also through club notes, signage and word of mouth. The LSP also promoted the programme through their own channels.



Physical Activity Package – Operation Transformation



Dedicated Op- TAM participants in Aghamore Healthy Club, Mayo.

Club	Aghamore GAA
County	Mayo
Location	Aghamore/Ballyhaunis
Rural/ Urban	Rural
Codes	Football and Ladies Football
Membership (2016)	455

Case Study – Operation Trans-AGHA-mation (Op- TAM)

Promotional Video: <https://www.youtube.com/watch?v=ullZuK0REPA>

Plan

Supporting Documents:

- GAA Physical Activity Guidelines
- Healthy Club Statement

Operation Trans-Agha-Mation is an 8-week community physical activity/fitness initiative aimed at increasing health awareness and helping the community to become a healthier place. It is open to everyone in the community regardless of age, fitness level, weight etc.

Aghamore GAA have been running Operation Trans-Agha-Mation (OPTAM) since 2015 with growing interest every year. Various classes ranging from Yoga, Circuits, MetaFit, Bootcamp are offered three times per week between November- December, culminating with a 5km run/walk.

Every Sunday morning the club offers a Couch to 5k training plan for OPTAM participants. The main motivation behind the programme was to enhance social integration and greater stronger links between Aghamore GAA and the wider community. They were inspired by Castleblayney Faughs, Operation TransFAUGHmation in Monaghan (see video here: <https://www.youtube.com/watch?v=akhV-ylowyc>)

Partners

Within the club:

The Healthy Club project team took the lead on this project with the support of the Club Chairperson.

The main club coordinator is also a qualified and experienced personal trainer who had many contacts in the local area.

Outside the club:

- Local fitness instructors
- CORE Timing (chip timers and software)
- Local print company (t shirts)

- Knock Community Centre
- Local supermarket (refreshments)
- Mayo Sports Partnership
- Credit Union and other local companies as sponsors
- Mayo inter county players (special guests)
- Mayo County Council
- Local Gardai
- Mayo GAA Health & Wellbeing Committee
(chair.hwc.mayo@gaa.ie)
- GAA National Risk Insurance Manager



The "Run a K a Day" programme in partnership with the three local primary schools has been a huge success.

Activity

Step by step plan:

1. Consider what type of classes are suitable and available locally (circuits, bootcamp etc.)
2. Approach instructors
3. Organise a timetable of classes/ calendar of events
4. Arrange locations (for both the classes & the culminating 5K)
5. Check on insurance
6. Registration form and waiver (for both the programme & the 5K)
7. Promote via social media and all other club communication channels
8. Consider inviting local media, ministers and other special guests (intercounty players etc.)
9. Organise t- shirts and/or medals
10. Consider chip timer for 5K
11. Refreshments on the day after the race
12. Consider special prizes on the day & presentation venue
13. Get feedback from organisers & participants

The Club

The programme has been very successful with 50 people taking part in 2015 and growing to 80 in 2016. It was not aimed at weight loss but in promoting a healthier lifestyle and way of life within the community and encouraging people to get involved in exercising while using the GAA facilities. The club were delighted with the outcome as it helped to shine a positive light on the club which is strongly seen as a community organisation rather than just a sporting organisation. Everyone that participated in OPTAM was encouraged to sign up as a Social Member of the club which also led to increased membership.

The programme culminated with a 5K at the start of December for the OPTAM participants, as well as people from the community, with a gathering afterwards where people could meet up and socialise. Each participant who registered for the run received an anklet which recorded their time and many set out to beat their 2015 target.

Building from the success of year one Aghamore's Healthy Club Project Team reached out to principals of the 3 neighbouring national schools and together they initiated "The Run a K a Day" initiative which aims to enhance the children's physical, mental and emotional health & wellbeing during the school day. This involves each school taking the students out daily where they run a kilometre, regardless of the weather. This has been a huge success and between the 3 schools over 300 children have got involved. To tie this initiative in with OPTAM the club organised a culminating 2K event for the national school children just before the general 5K. This was a huge success with 110 children taking part and many parents coming along and joining in.



I'M DELIGHTED TO SEE THAT IT SEEMS TO HAVE INTERESTED CHILDREN WHO DON'T NORMALLY DO A LOT OF EXERCISE OR WHO DON'T TAKE PART IN TEAM SPORTS. I NOTICE THAT A NUMBER OF CHILDREN ARE INDEPENDENTLY AND VOLUNTARILY CHOOSING TO DO EXTRA RUNNING DURING THEIR BREAK-TIMES WHICH I THINK IS WHAT THIS PROJECT IS TRYING TO ACHIEVE- THAT CHILDREN TAKE OWNERSHIP OF THEIR OWN EXERCISE AND FITNESS. ALL CLASSES FROM JUNIOR INFANTS TO 6TH CLASS ARE TAKING PART AS WELL AS OUR SPECIAL NEEDS CHILDREN WHO ARE DOING IT TO THE BEST OF THEIR ABILITY

Margaret Duffy, principal of Tooreen National School

Physical Activity Package – Park Run



Participants from the Castlehaven GAA Parkrun

Club	Castlehaven GAA
County	Cork
Location	Near the town of Skibbereen
Rural/ Urban	Rural – peripheral location
Codes	Football and Ladies Football
Membership (2016)	414

Case Study: Castlehaven GAA Park Run

Plan

Supporting Documents:

- GAA Physical Activity Guidelines
- Healthy Club Statement

Castlehaven GAA wanted to set up a permanent community based physical activity initiative for all club members and members of the wider community. As players are generally taken care of and out training several times a week the club wanted to focus more so on engaging the non- playing cohort. After some research the Healthy Club Officer approached the Club Executive with the potential of setting up a parkrun group. They followed the steps below to start up Castlehaven Parkrun:

Online application form via parkrun Ireland <http://www.parkrun.com/about/start-your-own-event/>

1. **Identify a suitable and safe venue or location** like a park, beach, sports grounds, woodlands or promenade. Keep in mind that it must be possible to map a 5k track which is relatively easy to reach and accessible for most in the community (Consider parking, toilets, shelter, good start and finishing areas). Link in with the local council/authorities and Parkrun Ireland for assistance.
2. **Recruit a team of local volunteers** to coordinate the weekly Saturday morning run (the amount depends on the size of the club and the route). It is recommended that the club have at least 4 volunteers on a weekly basis to set up the race and make sure that everything runs smoothly. Once the event is up and running more people know about it, the number of volunteers usually grows. A one man/woman band will not be feasible and will lead to problems down the line.

3. **Visit a neighbouring Parkrun** to see how it is ran and try speak to the Event Coordinator about the logistics
4. **Consider funding** – Organising a parkrun costs €7,500. Parkrun cover half the cost and the club need to raise/provide the other 50%. This is a once off fee and covers all the equipment needed to start and sustain the event. Contact your Local Sports Partnership (LSP) to enquire about Parkrun funding. This will be at the discretion of the LSP and will require an application form submission. Another option would be to contact the local council to seek funding.
5. **Identify any potential health & safety issues** (risk assessment is required as part of the application process).
6. **Avail of the Parkrun kit** once the funding has been confirmed and the risk assessment is complete. The Parkrun crew will assist with the setup and provide the resources required.
7. **Planning the launch date** and ongoing promotion (Set up Facebook & Twitter page)

Partners

Partners within the club:

Weekly events are organised by a group of dedicated volunteers within the club including members of the Healthy Club project team. To organise the weekly runs it takes approximately 4 hours. Castlehaven Parkrun has attracted new club members who have not been previously linked to the club and even has a lady from Wales who volunteers regularly. The Club Executive is also very supportive.

Partners outside the club:

- Parkrun Ireland
- Cork Sports Partnership
- HSE
- Coillte
- Local council/authorities
- Cork Health & Wellbeing Committee (chair.hwc.cork@gaa.ie)

Activity

Castlehaven Parkrun is a weekly 5km run in the beautiful and scenic Rineen Forest Recreation Area. It happens every Saturday morning regardless of weather and has approximately 46 people running on a weekly basis. All ages and abilities are welcome to take part. They simply register online and get a barcode which they print out and bring to the event. The club has a scanner for this system and equipment to time the runs so participants can track and monitor progress.

There is a focus on the social element as well as the physical fitness and every week participants go for tea/coffee afterwards. Castlehaven parkrun regularly attracts new faces and visitors from other counties and countries. Once participants register with Parkrun Ireland they can attend any parkrun in any venue. Therefore, consistency of the event every week is an important element of what makes parkrun work so ensuring that there's a reliable team in place is always important. Based on demand the club now have an additional weekly running/walking session at Moneyvollahane pitch every Wednesday evening.



All ages and abilities come together every Saturday morning to enjoy Castlehaven GAA Parkrun

The Club

The Castlehaven GAA parkrun club is one of the biggest clubs in Ireland with 83 members who have completed 855 runs (as per March 2017). Twenty percent of these runs have been completed by registered Castlehaven GAA members. Average parkrun attendance every Saturday is 46 people. Men, women and children are all welcome and families doing it together on a Saturday morning is a common occurrence. 453 people have registered the Castlehaven parkrun as their home run and 513 different runners have participated. The biggest benefit reported by the Healthy Club Officer is the increase in club membership and broadening volunteer base. The enhanced health and wellness of the community and social benefits are also huge. The Castlehaven Parkrun Facebook page is home to some lovely photos and posts

www.facebook.com/castlehavenparkrun

Physical Activity Package - Recreational Rounders



Recreational Rounders has been a huge hit in Good Counsel GAA & Camogie Club

Club	Good Counsel GAA & Camogie Club
County	Dublin
Location	Drimnagh
Rural/ Urban	Urban
Codes	Camogie & Hurling
Membership (2016)	449

Case study- Good Counsel GAA, Dublin

Plan

Supporting Documents:

- GAA Physical Activity Guidelines
- GAA Healthy Club Statement

The club decided to promote Recreational Rounders on Lá na gClubanna as recommended by Croke Park. The club also used this day to launch the club's involvement in the innovative GAA's Healthy Club project (HCP). The rationale behind Rounders was to encourage participation and enjoyment amongst various generations in the club and wider community. The Healthy Club project team coordinated this event and adopted the Healthy Club Statement which is a commitment to making the club a healthier place for everyone to enjoy. The team accessed the Lá na gClubanna promotional pack and Rounders rules via <http://www.gaa.ie/> as well as equipment provided by The Community & Health section in Croke Park which included a bat, adjustable batting tee and soft balls suitable for all ages and abilities.

Partners

Within the club

- Club executive (to ensure match fixtures were not clashing with the Lá na gClubanna event)
- Volunteers
- Parents
- Coaches and managers from both the senior and juvenile teams (to help coordinate the games and refreshments on the day).
- The club PRO

Outside the club

- Dublin GAA County Health & Wellbeing Committee (chair.hwc.dublin@gaa.ie)
- Community & Health Section in Croke Park (community.health@gaa.ie)
- National Rounders Committee (secretary.rounders@gaa.ie)
- Local media (Dublin City FM 103.2)

Appropriate local businesses were also invited on the day to offer support and raffle prizes including a free car service from Advanced Pitstop and a healthy hamper from Slimming World, just to name a few were. Abs- Solute Fitness, Drimnagh were also invited to provide fitness and nutrition advice.

Activity

The Healthy Club project team decided that teams would be made up of men, women and children (over 15 years) of all abilities. It was a roaring success with eleven teams and over 100 members from the club and wider community participate on the day. To add to the fun the winners and runners up were given medals and mini trophies. The team put together an action packed schedule involving juvenile mini blitzes, exhibition matches, poc fada, face painting and colouring for kids, as well as music and food. The Healthy Club team also distributed a brief questionnaire on the day to help focus their efforts going forward and ensure their health and wellbeing plans were driven by the needs of the club and community members.

The Club

The club promoted the event mainly through social media, Facebook and Twitter but also through club notes, sigange and word of mouth. The event was a huge success in bringing the club and community together and Good Counsel intend to replicate this event going forward. The pictures from the day were promoted also on social media and showcased on GAA.ie/community as a spot light Healthy Club feature.

The aim of Recreational Rounders is to promote a fun, non-competitive and inclusive environment within the club to strengthen links further between the GAA and the community. The underlying philosophy of Recreational Rounders is that Gaelic Games should be fun, inclusive to all abilities, enjoyable and accessible. Good Counsel were confident that this initiative helped them bring the Healthy Club Statement to life and showcase their commitment to health and wellbeing. It was the perfect way to launch their involvement in the HCP, recruit new healthy club champions and get ideas from the members about what areas to focus on going forward.

Physical Activity Package– Walking Group



Achill GAA leading the Walk and Talk group which covers the 12 scenic looped walks on the island.

Club	Achill GAA
County	Mayo
Location	Achill Island, west coast of Mayo
Rural/ Urban	Rural
Codes	Football and Ladies Football
Membership (2016)	562

Case Study - Achill GAA Walking Loopers

Plan

Supporting Documents:

- GAA Physical Activity Guidelines
- Healthy Club Statement

Achill is located on the west coast of Mayo and has a total population of approximately 3,000 people. The vast majority of the parish natives aged 18-34 years live away from Achill and this coupled with a general decline in rural population has seen Achill GAA Club fall on challenging times. However, a new initiative 'The Loop Walkers', aims to include people from the wider community whilst providing a structured social outlet with a focus on inclusivity and general Health and Wellbeing. With 14 existing stunning Loop Walks in the area the Healthy Club team came up with the idea of organising group monthly walking events, open to everyone in the community. Their motto is "Walk and Talk"

Partners

Within the Club

- Healthy club project team with support of Club Executive
- Club volunteers
- Club PRO

Outside the Club

- Mindspace Mayo (specialise in young people and their families' mental health matters)
- Mayo Sports Partnership

- Get Ireland Walking (Two clubs members were provided free training as registered Group Walking Leaders – see www.getirelandwalking.ie for more details or to register a walking group)
- Local community groups (welcome the walkers to their villages and to provide post- walk refreshments)
- Local community centres
- Mayo Health & Wellbeing Committee (chair.hwc.mayo@gaa.ie)

Activity

For Achill GAA inclusivity and health and wellbeing are the cornerstones on which the project is based. The monthly walk is usually around 5k and is suitably paced to facilitate chatting along the way. News and views are exchanged before light refreshments are enjoyed by all at the terminus. Due to demand the group also meet up every Saturday morning to walk socially on Keel Beach

The project team developed a registration document for use as both a data collection tool and as a means of encouraging motivation and commitment to the programme as a whole. It also promoted a sense of belonging and inclusion for participants.

The initiative has been cost neutral for Achill GAA as local community groups were only too happy to welcome the walkers to their villages and to provide post- walk refreshments in their local community centres. Before they knew it they were established and tagged as “The Loopers!”

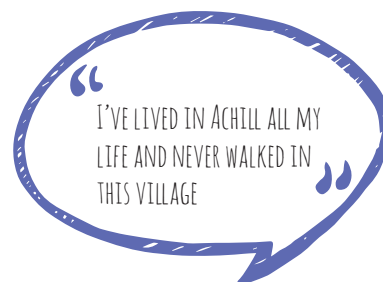
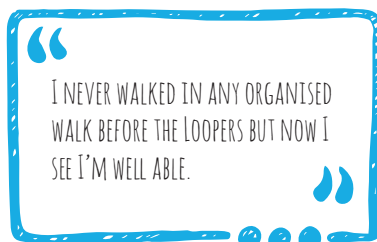
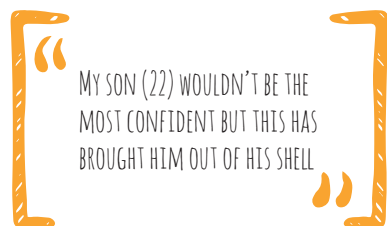
The Club

Historically, (in Achill anyway!) the GAA Club has always been perceived as being for footballers! One of the aims of the Loop Walkers project is to promote the GAA Club as being open to and welcoming of all members of our community. The ethos is that everyone has something to offer. Currently average participation in the walks is 80 people with adult participation of approximately 70%.

The walks have welcomed participants from both within and outside of the GAA Club and it would seem apparent at this point the GAA Club is becoming recognised as an having an open door to people of all ages and capabilities regardless of your footballing talents.

As the project is ongoing no complete evaluation has taken place to date but the team are compiling participant feedback forms.

Quotes from participants:



Based on the success of the walking initiative the club hosted the Achill GAA Healthy Clubs National Walking Festival between 31st March and 2nd April 2017 which was a huge success with 35 people from all over Ireland visiting. The unique package included 2 local guided walks around the stunning island, 2 nights B&B, lunch, dinner and transfers. The club organised this affordable package in partnership with Achill Tourism. Other partners included Achill Bord na n-Óg, Achill LGF, Mayo Co Council, Mayo Sports Partnership, local hotels and guesthouses and Mindspace Mayo.



Physical Activity Package- Gaelic 4 Mothers & Others



Melvin Gaels Gaelic 4 Mothers & Others Group

Club	Melvin Gaels GAA
County	Leitrim
Location	Kinlough, covering areas of Glenade, Tullaghan, Rossinver.
Rural/ Urban	Rural
Codes	Football
Membership (2016)	575

Case Study- Gaelic 4 Mothers & Others (G4M+O) Melvin Gaels

Plan

Supporting Documents:

- GAA Physical Activity Guidelines
- Healthy Club Statement

Melvin Gaels Gaelic4Mothers and Others was formed in June 2011 and was the first club in Co. Leitrim to run this programme, since then other clubs in the county have followed suit. The G4M+O initiative was first introduced by the Ladies Gaelic Football Association in 2009. This is a recreational and innovative programme for women who have never played football before or who have not played in a very long time. The ethos is fun, fun, fun!! It is non- competitive and all inclusive. The focus is on providing a supportive environment where women can interact socially, as well as exercise.

Partners

Within the Club

- Parents
- G4M&O Committee
- Club Bord na nÓg Committee

Outside the Club

- LGFA
- Schools
- Leitrim Health & Wellbeing Committee (chair.hwc.leitrim@gaa.ie)

Activity

The women who participate are aged between 18 years and 53 years but there is no upper age limit. The majority of women currently fall into the 40-50 age category. Melvin Gaels currently have 25 women registered to play. They are free to drop in or out at their leisure depending on work and family commitments. They train 50 weeks of the year taking a break at Christmas only.

Melvin Gaels hosted the first ever LeitrimGaelic4 Mothers and Others blitz in 2015 and have run this event again in 2016 and 2017. As a result, they have forged links with other parts of the county and made firm friendships. They have organised a number of Mixed Blitzes within the club as fundraisers but also as a means to encourage cohesivity within the club.

The club participate in the provincial and national blitzes organized by the LGFA. However, they have also been very proactive in introducing this wonderful initiative further afield. They travelled to New York in 2014, London in 2015, Glasgow in 2016 and Brussels in 2017. These destinations didn't have a G4M+O programme in situ when they visited so the club provided them with their first introduction to the game. It is important to note that the club have organised these trips entirely themselves by identifying a part of the world they would like to visit and then set about establishing links with the LGFA in those areas.

The Club

The ripple effect of this initiative has been significant. The Club Bord na nÓg Committee in 2017 was comprised entirely of Gaelic4M+O members which led to the introduction of the Gaelic4 Girls programme which introduces girls to Gaelic Football. Over 50 girls benefited from this programme in 2017 and subsequently, an U-16 girls club was established in Melvin Gaels in 2018. The programme has encouraged women to become involved in club affairs in a more meaningful way. It has also provided children and mothers with a common shared interest which ensures that during football season there is no shortage of banter around the dinner table where post- match analysis takes precedence.

From the formation of Gaelic4M+O in 2011 the club have grown into an integrated, mutually supportive, community focused group of women who have developed a passion for Gaelic Football. The Gaelic 4Mothers and Others Coordinator says:

“ THE POSITIVE ENERGY WHICH EMANATES FROM THIS GROUP IS A JOY TO BEHOLD ”



The group have travelled abroad and helped set up other Gaelic 4 Mothers & Others teams.

Quotes from Participants:

“ A GREAT WAY TO KEEP FIT WITH A LOT OF LAUGHS ”

“ GAELIC 4 MOTHERS & OTHERS, ENDLESS LAUGHTER WITH FRIENDS THAT KEEPS YOU FIT FOR LIFE ”

“ THE GAELIC4MOTHERS AND OTHERS IS THE BEST THING I HAVE DONE IN A LONG TIME. WE HAVE GREAT CRAIC AND THE OPPORTUNITY TO TRAVEL TO PLACES THAT I WOULD NEVER HAVE BEEN ”

Physical Activity Package- Over 50s Exercise Programme



Club	Cavan Gaels GAA
County	Cavan
Location	Lurbanboy
Rural/ Urban	Rural
Codes	Football, Ladies Football & Camogie
Membership (2016)	370

Case Study- Cavan Gaels Over 50s Exercise Programme

Plan

Supporting Documents:

GAA Physical Activity Guidelines

Healthy Club Statement

In September 2017 Cavan Sports Partnership advertised for community groups to participate in a 6 week Over 50s Exercise Programme. Cavan Gaels Healthy Club Project Team identified this as an area of need in their community and considering they had a new clubhouse with a purpose- built room they decided to apply. Their application was successful and they have since rolled out 3 full courses of the programme.

Partners

Within the Club

- Healthy Club Project Team
- Club Executive
- Club PRO

Outside the Club

- Cavan Sports Partnership
- Local newspaper
- Local community groups & mass
- Cavan County Health & Wellbeing Committee (chair.hwc.cavan@gaa.ie)

The club were responsible for providing the venue, recruiting participants and promoting the programme. Cavan Sports provide the equipment and trainer who is fully insured and indemnified.

“The fact we can provide something at a nominal cost in conjunction with Cavan Sports Partnership is great. It is a community group with a community focus, it all works together very well, it is a win-win for everyone.” – Cavan Gaels Healthy Club Officer

“THE FACT WE CAN PROVIDE SOMETHING AT A NOMINAL COST IN CONJUNCTION WITH CAVAN SPORTS PARTNERSHIP IS GREAT. IT IS A COMMUNITY GROUP WITH A COMMUNITY FOCUS, IT ALL WORKS TOGETHER VERY WELL, IT IS A WIN-WIN FOR EVERYONE”

Activity

It is a 6 week Over 50s exercise programme delivered by Cavan Sports Partnership using the club facilities. Considering the target audience, the club decided to host the classes every Friday morning (11am- 12pm) rather than the usual evening exercise classes. The timing is very suitable for a lot of the participants who might be discouraged to go out late on the dark, cold winter nights. It is followed by a cup of tea and chat.

Healthy Club Officer in Cavan Gaels says

“PEOPLE TIE IT IN WITH OTHER THINGS ON A FRIDAY MORNING LIKE GOING TO MASS OR SHOPPING. IT HAS BROUGHT TOGETHER A LOT OF PEOPLE WHO WOULDN'T HAVE OTHERWISE KNOWN EACH OTHER.”

A variety of media was used to notify potential participants including the club newsletter, club notes in the local paper, word of mouth, social media and direct contact with those they felt would be interested and benefit from the course.

Fourteen participants (a combination of club members and non- club members) initially signed up but as the classes became more established the average weekly attendance rose to 18 – 20 people. While the course was aimed at over 50s, many of the participants were in their late 60s and 70s. The programme involves a combination of different exercises with a lot of chair based exercises.

The Club

The programme was a huge success and there was an immediate demand for a second course and third course which was facilitated again in collaboration between Cavan Gaels and Cavan Sports Partnership. The cost of each subsequent 6-week programme was €270 which was covered through the Healthy Club grant (Irish Life's CRS partnership). There is a nominal weekly charge of €2 for participants to cover the light, heat and a cup of tea.

The programme has allowed the club engage many non-club members in the local community which adds to the feel good factor. At least half of the weekly participants have had no previous connection to the club or have had children playing in the past or grandchildren. As well as providing appropriate physical activity opportunities, the programme has served an important social function. Many of the participants live alone and it has become part of their weekly routine, providing an opportunity to interact and meet others in the area. The final session was followed by a Christmas party for all the participants which was a great success. The feedback has been tremendously positive and many of the participants have expressed interest in getting involved in other Healthy Club trips and activities. Cavan Gaels also have a bowls group who use the club facilities one afternoon a week. The group have no connection with the club at all but have become social members for insurance purposes.

“IT HAS BEEN FANTASTICALLY WELL RECEIVED, WE'VE HAD ENQUIRIES FROM OTHER CLUBS ABOUT IT. WE'VE PEOPLE FROM OUT IN THE COUNTRY, WHO HAVE ASKED CAN THEY COME IN TO PARTICIPATE. THERE IS ALSO TALK OF SOCIAL TRIPS COMING INTO THE SPRING AND SUMMER, FOR EXAMPLE LOCAL MUSEUMS OR EVEN A TRIP TO DUBLIN TO DIFFERENT THINGS, DEPENDING ON WHAT THEY WANT TO DO. IT CERTAINLY WIDENS THE REMIT OF THE GAA TO A MORE COMMUNITY FOCUS - CAVAN GAELS HEALTHY CLUB OFFICER”

COMMUNITY SECTION



Community Package - How Are You Today? programme



Men on the Move was one of the initiatives delivered in St Colmcille's Healthy Club in Meath as part of their How Are You Today Programme.

Club	St Colmcille's GAA Club
County	Meath
Location	Bettystown/Laytown area
Rural/ Urban	Rural but serving an significantly growing population base
Codes	Football & Ladies Football, Hurling
Membership (2016)	1781

Case study- How Are You Today? programme St Colmcille's GAA, Meath

The St. Colmcille's Healthy Club was featured RTE's Today Programme for their How Are Your Today? Initiative. See the video here: https://www.facebook.com/pg/rtetoday/videos/?ref=page_internal

Plan

Supporting Document: GAA Mental Health Charter

Members of the St. Colmcille's Healthy Club project team developed the "How are you feeling today" programme in 2013 with the help of a grant from the Genio Trust, to give their community a focal point while at the same time providing personal development skills through initiatives such as mindfulness classes, health and nutrition classes, dance classes, card games and facilitating a men's shed on their grounds.

The area had seen a rapid influx of people over the last number of years, increasing 'from 3,000 to 20,000. However, the infrastructure needed to accommodate such a growth in population had lagged behind and the community had become disjointed with no 'central point'. The HCP team felt '...that within the community we felt we weren't as much of a factor as we would like to be'. Thus, the How Are You Today programme was borne.

Partners

Within the club:

- Club Executive
- Certain members of the club with specific skill sets and roles e.g. personal trainer
- Parents,
- Fluent Gaelic speaker
- Each class had a specific coordinator whose details are advertised on the website and club notes.

Outside the club:

- Genio Trust <https://www.genio.ie/>
- Mindfulness Practitioner
- Meath Local Sports Partnership
- Men’s Shed Ireland
- South Meath Education
- Members of the community (as participants)
- Meath County Health & Wellbeing Committee (chair.hwc.meath@gaa.ie)

These external partners provided the expertise and resources required for the classes.

Activity

Classes included Mindfulness and Relaxation, Nutrition, Ballroom Dancing, Men’s Shed, Card Games, Caife agus Chat and Computer Classes. As the programme received grant-aid funding, all classes were free and open to everyone in the community. One of the most popular, mindfulness, which is still going strong today, attracts 30- 40 regular adults on a weekly basis. However, many more have come and gone and benefitted from the classes.

The majority of attendees were not members of St. Colmcille’s club and had no previous connection to the club. At least 80% of all participants felt that the initiative had a good/excellent impact on their awareness, knowledge and skills around maintaining health and wellbeing,

I FEEL MY LIFE HAS CHANGED, FOR YEARS I SUFFERED WITH PANIC AND ANXIETY AND NOW WITH MY CLASS EVERY TUESDAY, WHICH I WOULD NEVER MISS, I HAVE FOUND COPING SKILLS

“ I’M RETIRED I HAD A LOT OF PROBLEMS WITH DEPRESSION SO TO GET INVOLVED HELPED ME ENORMOUSLY”, AND “IT JUST CHANGED MY LIFE FOR THE BETTER IT GAVE ME A DIFFERENT OUTLOOK

The programme was funded so it was free for participants to attend and this may have been one of the critical factors in getting the programme off the ground. It is something to keep in mind when planning other programmes advises one of the HCP team members.

The club has a designated section on the website as well as a newsletter for Healthy Club updates and “How are you today” programme information. They also use the club’s social media platforms to promote initiatives http://www.cilles.com/?page_id=11055



St. Colmcilles GAA receiving Healthy Club Recognition from David Harney, Irish Life CEO. Irish Life are proud CSR partners of the Healthy Club Project.

The Club

As well as the many benefits the programme has brought to participants and the wider community, the club is also seeing benefits as participants have become more engaged in club activities with 92% joining other club social activities and 82% had continues or increased support for club fundraising. The fact the programme was aimed at community development meant that ‘the club opened up not just to GAA people but opened up to everyone’. As one member of the HCP team explained ‘The objective is that the people of the community see the club as their community. That we are St. Colmcille’s community GAA football club right but we are not just about football we are about the community. We are part of community and we want the community to be part of us’. This evidently translated back to participants:

“ ONCE I HEARD IT WAS FOR THE COMMUNITY AND FOR PEOPLE I THOUGHT IT WAS AWONDERFUL THING

“ ... YOU DIDN’T HAVE TO BE A FULL GAA PLAYER. I JOINED THE PHOTOGRAPHIC CLUB AT THE START HERE AND THEN I STARTED TO PLAY CARDS

Community Package- Disability & Inclusion



An Uachtarán CLG Aogan Ó Fearghail with members from Kilmacud Crokes Healthy Club, Dublin.

Club	Kilmacud Crokes GAA
County	Dublin
Location	Stillorgan
Rural/ Urban	Urban
Codes	Football, Ladies Football, Hurling and Camogie
Membership (2016)	4683

Case study- Kilmacud Crokes Sports 4 All /Fun N Run

Plan

Supporting Document: Healthy Club Statement

Kilmacud Crokes have an established focus on health and wellbeing in the club under the tag line of Crokes Talks. The Healthy Club team sought to broaden the dimension of the club in the area of health and wellbeing by introducing a disability/ inclusion programme. A number of parents in the area approached the club about the possibility of doing this. To get started they arranged a meeting and invited all parties with an interest to attend, including those who have a child with a disability, have a disability themselves, coaches or volunteers who wanted to help out in some way. The club's rationale was to include all individuals and provide physical activity opportunities for those with disabilities as a means of enhancing life, increasing social interaction, improving physical and mental health.

They then contacted the GAA who provided support in terms of Disability Inclusion Training and Fun N Run. This initiative is a start for the GAA and it is the first steps for the Association to become more inclusive. The aim of the training is to upskill coaches in Clubs so that they can feel confident in including a child/adult with a disability within their Club.

Partners

The club identified this need within their area and wanted to respond appropriately. They weren't expected to have the capacity to develop an inclusion programme themselves but to identify and work with the appropriate partners who have the expertise. They were responsible for recruiting interested individuals to get involved and identify suitable partnerships to make the inclusion programme come to fruition, i.e. the Coaching & Games Department and CARA.

Partners within the club:

- Club Executive
- Club members

- Volunteers
- Parents
- Coaches from all codes
- Crokes Talk Committee

Partners outside the club:

- GAA Coaching & Games Department
- GAA Community & Health Department
- CARA (National organisation aimed at enhancing sport and physical activity opportunities for people with disabilities).
- LSP network (SIDO- Sports Disability Inclusion Officer)
- Local schools
- Dublin County Health & Wellbeing Committee (chair.hwc.dublin@gaa.ie)

Activity

Crokes were the first club to pilot the GAA’s new Disability Inclusion Training module, which was developed by the GAA in collaboration with the CARA Centre (National organisation aimed at enhancing sport and physical activity opportunities for people with disabilities). The practical session was delivered in the club and aimed at coaches and/or individuals/parents with an interest in this area. The session showed participants how to modify and adapt Gaelic Games to cater for those who may have a physical, intellectual or sensory disability. Over 30 individuals attended the two- hour session and the feedback was very positive. The consensus was that there is a need for this training and that clubs would learn as they go along considering it is completely new to the GAA.

In addition, the club participated in the GAA’s Fun N Run pilot. GAA Fun & Run is an inclusive activity involving a team of batters/kickers and fielders which is suitable for all ages, genders and abilities. It is particularly suited to meet the needs of people with disabilities who often perceive themselves to be excluded from mainstream GAA activities. The game encompasses a range of fundamental skills that exist in Gaelic Football, Hurling, Rounders and Handball. The rules have been modified to adapt these skills to suit individuals involved and their capabilities. It aims to enable individuals to grow and maintain optimum participation across the full diversity of Irish community life. Clubs receive a GAA Fun N Run pack, Fun N Run training and inclusion training. For more information on the GAA’s Fun N Run, including a promotional video and rule book visit <https://youtu.be/dRvxZ7dSmDo>



GAA Fun N Run is an inclusive game suitable for all ages, genders and abilities.

The Club

The club now provide ‘Sports 4 All’ training on Sunday mornings for children with physical, intellectual or sensory disabilities. The feedback from participants, parents and coaches has been really positive. The training removed the fear factor which was initially associated with this area and gave coaches confidence in their approach. In addition, parents of children with disabilities feel more connected and involved in the club as a result.

Quote from the Healthy Club Officer in Kilmacud Crokes:



ALTHOUGH WE ARE ONLY STARTING OFF ON THIS JOURNEY THE DISABILITY AND INCLUSION PROGRAMME HAS BROUGHT THE HEALTH AND WELLBEING FOCUS FULL CIRCLE WITHIN THE CLUB AND WE ARE NOW PROVIDING SPORTS FOR ALL WHICH WAS OUR AMBITION AS A HEALTHY CLUB. IT IS REFLECTIVE OF OUR CORE VALUES I.E. INCLUSIVENESS; RESPECT AND TEAMWORK



This initiative is a start for the GAA and it is the first steps for the Association to become more inclusive. It has received phenomenal interest in Kilmacud Crokes and other Healthy Clubs who are involved in this space, including Bray Emmets GAA In Wicklow, Raheny in Dublin, and St. Colmcilles GAA in Meath, to name a few. This is an example of Healthy Clubs responding to the needs of their clubs and wider communities through appropriate partnerships and programmes. It is an ideal template; working in collaboration with suitable partners as the implementation arm for certain programmes/ interventions.

Community Package- Disability & Inclusion



Raheny All Stars is a GAA ball skills initiative for girls and boys with special needs.

Club	Raheny GAA
County	Dublin
Location	All Saints Road
Rural/ Urban	Urban
Codes	Football, Ladies Football, Hurling and Camogie
Membership (2016)	1113

Case study- Raheny All Stars

Plan

Supporting Document: Healthy Club Statement

The idea behind the Raheny All Stars initiative is to include children with special needs into a club activity, ensuring lots of fun and enjoyment in a safe environment i.e. for children that cannot manage for various reasons in a typical team of their age. A parent of child with special needs identified this need within the area and wanted to respond appropriately. This gap was highlighted via the juvenile secretary to the Club Executive and the club were very enthusiastic and generous in their support. In order to address this need an organising group and structure was put in place which includes a Lead Co-Ordinator (Parent), Games Promotion Office (GPO) and Juvenile Coach Co-ordinator (Club Member). They meet every 6-8 weeks and link back into the Club Executive via the club Public Relations Officer (PRO).

They have developed specific participation forms for the children which identifies their individual needs and helps with the training and development of the coaches. There are guidelines in place to ensure the children can participate in a safe and supportive environment, E.g. Give Respect, Get Respect. The Raheny All Star coaches follow best practice guidelines, ensuring Garda vetting and Child Protection are fully adhered to.

Partners

The initiative is parent led with the support of The Games Promotion Officer (GPO) who took the lead as the main coach. He also guides 18 other volunteer juvenile coaches and 5 senior coaches in this area, supported with a Juvenile coach co-ordinator. The majority of the juvenile coaches are transition year students, some are working towards their GAISCE award and will fulfil their coaching module with the club.

Partners within the club:

- Club Executive
- Games Promotion Officer
- Parents
- Senior & Juvenile Coaches
- All Star Organising Committee
- Healthy Club Project Team

Partners outside the club:

- CARA (National organisation aimed at enhancing sport and physical activity opportunities for people with disabilities)
- Dublin City Council – Sports and Wellbeing Officer (provided training)
- Children from local special needs school and mainstream schools
- Coaches from local secondary schools
- Blossom Ireland- a local charity that provides advice and support
- Neighbouring clubs – Raheny shared their fantastic work with other interested clubs
- Local Superval, Raheny Golf society and Men’s Senior Team (fundraisers and donations)
- Dublin County Health & Wellbeing Committee (chair.hwc.dublin@gaa.ie)

Activity

Raheny All Stars is a GAA ball skills initiative for boys and girls with special needs between the ages of 9yrs – 12yrs. It started as a pilot and now runs on a weekly basis for 45 mins on the club astro turf with 15 children attending the sessions. The group was deliberately kept small for the pilot to ensure that each child got 1:1 coaching each week and the needs of the children could be met. The coaches are great with the children and are very happy to come along each week to support the children, they are learning very important life skills about inclusion and are very kind to the children. During the sessions the club provide tea/coffee and a little respite for parents while they wait which has been very well received. The organising committee communicate weekly with parents and coaches via Whats App groups and issue newsletters throughout the year.



Raheny All Stars in action. The majority of the juvenile coaches are transition year students working towards their GAISCE award.

The Club

There are many positive outcomes of the Raheny All Stars initiative. It promotes inclusion in the club by providing an outlet for children that cannot attend the usual team set-up. They are learning new skills and being challenged at a level and pace that suits them, learning about commitment (having to turn up each week and listen to the coach), engaging with peers while getting out in the fresh air to exercise. The children’s self-esteem needs are being met they as they are getting lots of encouragement and mostly having a lot of fun. They are part of the club and part of the community. Based on the success of the Raheny All Stars initiative more parents are enquiring

about the coaching and lots of interest in the group. Minister of State for Disability issues, Finian McGrath is a big supporter of Raheny All Stars and has come to the club to see them in action. Raheny GAA intend to line this initiative up with the club’s vision and continue to promote inclusion and develop this initiative further.

Quotes from parents:

“ THE RAHENY GAA ALL STARS HAS ENHANCED AMY’S ABILITY TO UNDERSTAND AND PARTAKE IN STRUCTURED PLAY AND HELP HER TO FOLLOW INSTRUCTIONS ”

“ OUR DAUGHTER ELLA FINDS IT DIFFICULT ATTENDING TO CLUBS AND SOCIAL SITUATIONS AND THIS INITIATIVE IS ALLOWING FOR THIS AND GIVING HER THE TIME AND PATIENCE SHE NEEDS TO FULLY TAKE PART. SHE LOVES GOING AND PUTTING ON HER NEW JERSEY, AS SHE SEES HER BROTHER GOING TO MATCHES WITH HIS RAHENY GAA COLOURS, SHE IS NOW PART OF SOMETHING VERY IMPORTANT IN THE COMMUNITY AND PEOPLE IN THE COMMUNITY ARE GETTING TO KNOW HER ”

“ AS A PARENT OF A CHILD WITH A DISABILITY, IT’S REALLY GREAT TO FEEL PART OF THE CLUB AND THE COMMUNITY AND SOMEWHERE WE CAN GO TO AS A FAMILY ”

Community Package- Engaging Older Members of the club and wider community



Ballinderreen Healthy Club Launch on Lá na gClubanna

Club	Ballinderreen GAA
County	Galway
Location	Ballinderreen, South Galway
Rural/ Urban	Rural
Codes	Hurling and Camogie
Membership (2016)	481

Case study- Ballinderreen Feels Good: Social Initiative

Plan

Supporting Document: GAA Healthy Club Statement

The first step was to set up a Healthy Club project team who carried out a community wide survey to ascertain what areas of health the club and community would like to focus on. Engaging older members of the club and community was one of the major themes that emerged from the survey. The main target audience included: non - playing members, older members of the community and those who may be experiencing isolation. The idea behind the Ballinderreen Feels Good Social Initiative was inclusivity. They wanted to bridge the gap between the older and younger generations in the community. The community centre which is next to the club (and owned by the club) and the walking track were the perfect venues to utilise for this initiative.

Partners

Within the club:

- Club Executive
- Club members
- Underage coaches
- Members of the Health Club Project group – each member took the lead on certain initiatives as part of the Ballinderreen Feels Good Social Initiative – see list below.

Outside the club:

The team were very successful in identifying local services and partners to team up with to deliver Ballinderreen Feels Good Social Initiative.

- Community centre

- Local nursing home, Blake Manor
- Brothers of Charity
- Senior Citizens Committee
- Members of local community
- Public health nurse
- Get Ireland Walking
- Parish Council- Acorn Centre
- Ballinderreen National School
- COPE Galway
- HSE
- Galway GAA Health & Wellbeing Committee
(chair.hwc.galway@gaa.ie)
- Gardai

Activity

As part of the Ballinderreen Feels Good Social Initiative the club coordinated a range of activities including:

- Monthly lunch club
- Nursing home visits in partnership with the national school
- Movie nights
- Card night “Out of the Pub- Into the Club”
- Meet and Sing
- Walking group
- Home safety talks
- Bingo



Bridging the gap between young and old was one of the main priorities for Ballinderreen Healthy Club, Galway



The monthly lunch club and nursing home visits have been a huge success

Promoting the initiative and spreading the word around the parish was an important step. The club developed an information leaflet with a calendar of events for distribution. The club used Lá na gClubanna to launch the initiative.

The lunch club is held in the local community centre but as it does not have the facilities to cook food the club have linked up with COPE Galway who provide and distribute all the meals, while catering for all dietary requirements. This comes at a cost of €6 for a two course meal. Individuals who attend are charged €5 for their meal and the club supplements the rest.

The Club

The community centre has won an award for social inclusion. This award demonstrates the work that has been done to get people involved in the community. These are people who could easily feel “left out” in their community, but now they are involved in the community and it has led many of them to also become involved in the GAA club, either actively or as supporters.

The club and community score highly in community award schemes for disabled access and for involving ethnic groups, disadvantaged groups, disabled groups, and groups of all ages including the elderly in community projects and activities.

Club Benefits:

- Increase in club members
- New volunteers linked to the club
- Better engagement with fund raising
- As word spread about the lunch club many people from the community approached the Healthy Club Project Team and volunteered to help out. During the school holidays a number of girls from the local secondary school give a helping hand, bridging that age gap between the older generations of the community and the younger.
- The Ballinderreen Feels Good Social Initiative has given people a purpose, comradery and independence.

Quotes from participants:



1. VERY NICE, VERY NICE STAFF SERVING US, IT IS NICE TO GET OUT AND ABOUT FOR A COUPLE OF HOURS
2. FRIENDLY LUNCH & VERY GOOD FOOD
3. IT'S GOOD, IT GIVES ME A CHANGE TO GET OUT AND MEET LOCAL PEOPLE
4. I LIKE TO FEEL USEFUL AND DRIVE TWO OF MY NEIGHBOURS DOWN
5. I LIKE TO MEET AND CHAT WITH FRIENDS



Community Package - Engaging Older Members of the club and wider community



Participants from Tubber Active Retirement with their computer class certificates

Club	Tubber GAA
County	Offaly
Location	Tubber, Co Offaly
Rural/ Urban	Rural
Codes	Football, Ladies Football & Hurling
Membership (2016)	230

Case study- Tubber Active Retirement

Plan

Supporting Document: GAA Healthy Club Statement

Tubber GAA goes beyond the regular boundaries of a traditional GAA club to provide opportunities for community engagement and promote inclusivity. A local community consultation identified the need to engage older people in the community to try and tackle social isolation. A plan was set in place to start an Active Retirement group in consultation with Active Retirement Ireland (ARI). The organisation have regional development officers who offer support and assistance to get groups up and running. Sample guidelines and constituents are provided but affiliated groups are self- managed. Tubber Active Retirement group now meet every Thursday from 11 am to 1 pm to provide a regular social outlet for members. The clubhouse and its facilities is provided free of charge to the group.

Partners

Within the Club:

- Tuber Healthy Club Project Team
- Club Executive

Outside the club:

- Active Retirement Ireland (ARI) - Tubber Active Retirement have affiliated with them. As well as initial support to get up and running, they provide information on local and national events and issues relating to retired people. Insurance is also covered through ARI
- Public Participation Network (PPN) - Tubber Active Retirement are members of this network through the Department of Rural and Community Development. Through this network local authorities provide information on older people issues

- and how to avail of grants. It also enables the group to participate in local decision making and planning services.
- Various community groups/partners are engaged to provide a range of classes/activities.
- Offaly County Health & Wellbeing Committee (chair.hwc.offaly@gaa.ie)

Activity

Tubber Active Retirement is aimed at people over the age of 50 and involves weekly meetings over a cup of tea in the clubhouse. The suite of activities available include:

- Home safety
- Bingo
- Boccia
- Weekly coffee mornings
- Bridge
- Flisk
- Exercise programme
- Social outings and trips (Offaly and beyond)
- Arts & crafts
- Computer classes
- Flower arranging

Promoting the club and spreading the word around the parish was an important step. They started with 10 members and after 1 year they now have 18 members. They held a “bring a friend” day and invited other groups for coffee mornings which were huge successes. The group signed up to the county Boccia league. This enabled members to participate in an enjoyable past time while providing a great opportunity to meet other retired people from all over Offaly. Some of the social outings included trips to Croke Park, Rock of Cashel, Newbridge Silverware, Bunratty Folk Park and Lough Boora Parklands. Participants pay €5 per week.



Tubber GAA provide their facilities free of charge to the Active Retirement Group

The Club

This initiative has further positioned the club in the heart of the community, simply by opening up their facilities and supporting community groups. The group is self- managed but Tubber GAA give it great promotion through their channels. The Tubber GAA Health & Wellness Facebook Page is a hub of activity with all the photos of regular outings and beautiful art creations displayed. The club presented this case study in Croke Park at the Leinster Healthy Club Roadshow to approx. 250 clubs in the province alongside Mickey Harte (Tyrone Football Manager), Michael Fennelly (former Kilkenny Hurler) and Anna Geary (former Cork Camogie Captain and Ireland’s Fittest Family Coach).

The setting up of Tubber Active Retirement has made a huge difference to the older people in the community. It has given them the chance to meet people in the local area and the opportunity to try so many new things. Tubber Active Retirement won first prize at the PPN meeting in 2017 for their amazing work.

Community Package- Men’s Shed



The Men’s Shed group in Parteen St. Nicholas Healthy Club, Clare

Club	Parteen St Nicholas GAA
County	Clare
Location	Parteen
Rural/ Urban	Urban
Codes	Hurling and Camogie
Membership (2016)	566

Case study- Parteen Men’s Shed

Plan

Supporting Document: GAA Healthy Club Statement

The Parteen St Nicholas Men’s Shed was founded in June 2017 as part of the Healthy Club Project Team’s work under the umbrella of social inclusion. The Healthy Club Project Team felt there was a need to provide an outlet for men with “time on their hands” due to unemployment, ill health or retirement. They wanted to provide a space where they could meet to share experiences and work on meaningful projects at their own pace. The idea came as a result of a conversation whereby a former member of Parteen GAA acknowledged that once families grow up the older members lose their connection with the club.

Aside from supporting at events or matches the role of the older member within the club is unclear. At a ‘Family Fun Day’, the Healthy Club team surveyed attendees to see if there would be an interest in developing a project such as a Men’s Shed. The response was very positive and a list of names and contact numbers were drawn up. The Executive Committee were approached about the logistics of placing a Men’s Shed on the grounds of Parteen GAA. The benefits to both the club and community were outlined. With executive approval the Men’s Shed were offered the use of a portacabin which was being used to store gym equipment.

5 Step Plan to Set Up A Shed

1. Hold an information meeting
2. Form a working group
3. Visit other Sheds
4. Find a suitable premises
5. Planning & registering



Partners

Within the club:

- Club Executive
- Healthy Club project team
- Club members

Outside the Club:

- Irish Men's Shed Association
- Clare Men's Shed
- HSE
- Limerick Sports Partnership
- Co-op store
- Limerick Paints Supplies
- Limerick Prison
- FBD insurance.
- Community Garda
- Local businesses & community groups /services
- Local media
- Clare County Health & Wellbeing Committee (chair.hwc.clare@gaa.ie)

Activity

With executive approval the group contacted Irish Men's Shed Association to get information and support about setting up a Shed. An action plan was drawn up and the club undertook an advertising campaign to get the ball rolling and welcome men of all ages to get involved in the Men's Shed. This commenced through social media, local radio and local papers. Parish priests from two local parishes were contacted and announcements were made at Mass. Posters were placed in local shops, businesses, churches, community centres, GPs etc.

The first Men's Shed meeting in the local church was a success with over 20 men in attendance. The Clare Men's Shed Coordinator delivered an information session and outlined the role of Men's Shed. Everyone was very positive about its formation and they set up their own executive committee to manage its affairs. Karen Williamson, the Healthy Club Officer in Parteen is the GAA liaison and sits on both executive committees.

The next step was to set a date for cleaning up the portacabin so the newly formed Men's Shed could become fully functional. The members of the Men's Shed carried out most of the work with donations and assistance from local businesses. A new laminate floor was laid, the cabin was power-hosed and painted, plumbed for water, a safety path between shed and workshop was laid, outside lighting was installed, interior fitted with presses and shelves, old table re-surfaced and painted, fridge and coffee/tea making facilities were installed. A carpentry workshop was created in the container behind the shed and tools were donated by a widow of a man who had a great interest in carpentry. Other work included the renovation of chairs / tables, development of benches from wooden pallets, painting, sign making and general maintenance / upkeep of grounds. There is a huge amount of good will in the community and a lot of stuff were donated to the Shed including mops, chairs, computer screens, mugs, fruit, tea/coffee, biscuits etc.

The portacabin was initially donated by the club and in return the men helped with the upkeep of the club grounds. However, the Shed preferred to make a more permanent agreement to ensure their stability as the Shed advanced and are now currently paying the club a small rent fee per month. The members of the Shed (Shedders) pay €10 to join and €10 every month to cover costs of insurance and training. Insurance costs for the year through FBD are €600.

A variety of activities now take place at Parteen Men's Shed including:

- Talks on home safety by local guard
- Free blood pressure monitoring
- Weekly "walk / talk and tea"
- Darts
- Music / singing / poetry recital
- Health and safety training
- Home baking



The partnership between the Club and Men's Shed has been mutually beneficial.

Pipeline projects include:

- Church gate collection
- Making window boxes and sell to community
- First aid training
- Computer training
- Development of an allotment/ gardening / vegetable patch

IMSA also hosts regular events which give the Shedders opportunities to network with each other and share ideas.

The Club

This is a strong example of how clubs can open up their facilities to the wider 'non- playing' population. They have received tremendous kudos in the community for assisting with the Men's Shed development. There are now men of all ages in and out of the club on a regular basis and it has really given the Shedders a sense of identity, and belonging. It has brought the community closer together and changed the perception of the club in a positive way as they are seen as giving something back. There are now 25 men who regularly attend the Shed.

Karen Williamson, Healthy Club Officer in Parteen GAA advises that it is vital to have a liaison officer to feed back to both executive committees. She says that "it is a prime example of a symbiotic relationship where both sides are benefiting"

Men's Shed have been invaluable in terms of organising fundraising events, such as BBQs for Parteen GAA and they are also making new wooden bins for club as part of the environmentally friendly "Go Green Parteen" week. They also look after and take care of the club grounds. Many of the men have also joined the Healthy Club Project Team and Karen states that they are "real doers" with a "can- do attitude". They have some extra time to commit to organising events that many of the usual club volunteers don't have, so it is a great partnership. The Healthy Club meetings which used to take place in the local pub now take place in the comfortable Men's Shed where they enjoy green tea and fruit. They have started a Walk/ Talk and Tea group every Thursday and all the community are invited to register at the Men's Shed for a 3/5km walk and back to the shed afterwards for a cuppa.

Quotes

“THE MEN'S SHED IS THE BEST THING TO HAPPY TO THIS COMMUNITY. MY DAD HAS FOUND A NEW LEASE OF LIFE SINCE JOINING”

“WAS A BIT NERVOUS STARTING OFF, NOT SURE IF WE COULD MAKE THIS COME TOGETHER BUT WITH THE RIGHT ATTITUDE WE HAVE ACHIEVED SO MUCH IN SUCH A SHORT SPACE OF TIME”

“GREAT FUN, WE ENJOY THE CHAT AND THE CUP OF TEA, SOME MEN LIKE TO BE BUSY OTHERS ARE HAPPY TO CHAT. WOULD BE LOST WITHOUT IT”

Community Package- Anti Bullying



Oran GAA used the Healthy Club Project to combine each of the four codes in their community.

Club	Oran GAA
County	Roscommon
Location	Rockfield
Rural/ Urban	Rural
Codes	Hurling, Camogie, Football, Ladies Football
Membership (2016)	479

Case study- Oran GAA Anti- Bullying

Plan

Supporting Document: GAA Anti- Bullying Policy Statement

The first step was to set up a Healthy Club project team who carried out a community wide survey to ascertain what areas of health the club and community would like to focus on. The issue of bullying was one of the major themes that emerged from the survey. Alongside developing and launching an anti-bullying policy, the club also ran an anti-bullying workshop 'GAA Tackling Bullying programme' for coaches and club officials. The aim was to create awareness among officials and empower them with skills and knowledge to effectively deal with an issue of bullying should one arise. An evaluation of the workshop was carried out involving distributing a questionnaire to all participants (n=21).

Partners

Within the club:

- Club Executive
- Club members
- Coaches
- Parents
- Players
- Members of the Health Club Project group

Outside the club:

- The workshop was facilitated by a qualified anti-bullying GAA tutor. Check out <http://www.gaa.ie/the-gaa/child-welfare-and-protection/tackling-bullying> for a list of GAA tutors in the various counties
- Roscommon County Health & Wellbeing Committee (chair.hwc.roscommon@gaa.ie)

Activity

The workshop is a 2-hour session suitable for coaches, parents, players and other club personnel. Clubs can avail of a range of materials such as posters and anti-bullying policy statement.

The two-hour programme can be run in tandem and complimentary to any other educational and or community anti-bullying initiatives and is suitable for delivery at both adult and under age levels.

The workshop was well advertised through the Healthy Club team with the majority (67%) of participants finding the initiative very useful. Respondents of the questionnaire rated the workshop as either excellent (n=11) or very good (n=10) and while all participants indicated that they at least moderately (n=3), if not a lot (n=7) or very much so (n=11) were equipped with the skills to deal with an issue of bullying should the situation arise.

The 21 participants (9 male and 12 female) were full members of the club. The average age was 42 years and ranged from 23 years to 59 years. All the four sections of the club, hurling, football, camogie and ladies football were represented at workshop by either a club official (24%), coach (14%), parent (10%), player (5%) or those with a dual role (47%) e.g. a parent who also coaches. The club officials who attended included the football chairperson, camogie club development officer, club PRO, treasurer of the hurling club, minor football secretary and a member of the club executive alongside a number of underage coaches.

The Club

Oran GAA club used the Healthy Club Project (HCP) to combine each of the four codes in their community. Accordingly, the anti-bullying initiative recruited participants from each playing code. Overall, the club indicated that this approach 'worked well' mainly because they had 'good people' from each code. Previously there had been conflict between codes in the club but now with this project 'everybody is on board.'

In addition, 14 participants commented the workshop had positively changed their perception of the club.

Benefits:

The majority (71%) of respondents agreed that the workshop had very much raised their awareness of bullying and increased their knowledge of anti-bullying (67%) with participants now clearly understanding the different types of bullying.

Asked to identify one key message they took away from the workshop respondents remarked 'bullying is not acceptable' and it should be 'taken seriously' not ignored but rather 'nipped in the bud'. To 'use the phrase bullying behaviour rather than label someone a bully' and keep in mind 'one incidence doesn't constitute bullying' but that 'bullying can be dealt with if proper steps taken'



Oran Gets Active members with Pat Divilly, best-selling author, corporate speaker and high performance coach.

Community Package– Youth Development



Tipperary Hurler, Brendan Maher with participants from the Dermot Earley Youth Leadership Initiative.

Club	Nenagh Éire Óg GAA
County	Tipperary
Location	Nenagh
Rural/ Urban	Rural
Codes	Hurling, Camogie, Football
Membership (2016)	434

Case study- Nenagh Éire Óg GAA Youth Development

Plan

Supporting Documents:

1. GAA Healthy Club Statement
2. GAA’s Mental Health Charter
3. GAA Anti Bullying Policy Statement

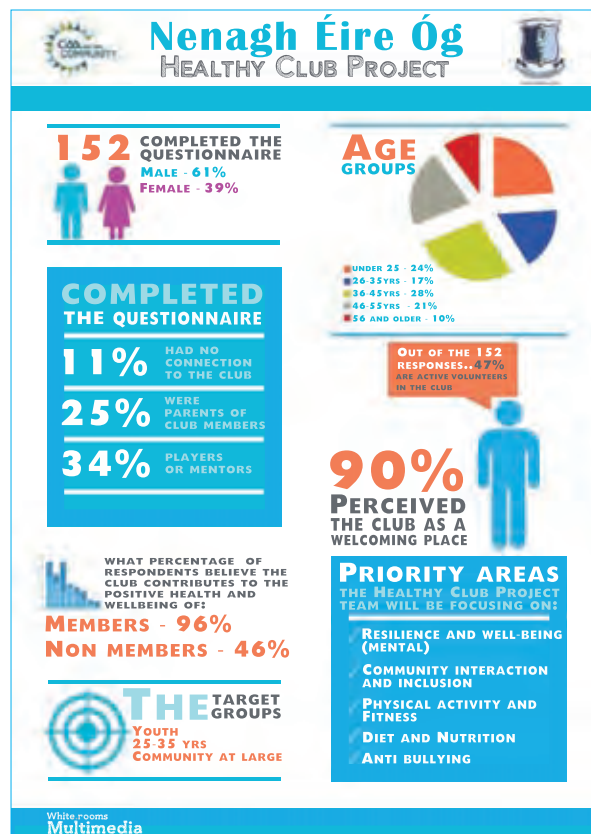
The first step was to set up a Healthy Club project team who carried out a community wide survey to ascertain what areas of health the club and community would like to focus on. Youth development was one of the key topics/ issues which emerged from the survey – see infographic right.

One hundred and thirty teens were surveyed and there were some major stand-out concerns including Respect, Well-Being, Cyber- Bullying, Body Image, Mental Health and Peer Pressure. Alongside adopting the appropriate policies, the club continues to host a series of events, seminars and workshops addressing these key issues.

Partners

Within the club:

- Club Executive
- Club members
- Coaches / juvenile mentors
- Child Welfare Officer



- Parents
- Players
- Members of the Health Club Project group
- Juvenile and Camogie Clubs

One of the greatest strengths in the club is the commitment from the Club Executive and the promotion of the project in the club and wider community. The AGM Annual report has a dedicated Healthy Club Section which indicates how seriously the club perceives health and wellbeing.

Outside the club:

- North Tipperary Sports Partnership (NTSP)
- Aras Follain (Peer Support Centre)
- Foróige
- Living Links
- Suicide or Survive (SOS)
- North Tipperary Social Inclusion Unit
- Local schools
- GAA speakers and experts in the areas above
- Local hotel – venue for seminars
- Nenagh Guardian
- Tipp FM

These partners offered support and expertise in the relevant areas with minimum costs to the club.

Activity

Dermot Earley Youth Leadership Initiative:

Members of the club aged between 16 – 18 years were recruited through the Healthy Club project to participate in the Dermot Earley Youth Leadership Initiative. The programme enables young people to develop the skills, inspiration, vision, confidence, and action plans needed to be effective leaders, both on and off the pitch. It involves 30 hours of workshops covering topics such as decision making, communication, leadership, team building, critical thinking and presentation skills. In addition, participants put their enhanced skills into action through a club or community based action project. The young participants graduated with a Foundation Certificate in Youth Leadership and Community Action from NUI Galway.

Anti- bullying Campaign:

The anti- bullying campaign, Teammates Now – Friends Forever, involved team bonding sessions and trips where juveniles could interact with each other in a different setting. The Club Children's Welfare Officer engaged with all the juvenile coaches for feedback regarding any issues they had during the season and any future proposals they would like to make.

The club also held a number of seminars and workshops covering the topics outlined in the survey. They were delivered by a range of individuals from county players, mental health advocates to psychologists which were very successful with up to 350 attendees. The main aim of the seminars was to raise awareness about issues affecting individuals, especially youths and to empower participants;

- 1. When dealing with instances of harassment, bullying, discrimination etc.**
- 2. To understand the club policies and procedures in maintaining a safe & respectful sporting environment**
- 3. To understand the role and responsibility all stakeholders have in ensuring a respectful sporting environment**

Other areas of focus included gambling, substance abuse, addiction etc with guest speakers including Justin Campbell (former Galway hurler and professionally trained addiction counsellor) Niall Mc Namee (Offaly footballer, player engagement officer for the Gaelic Players Association (GPA) and mental health ambassador specialising in addiction recovery), John Leahy (Former Tipperary Hurler and HSE Addiction counsellor), Conor Cusack (former Cork Hurler and mental health advocate).



The Club

Health and wellbeing is at the core of Nenagh Éire Óg GAC club with a with a particular focus on youth development. The AGM Annual report has a dedicated Healthy Club Section which indicates how seriously the club perceives health. The results of the club and community needs assessment survey were summarised and promoted on all media platforms including newsletters, posters, social media etc. The Healthy Club section in the newsletter highlights all the health promoting initiatives taking place within the club, as well as the details of the Healthy Club Project Team. There is a safe and supportive culture promoted within the club where young people are respected and respectful of others.

Quotes from participants:

TALKS LIKE THIS HAVE HELPED ME HUGELY.

VERY ENJOYABLE INFORMATIVE TALK WITH SOME VERY SIMPLE TIPS ON IMPROVING/MAINTAINING HEALTH AND HAPPINESS.

GAMBLING ALCOHOL & DRUG EDUCATION SECTION



Gambling, Alcohol & Drug Education Package – Smoke Free Club



St Mary's Healthy Club, Convoy in Donegal is the picture of health decorated with smoke-free signage.

Club	St Mary's GAA
County	Donegal
Location	Convoy
Rural/ Urban	Rural
Codes	Football & Ladies Football
Membership (2016)	527

Case study- St Mary's GAA proud sponsors of fresh air

Plan

Supporting Document: GAA Smoke-free Policy

St Mary's were inspired by St John's Volunteers in Wexford who were the first club in Ireland to completely ban smoking in the club grounds back in 2014. Executive members in St Mary's decided to go completely smoke-free after a proposal by Lorena Barron, the Children's Officer and member of the Healthy Club project team. The mother-of-two, whose daughter Ellie is captain of the Donegal U14 ladies gaelic team, said

"I just didn't think it was fair that I could be watching a game and someone could light up a cigarette beside me and send smoke over the dug-outs," she said. "We want to encourage a healthy lifestyle and this is one way of doing that. It's not about being anti-smoker either. Smokers will have to go outside the gate and I'm hoping it will discourage others, especially our younger members, from taking up the habit and perhaps help some to give up smoking altogether."

A complete smoke free action plan can be found in Appendix 3.

Partners

Within the club:

- Club Executive
- Members of the Health Club Project group
- Parents
- Coaches
- Players

Outside the club:

- County Board & County Health & Wellbeing Committee (chair.hwc.donegal@gaa.ie)
- Local national school

- GAA Community & Health department
- HSE Smoking Cessation Officer in Donegal
- Donegal Football Team’s GP and medic
- Ambassadors: Ireland’s Fittest Family participants
- Local newspapers
- Local print company

The partnership with the local national school was very effective and the model has been replicated in numerous clubs since. Each class was asked to enter the smoke free poster competition and the winners were announced at the smoke free launch in the club. It was a really effective way of engaging the children and getting them on board.



Children from the local primary school at the smoke free club launch



The partnership between the club and local primary school has created a healthier community

Activity

Promoting the countdown to becoming a smoke free club around the parish was an important step. The club did this through various communication channels; word of mouth, group texts, emails, social media, club website, club notes and local newspapers. The club promoted the launch date and encouraged everyone in the community to attend and support the healthier smoke free club environment.

The team secured smoke free signage and the club is now the picture of the health decorated with plenty of signage and posters from the local national school. The scoreboard was even transformed with smoke- free messages.

Sean Dunnion, County Chairman joined Conor Mc Dermot, Club Chairman at St Mary’s to officially launch the club’s smoke- free grounds by cutting the green ribbon.

Guest speakers on the day included: Ciaran Mc Loughlin, Chairman of the National Health & Wellbeing Committee, Aoife O’Brien, GAA National Healthy Club Coordinator, Fiona Boyle, HSE Smoking Cessation Officer in Donegal and Charlie Mc Manus, GP and medic to Donegal men’s team.

The Club

St Mary’s were the first club in Ulster to go completely smoke free and received considerable media coverage (both locally and nationally) and health sector praise for their leadership. To date 50% of Healthy Clubs across the 32 counties are now completely smoke free and leading the way for tobacco free Ireland. The club’s case study was promoted on GAA.ie website and has inspired other clubs to follow suit.

Benefits for clubs going smoke free:

- Set a positive example in the community
- Considerable media coverage
- Increased awareness about the dangers of smoking for the younger members
- Strong partnership with the local national schools
- Reduce the impact of tobacco & second-hand smoke (SHS) on sports performance
- Protecting children and young people from tobacco
- Praise from parents
- Cleaner and safer GAA club grounds



WE WANT TO SET A POSITIVE EXAMPLE FOR ALL OUR MEMBERS AND DE-NORMALISE ANY ASSOCIATION BETWEEN THE GAA AND TOBACCO USAGE. WE WANT TO PROTECT OUR MEMBERS, VISITORS AND VOLUNTEERS FROM THE DANGERS OF TOBACCO AND SECOND- HAND SMOKE EXPOSURE AND REDUCE THE INITIATION OF SMOKING AMONGST YOUNG PEOPLE IN PARTICULAR

National Healthy Club Coordinator, Aoife O’Brien says



Gambling, Alcohol & Drug Education Package – Alcohol and Drugs Education



Healthy Club ambassador Jamie Barron encourages all clubs to become hubs for health and wellbeing.

Club	St Fechin's GAA Club
County	Louth
Location	Termonfeckin
Rural/ Urban	Rural
Codes	Football & Ladies Football
Membership (2016)	250

Case study- Host an information evening on Alcohol and Drug Education

Plan

Supporting Document: ASAP Policy

St Fechin's GAA Club hosted an information awareness evening on alcohol and drugs for both their under 16's players and parents. The first step the club took was to adopt their ASAP policy at a Club Executive meeting with the support of their Healthy Club Officer. They used the generic ASAP policy (found on www.gaa.ie/community) as a template and developed it to support the needs of their own club and community. As part of the information night the club launched their ASAP policy and promoted it out through their own communication platforms. This created great awareness amongst the club members and created a positive culture regarding alcohol and drugs in the club. The club also linked in with their County Health & Wellbeing Chair who also attended on the night and informed them that they now have a ASAP policy in place.

Partners

Within the club:

- Club Executive
- Healthy Club Officer
- Parents
- Coaches
- Players

Outside the club:

- County Health & Wellbeing Committee (chair.hwc.louth@gaa.ie)
- Local Foróige Coordinator
- Local Garda Liaison Officer
- GAA Community & Health Department
- Local newspapers
- Local print company

The partnership with the local Foróige Rep and Garda Liaison Officer was very effective and the model has been replicated in numerous clubs since. Some clubs also linked in with their local GP to provide a more holistic approach to their information evenings. The Local Garda Liaison Officer brought drug examples currently on the market to make parents aware of what they look like and what their street names were. The Foróige rep used a workshop based presentation using the templates from ‘putting the pieces together’ programme. This was a really effective way of engaging the young players and getting them on board.

Activity

The information evening was broken down into 4 sections:

The National Health & Wellbeing Coordinator provided an overview of the GAA’s ASAP Programme and the importance of implementing this into the club.

Foróige Rep provided an interactive module on drugs and alcohol and how they affect the body.

Garda Liaison Officer provided drug samples to parents to make them aware of the different types of drugs and their street names.

Club Chairperson & Healthy Club Officer officially launched the ASAP into the club and promoted it through their club communication channels through the clubs PRO.

GAA ASAP PROGRAMME
 Reducing the harm caused by the misuse of alcohol and other drugs

Visit our website at www.gaa.ie/community

The ASAP programme supports all units of the GAA in responding to the health and wellbeing needs of their members and the wider community.

GAA THE GAA COMMUNITY | SORT IT OUT... ASAP | hi

The ASAP (Alcohol and Substance Abuse Prevention) programme is available to all GAA clubs.

The Club

By adopting the ASAP Policy and hosting an awareness evening on alcohol and drugs the club stated that there was ‘no tolerance’ drug abuse within the culture of the club. By doing this they worked to prevent, education and now have the ability to respond effectively if a drug/alcohol related incident occurs.

“ OUR CLUB NOW HAVE AN ACTIVE ASAP POLICY IN PLACE AND CREATED GREAT AWARENESS TO BOTH PLAYERS AND PARENTS ON THE HARMFUL EFFECTS OF ALCOHOL AND DRUGS, PARTICULARLY ON PLAYERS SPORTING PERFORMANCE ”

Club Chairperson

Benefits for clubs:

- Set a positive example in the community
- Protect the club and its members
- Increased awareness about the dangers of alcohol and drugs
- Strong partnership with local community groups
- Reduce the impact of alcohol and drugs on sports performance
- Protecting children and young people
- Education for parents
- Cleaner and safer GAA club grounds

Gambling, Alcohol & Drug Education Package – Gambling Awareness and club policy



The GAA Gambling Guidelines and club policy will assist clubs who identify problem gambling as a priority area

New GAA resources regarding gambling awareness and club policy were finalised in early 2018. Therefore, the following case study is not based on a specific club's work but should offer Healthy Clubs practical ideas as to what they can do should gambling awareness be identified as an area of focus.

Resources available:

- Gambling Awareness presentation (designed so it can be delivered by an interested Healthy Club Officer or Coach to specific squads or a larger audience)
- Sample club gambling policy
- GAA Gambling Guidelines

Plan

Supporting Document: GAA Club Gambling Policy & Guidelines

The GAA's sample gambling policy has been developed to:

1. support the health and wellbeing of club members;
2. to protect the integrity of our games and our players;
3. provide a positive example in breaking the growing societal link between sport and betting.

It outlines club commitments, including:

- No betting-related sponsorship is accepted for club teams, gear, property, or equipment.
- All officers, players, mentors, and members are aware that GAA Rule 1.15 prohibits players, team management or match officials from betting on games in which they are involved; and that they are aware of the consequences of violating this rule (minimum sanction members face for offence is an eight-week suspension. Expulsion from the Association may also be considered in some cases.)
- The club upholds GAA Rule 5.8: Bookmaking shall not be permitted within Association property. (A member breaching or aiding the breach of this rule will be suspended for 24 weeks.)

(See Appendix 8 for the full sample club gambling policy.)

Partners

Within the club:

- Club Executive (to adopt any club policy)
- Club members, especially players who are an at-risk group when it comes to harmful gambling or gambling addiction, according to research
- Coaches – to help deliver the relevant messages to their players
- Members of the Health Club Project group to support any activities

Outside the club:

- Statutory services dedicated to the topic of problem gambling are limited but addiction treatment centres such as Cuan Mhuire (www.cuammhuire.ie) and the Dunlewey Addiction Services (dunlewey.net) are useful contacts
- A small number of high-profile GAA players have overcome their harmful gambling and now work as advocates in the field of gambling awareness – many clubs have booked these individuals speak to players about their experiences
- Other useful links include www.gambleaware.ie ; www.problemgambling.ie ; and www.gamcare.org.uk
- Local addiction counsellors/services can also provide talks on issues relating to addiction

Activity

Run a gambling awareness night and use it to launch the club's new gambling policy. Some suggestions:

- As players are an at-risk group for harmful gambling identify the squads you want to have attend and ensure their coach/manager informs them and makes their attendance compulsory.
- Some research suggests that adolescents are 2/3 times more likely to gamble today (due to ease of access on smart phones etc) so consider engaging squads as young as U-16 up to adult.
- Use the GAA's gambling awareness presentation available to download at www.gaa.ie/my-gaa/community-and-health/gambling-alcohol-drug-education/
- Make sure all club players/officials are aware of GA rule relating to their gambling – especially the fact they are not allowed to bet on a game in which they are involved.
- Run through the content of the club's new policy to make sure everyone is aware of its aims

The Club

Impact on the club could include:

- Increased awareness of the causes and ramifications of problem gambling
- A reduced betting culture within squads/the entire club
- Increased awareness of how to talk and support to a club member/team mate who have be experiencing harmful gambling
- The club may wish to display posters with helping numbers, etc



Section 5

Critical Incidence Response Plan (CIRP)



SECTION 5 – CRITICAL INCIDENT RESPONSE PLAN (CIRP)

A critical incident is anything that overwhelms a club or members' natural response mechanism. They can vary depending on a club's capacity to respond, and may include the tragic death of a member or a fatal or near fatal injury in a game, amongst many other challenging experiences.

All Healthy Clubs are required to adopt a Critical Incident Response Plan. This enables a club to be better prepared when the unexpected arises. Training, a critical incident template, and a comprehensive booklet is available to clubs. The latter is also a useful guide to a club should they find themselves in the midst of a critical incident. Additional support resources and leaflets are also available, all of which can be ordered through your County Health & Wellbeing Committee or downloaded via www.gaa.ie/community, are also available.

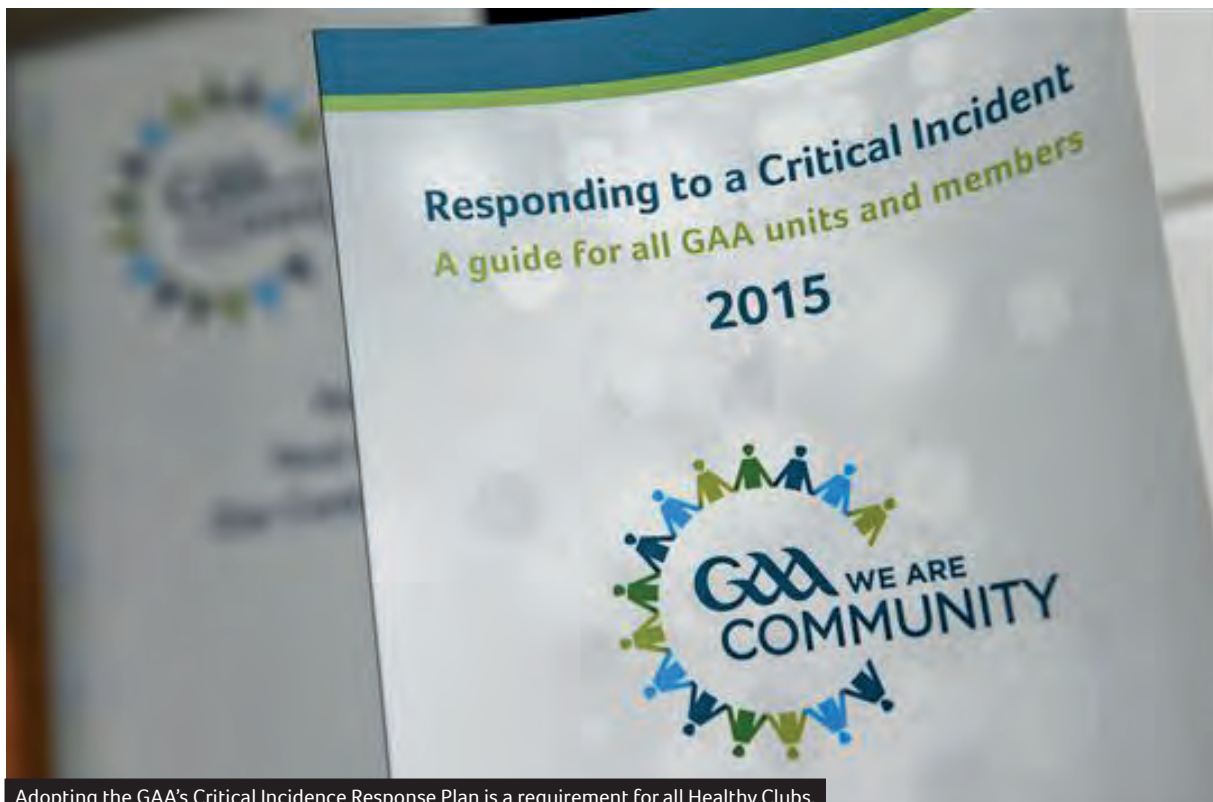
By reviewing and adopting the Critical Incident Response Plan all clubs should be able to:

- Better understand the nature of a critical incident
- Develop and maintain their own Critical Incident Response Plan to use should a situation arise
- Follow recommended practices when responding to critical incidents
- Ensure a consistency of care for all members following a critical incident
- Identify and access the range of national and local supports services available

While the club executive has final responsibility for ensuring a Critical Incident Response Plan is in place, as the Healthy Club Officer you may be called upon to lead or at least assist in the process.

In your role you may also be asked to offer support around an unforeseen personal or confidential situation involving a club member(s). If you find yourself in such a situation, the key functions of the Healthy Club Officer is to Care, Communicate & Connect. If you do not feel comfortable or feel you lack the capacity or confidence to deal with such situations then you are NOT expected to. If you have any doubt, reach out to your County Critical Incident Support Officer or County Health & Wellbeing Committee.

Counties have at least two trained County Critical Incident Support Officers at their disposal. To access your County Support Officer please contact your County Executive or County Health and Wellbeing Committee.
(Chair.hwc.COUNTY@gaa.ie)



Adopting the GAA's Critical Incidence Response Plan is a requirement for all Healthy Clubs.





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Section 6

Communication



SECTION 6 - COMMUNICATION

IMPORTANCE OF COMMUNICATION

Communication and awareness raising is one of the most important functions of the Healthy Club Officer. Health and wellbeing is a very topical subject attracting considerable public interest, so it is important to get your message out there. There is evidence to show that making a community aware of the broad suite of activities available in a club can result in increased membership and a more positive public perception in the local community.

Working with your club (and occasionally county) PRO to regularly communicate your message through all communications lines available will help raise awareness, recruit volunteers and participants, and help highlight the valuable work your club is undertaking.

The Community & Health department in Croke Park is also keen to receive reports of the positive work of Healthy Clubs with worthy stories being highlighted on GAA.ie/community 'Spot Light' area and on the monthly bulletin.

COMMUNICATION METHODS

Whether you are communicating internally or externally, you should consider how you are going to get your message across. Information can be communicated to others visually, verbally, and/or in written form.

Visually - using posters, fliers, logos, charts, health and wellbeing display board, photography, etc. Many of these can be downloaded or accessed from www.gaa.ie/community or from appropriate local health partners.

Verbally – be an advocate for health and wellbeing at meetings, training, on local radio etc.

Written - using printed (local newspaper, club notes) or digital/social media (emails, group texts, club website, club newsletter, AGM agenda, Facebook, Twitter etc.)

PRESS RELEASE GUIDELINES

Press releases provide ideal opportunity for the club to promote its activities in local and regional press for free. A press release can be used to:

- Promote events
- Launch new programmes
- Tell a good news story
- Get your message out

Your press release should be aimed at achieving maximum publicity. In order to do this, the release should:

- Be written on Club Headed paper and follow an appropriate template.
- Be written for either immediate release or embargoed release.
- Have a clear and catchy headline.
- Include a photograph and caption (a picture grabs attention and paints a thousand words).
- Include all essential details in the first 2 paragraphs.
- Follow the 5 W's and 1 H Rule, especially in the first few paragraphs (who, what, when, where, why, how).
- Include the finer details in the subsequent paragraphs.
- Signpost to the relevant area for further information.
- Include quotes from relevant people, e.g. club chairperson, partner representative, etc.

We have included a [Sample Press Release](#) in Appendix 7

SOCIAL MEDIA:

Social media is one of the most effective ways of communicating your message. It is particularly effective at reaching younger people, and the nature of social media means messages can be delivered almost immediately. Social media can also provide you with information from a variety of people, such as professionals working in health promotion or stakeholders of similar projects.



The use of a suitable Healthy Club ambassador can help drive interest at a local level. Here Limerick's Gavin O'Mahoney lends his support to the work of Mungret St Pauls.



Sending photos and press releases to local media is a great way to raise awareness locally. Here James Carthy, Healthy Club Officer in Aghamore GAA is joined by An Uachtarán CLG Aogan Ó Fearghaíl, Jamie Barron, Lyndsey Davey and Diarmuid O'Connor.

Many Clubs have set up a Healthy Club Facebook page/Twitter account to share their success stories/updates on initiatives.

Advantages of using social media:

- It's free
- It's where your volunteers & target population is
- It's an effective way to stay connected and topical
- It can direct people towards a bigger story
- Stories can be shared – event feedback

Things to remember when using social media:

- Promote your brand by using the club name and crest.
- Encourage people to connect by having social media icons on the club website and publications.
- Give people reasons to connect by having up-to-date, and appealing information.
- Use graphics to promote your event where possible.
- Use relevant 'hashtags' on Twitter – e.g. #[CLUBNAME] OperationTransformation #GAAHealth
- Don't overdo it with links – try and condense the information where possible.
- Don't share inappropriate, confidential or sensitive information.
- Don't allow users the option to post any content on Facebook, but do allow them to comment on your posts.
- Don't post anything you wouldn't say publicly.



Dublin's Philly Mc Mahon joins the Achill Healthy Club Project Team at the Connacht Healthy Club Roadshow.



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Section 7 Insurance





SECTION 7 - Insurance

A Central Liability Insurance policy has been arranged to cover all affiliated units of the GAA including the sister organisations of LGFA and The Camogie Association. The policy document has been issued to all clubs and all clubs are advised to read this document carefully and ensure that they are aware of the T&C of cover. A copy of the policy is available on the Healthy Club Portal and on GAA.ie

Cover is automatic for playing official games and official training activities subject to units being in adherence to the Official Guide. All other non- Game activities (i.e. official supervised Training or official Matches) must be notified to either GAA Risk and Insurance Manager Croke Park or GAA Insurance Brokers Willis Towers Watson in advance and an extension of cover sought. Clubs will be issued with best practice Risk Management Guidelines and arrange for an extension of cover in respect of such activities.

With the current placement we do not envisage any issues extending cover to the activities that will generally be undertaken by Healthy Clubs and participating clubs will be provided with assistance to ensure activities are well managed to ensure all reasonable precautions are in place to prevent incidents occurring.

Clubs are responsible for ensuring that requests for cover extension are submitted as far in advance as possible as Insurers will not be held responsible if documentation is submitted without sufficient time for review in advance of the scheduled date of an event.

Step 1: Review the Central Liability Insurance policy (sent to all Club Secretaries, available on GAA.ie)

Step 2: Notify the GAA Risk and Insurance Manager Croke Park or GAA Insurance Brokers Willis Towers Watson (6- 8 weeks in advance) if the club is planning any activity that is not games related (i.e. official supervised Training or official Matches).

Step 3: Once the above information is received the GAA will be in a position to review the situation with Insurers.

Step 4: They will issue clubs with best practice Risk Management Guidelines and arrange for an extension of cover in respect of such activities.



Appendices

1. Role Description Healthy Club Officer
2. Community Assessment Tool
3. Action Planning
4. Healthy Club Launch (Lá na gClubanna)
5. Review, Report & Reflect
6. Partnership Check list
7. Press Release Template
8. Healthy Club Documents
9. GAA Health & Wellbeing Structures
10. Support & Resources
11. Healthy Club Certificate



Appendix 1

Role Description

Healthy Club Officer



Appendix 1: Role Description - Healthy Club Officer

Role Description:

The role of the Healthy Club Officer is to help your club become a healthier place for everyone to enjoy. (Note that this position has replaced the former Health & Wellbeing and ASAP Officer roles.)

Officers are appointed rather than elected and will be supported in their work by their Club Executive and their County Health & Wellbeing Committee.

Training, policies, programmes, partnerships, and resources specific to the role are available (see www.gaa.ie/community for more details).



Responsibilities

- Attend Healthy Club Officer training as provided by County Health & Wellbeing Committee
- Use the 7 Step process (highlighted above) to start your Healthy Club journey (the process is covered in great detail during the Healthy Club Officer training)
- Utilise the GAA's Healthy Club manual and Community & Health Department website (www.gaa.ie/community) as a source of useful resources, information, and case studies
- Ensure that the club has a Critical Incident Response Plan in place (template and manual available from above with support available from County Health & Wellbeing Committee)
- Attend club executive meetings and/or regularly report on activities
- You WILL NOT BE required to provide direct services or support to members but may help signpost to appropriate services provided by local/national agencies and/or voluntary groups

Requirements

- Good communication and interpersonal and organisational skills (computer literacy is essential).

- Ability to work with other club officers (Children's/Coaching Officer) and the Executive as required.
- Have a genuine interest and knowledge in the Association and interest in health and wellbeing.
- Good standing in the community and the ability to deal discretely with potentially sensitive issues.
- Willingness to attend training as provided by the GAA or its partners

Recommendations

- It is recommended that the Healthy Club Officer be appointed for a minimum of two years to allow adequate time to develop and embed the role
- Offer interested club and community volunteers the opportunity to contribute and get involved by forming a Healthy Club project team
- Interested clubs should seek additional support and recognition by formally participating in the Healthy Clubs project

Additional Information and Support

- Training for Healthy Club Officers and project team members will be provided at county level each year. Contact your County Secretary or County HWC chair for details
- Further information can be sought by emailing community.health@gaa.ie

Terms of Reference - Healthy Club Project Team

Summary of Responsibilities

The overall responsibility of the Healthy Club Project Team is to ensure the successful roll-out of activities in line with the club's aspiration to become a Healthy Club. The group will meet every six – eight weeks or as otherwise directed by the members.

1. Healthy Club Membership – Each Healthy Club Project Team ideally should consist of:

- A minimum of 4 and a maximum of 8 members.
- Recommended members: Healthy Club Officer, Member of the Club Executive, Children's Officer, Coaching Officer, Community Representative
- Additional members: School Liaison Officer, Parent, Ex-Player, Community Development Officer, members with an interest in Health & Wellbeing or relevant skill set.

When filling positions on the Healthy Club Project Team, always think: "the right people, with the right skills, in the right role". Members who are professionals working in a relevant field should be targeted to get involved, even if only for a specific project/action.

- Each Healthy Club Project Team meeting should be minuted for reporting purposes.
- If in the official Healthy Club Project - Two member's of the Healthy Club Project Team should represent the club at the Provincial Forums and the National Health & Wellbeing Conference

2. Healthy Club Project Team Commitment:

- To inform Club Executive of and engage them in the Healthy Club process – their involvement and support is essential to its success.
- To appoint a Healthy Club Project Leader – Be the champion for the project within the club and the link to the Club Executive.

(The Healthy Club Officer may be the Healthy Club Project Team Leader, however this does not have to be the case and the role could be filled by an alternative person).

- To appoint Healthy Club Project Administrator(s) – who will manage the clubs online Healthy Club Portal as well as coordinate the other administrative needs of the Healthy Club Project Team.
- To work towards achievement of the 7 steps to becoming a Healthy Club by implementing 2 health priority areas (based on the community needs assessment) and adopting the Critical Incident Response Plan.
- To renew the clubs Healthy Club status every 2 years by completing the review process.

To Note: The terms of reference for the Healthy Club Project Team are subject to change and may be updated periodically



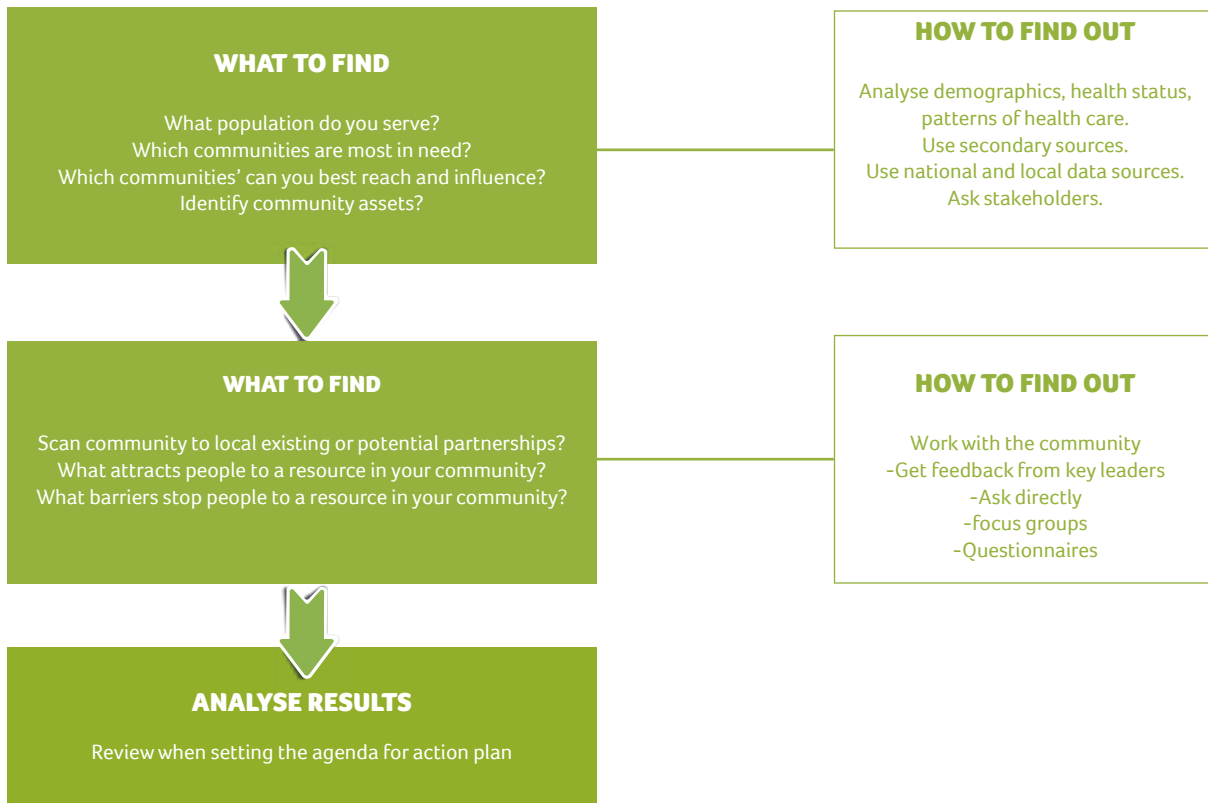
Appendix 2

Community Assessment Tool





Appendix 2: Community Assessment Tool



Consulting with the club's community

Task	Date Completed
Parents: Consult with parents on health needs	
Juveniles: Consult with juveniles on health needs	
Coaches/Mentors: Consult with coaches/mentors on health needs	
Community: Consult with community on health needs	
Compile results of all consultations	
Inform club community of the key findings	

Ways in which we consulted with the club community:

- > Questionnaires
- > Meetings
- > Suggestion box

Below are some key survey questions that worked very well for our clubs in the past:

- List four health related areas the club should focus on?
- List three most important groups/people the club should focus on?
- How would you like to receive health related messages from the club?
- In what ways do you think the club interacts with the community?

Case Study: Community Consultation/Engagement

Melvin Gaels GAA Club, Leitrim

1. BACKGROUND

Melvin Gaels was selected as Leitrim's only participant in Phase 2 of the GAA's Healthy Club Project which ran from March 2016–October 2017). It was one of 60 clubs – at least one from each county – selected from 100 expressions of interest received by the Community & Health department in Croke Park from clubs nationally.

Melvin Gaels is a small club in rural north Leitrim formed in 1954 that serves a socio-demographically disadvantaged area that spreads over a considerable geographical location that border Sligo, Donegal, and Fermanagh. As of 2016, it had a full membership of 575 (55 male only playing members, and 195 youth and child, plus 325 non-playing adult members.) It's pitch and changing facilities are community owned.

As with any rural club it acts as a hub of activity for the local community and runs many events on behalf of the community (such as the annual Fair Day on the August Bank Holiday). However, there also exists a perception that the club can dominate over all other activities in the locale and the 'Grab All Association' stereotype has been thrown at it from time to time. It can also sometimes be perceived as a closed shop to those not traditionally involved in the GAA.

2. ACTION PLAN

One of the principle aims of their Healthy Club action plan was to address some of the negative perceptions of the club. The project team wanted to start their journey on a positive footing and decided to host a Town Hall type meeting to which every possible voluntary/community group, local business and charity in the community was invited. They wanted to involve as many local partner and leaders as possible.

3. THE PROCESS

A small meeting of interested people (club members and non) took place in Kinlough Community Centre on Saturday February 27, at which almost 30 local community groups, individuals, and statutory agencies were identified that are already playing their part in supporting the health of the local area and population.

Representatives of all those entities were invited to the Town Hall meeting the subsequent week. It was also extensively advertised on the club social media platforms (Facebook, Twitter, Website) and in the local media, and church newsletters. (See poster and press release on the next page.)

25 people attended the Town Hall meeting. It was a great learning experience for the club but also for the other groups in attendance. It became evident that there was a lot happening in the community that people didn't know about and that getting the information to the majority of the population remains a challenge.

It was also clear that in many cases responsibility was falling on a small number of volunteers whose numbers were dwindling in some entities particularly the Tidy Towns Committee and the ICA while the Active Age Group had already been forced to disband.

Identified gaps included activities for older members of the community, exercise opportunities for non-sport playing men, and suitable activities for younger girls.

4. THE OUTCOMES

The Melvin Gaels club offered to help all local community groups by making available on the new club website a comprehensive list and calendar of events of all activities in the community and that they would carry any related info in their weekly club notes if supplied to the PRO.

The club also invited any of those present at the meeting to host a stand on the club's La na gClubanna community day to attract more participants and volunteers and this has been facilitated each year since. The club also made a lasting connection with the local Samaritans group which has been subsequently available to provide emotional support to any members in need.

Finally, by hosting a community consultation evening, it identified gaps to inform the club Action Plan areas, with the club running a physical activity event for all community members and all abilities for 6 weeks at the start of the New Year called 'Million Minutes Challenge'. The club arranged special walking and running groups and fitness classes (plus talks on health eating, the benefits of walking, emotional wellbeing) in an attempt to get the community to log 1,000,000 minutes of collective physical activity. They reached their target in week 6 but the social aspect of the undertaking proved just as important on the long winter nights as the community came out together.

The effort really helped to improve the club's image in the community to those not usually involved and showed they were interested in more than just winning titles and collecting lotto money every weekend.



Melvin Gaels GAA will host a special meeting about the

HEALTH AND WELLBEING OF OUR PARISH

in Kinlough Community Centre

on Friday, March 18

From 8-9pm sharp

All community groups/interested persons asked to attend

Discussion topics to include:

- The important issues for our community –
healthy eating, physical exercise, mental health, meaningful
opportunities to socialise together??
- How to best communicate about what our community has to offer
already?
 - What additional services could be provided?
- What are the needs of our schools, young people older members,
and other specialist groups?
 - The next steps.....

Press release

Community invited to have say in Melvin Gaels Healthy Club Project

There is good interest ahead of the special meeting in Kinlough Community Centre on Friday (March 18) from 8pm-9pm about health and wellbeing activities in the area.

The meeting is being hosted by Melvin Gaels as part of their selection for the award winning Healthy Clubs project. The project aims to support the health of club members and their wider community, whether that is physical, emotional, or social health. The Melvin Gaels club wants to use the opportunity to bring together all the groups in the parish that are interested or active in the health space to put Leitrim's northern outpost on the map as a community that really cares.

A small meeting of interested people took place in Kinlough Community Centre on Saturday February 27, at which almost 30 local community groups, individuals, and statutory agencies were identified that are already playing their part in supporting the health of the local population. Representatives of all these entities have been invited to the meeting this Friday. However, anyone who feels that they would like to have an input is very welcome to attend.

Colin Regan, GAA Community & Health manager, will help facilitate the meeting. "We want to use this meeting to identify what is already happening in the area. From there we can identify where gaps exist – be that opportunities for older members of our communities to socialise together due to a lack of transport, or exercise opportunities catered specifically for middle aged men or teenage girls, for example.

"It will also give us an idea how we can link up services in each of the areas, promote them collectively, and, perhaps, down the line, even promote joint funding applications to grow services in the area. We will, of course, look to draw on the local knowledge and expertise of those working in primary care, schools, and the Leitrim Sports Partnership," Regan continued.

For more details visit the Melvin Gaels club website www.melvingaels.com, or its Facebook, and Twitter accounts or go to www.gaa.ie/community to find out more about the Healthy Clubs project in general.



Appendix 3

Action Planning



Appendix 3: Action Planning

All plans should be SMART in nature:



SPECIFIC

- Define the goal as much as possible with no unclear language
- **WHO** is involved, **WHAT** do I want to accomplish, **WHERE** will it be done, **WHY** am I doing this - reasons, purpose, **WHICH** constraints and/or requirements do I have?



MEASURABLE

- Can you track the progress and measure the outcome?
- How much, how many, how will I know when my goal is accomplished?



ATTAINABLE / ACHIEVABLE

- Is the goal reasonable enough to be accomplished? How so?
- Make sure the goal is not out of reach or below standard performance.



RELEVANT

- Is the goal worthwhile and will it meet your needs?
- Is each goal consistent with the other goals you have established and fits with your immediate and long term plans?



TIMELY

- Your objective should include a time limit. Ex: I will complete this step by month/date/year.
- It will establish a sense of urgency and prompt you to have better time management.

The benefits of using action plans include:

- Provide structure and guidance
- Help to focus and guide work (staying on track)
- Increase transparency (useful to share with Club executive and County Health & Wellbeing Committees)
- Identify resources needed to achieve the overall goal
- Strengthen team morale when developed with other team members
- Improve accountability (everyone is aware of their role)
- Help to identify possible challenges (before they arise)
- Track progress by using a timeline
- Ensure projects are complete
- Ensure initiatives are sustainable (if the Healthy Club team lead steps away the plans are in place for his/her replacement)

Action Plan Template

	Goal/Aim: What does the club want to achieve in the chosen health priority area (e.g. Create a smoke free club ground or Introduce a Healthy Eating policy)	Tasks – record all the necessary steps to be taken to achieve the goal/aim	Resources - what is needed	Responsibility – who will do this	Timeline - start date & end date	Target - how to measure success
1						
2						
3						
4						
5						
6						
7						
8						



Smoke Free Action Plan Sample

Goal/ Aim:	To create a smoke free environment to protect the health of all individuals involved with the club by keeping them safe from all tobacco related harm.			
Tasks	Resources Needed	Responsibility & Timeline	Timeline	Target
Contact the Executive to discuss adopting the GAA's Smoke Free Policy	• GAA's Smoke Free Policy	Healthy Club Team	September	The committee in agreement
Use the GAA's Smoke Free Clubs Presentation to highlight benefits	• GAA Smoke free presentation	Healthy Club Team	September	The committee in agreement
Adopt/adapt the GAA's Smoke Free Policy to suit your club	• GAA's Smoke free Policy	Healthy Club Team & Club Chair	November	Policy adopted
Decide on smoking working group (consider local partners)	• Volunteers	Healthy Club Team	November	At least 2 dedicated members
Consider a countdown to going tobacco free	• Countdown graphic/date on social media	Healthy Club Team & Club PRO	November	Visible on Club's social media channels
Make contact with local relevant partners (Ash Ireland/Quit.ie/www.want2stop/local health promotion officer/certain skillsets/professionals in the community)	• Leaflets • Booklets etc.	Smoke free Working group	November	Support and advice from partners
Access & erect smoke- free signage for your club	• Outdoor Signage	Smoke free Working group	December	Signage to be visible at club entrance, pitch side, changing rooms etc
Discuss the potential for holding smoking cessation talks in the club/ Distributing quit resources/materials	• Trained officers with certain skills & material • Resources from Quit.ie/www.wanttostop	A.N other	December	Support for smokers in the club and community
Contact local pharmacies/ gyms for support if possible	• Smoking medications • Consultations	A.N Other	December	Discounted resources for smokers
Link in with local schools- smoke free poster competition	• Medal/prize for winners	A.N Other	January	Agreement with school principal(s)
Utilise all media platforms to promote the initiative	• Social media • Website • Newsletter • Club Notes • Texts	Smoke free Working group & Club PRO	Ongoing	Raise awareness
Arrange a date to launch the initiative	• Press release • Banners/posters	Smoke free Working group	January	Launch date set
Notify all relevant partners of launch date - Club members - County Health & Wellbeing Chairperson/Committee (CHWC) - Local schools & community groups - Smoking cessation officers (HSE/PHA) - Guest speakers, inter county players etc.	• Email/ Invite	A.N other	January	Attendance at launch CHWC to communicate with Community & Health team in Croke Park
Invite local media	• Email/ Invite	Club PRO	January	Piece in local paper and/or radio
Monitor compliance with the policy	• Schedule/rota at games etc. especially with visitors who may be unaware of the policy	Smoke free Working group	Ongoing	Members and visitors are aware of the club's smoke free policy
Review after 6 months and then on an annual basis		Healthy Club Team Club Executive	Ongoing	Smoke free policy reviewed annually with Club Executive

Operation Transformation Action Plan Sample

Aim/ Goal:		Setting up Operation Transformation in your club/community				
Tasks		Resources Needed	Responsibility	Timeline	Target	
1	Consider what type of classes are suitable and available locally (circuits, bootcamp etc.)	Fitness instructors			Suitable classes for all fitness levels	
2	Approach instructors	Contact details			Partnership with local instructors ideally	
3	Organise a timetable of classes/ calendar of events	Venue, instructors & time table			Twice weekly classes	
4	Arrange locations (for both the classes & the culminating 5K)	Clubhouse, community centres, pitches etc. Route			Appropriate venues & route	
5	Check on insurance	Consider instructors, buildings and GAA (checklist & templates available)			Insurance compliant events	
6	Develop registration form and waiver (for both the programme & the 5K)	Consider both hard copies & online formats (Eventbrite)			User friendly registration	
7	Promote	Social media, club notes, club texts/email, newsletter, local shops, club ambassadors etc.			Awareness in the community	
8	Invite local media, ministers, partners, County Health & Wellbeing Committee (CHWC) & other special guests to 5km	Press release template (Club Health & Wellbeing Manual) Invite/Email			Representation at 5km Piece in local paper/radio	
9	Organise t- shirts and/or medals	Sponsors/local businesses			All participants have a keepsake	
10	Consider chip timer for 5K	Software that records participants race time			All participants receive a text message with time	
11	Arrange refreshments on the day after the race	Facilities for tea/coffee/water/sandwiches/ fruit etc			Target local supermarkets	
12	Consider special prizes on the day & presentation venue	Category prizes from sponsors/ local businesses			Best motivator, Fastest Juvenile etc.	
13	Get feedback from organisers & participants	Evaluation templates (Healthy Club Manual)			Plan...implement...refine!	



Appendix 4

Healthy Club Launch (Lá na gClubanna)





Appendix 4: Healthy Club Launch (Lá na gClubanna)

Action Plan Sample

Aim/ Goal:	Launching the Healthy Club Project (HCP) on Lá na gClubanna				
Tasks	Resources Needed	Responsibility	Timeline	Target	
Brainstorm ideas and activities for the club to show case on the day (Recreational Rounders & GAA Fun N Run are good inclusive options)	• Flip charts/markers	HCP Team	March	Plan/agenda for the day	
Work with the Club Executive regarding fixtures	• Meeting Room	HCP Team	March	No club fixtures to clash with event	
Register online http://www.gaa.ie/news/gclubanna/ Access Lá na gClubanna toolkit online	• Toolkit	HCP Team	April	Promotional toolkit	
Engage local partners and community groups	• Information stalls & resources	HCP Team	April	Community information stalls on the day (mutually beneficial partnerships)	
Access/develop Healthy Club Promotional material	• Banner/ Poster/ Leaflets etc	HCP Team	April	Promotional material	
Compile invite list & distribute invite (local media, club members, County Health & Wellbeing Committee, community groups etc.)	• Invite/Email	HCP Team	April	Invite List sent with RSVP	
Consider communication methods (see Communications section of manual)	• Press release • Social media	HCP Team	April – May	Message on numerous communication channels	
Approach club members or members from wider community to get involved in any way they can	• Volunteers	HCP Team	April- May	Volunteers to assist on the day	
Consider insurance and fundraising	• See toolkit	HCP Team	April/May	Cost neutral to the club	
Finalise plans/logistics for the day	• Agenda / roles	HCP Team	May	All volunteers aware of agenda & roles	



Appendix 5

Review, Report & Reflect





Appendix 5: Report & Reflect

Progress Report Template

Health Priority Area <i>(Smoke free, Healthy Eating etc.)</i>	
Project Title/Name	
Nature of the project	
Timeline Programme Frequency <i>(Once off, weekly or a series of events – give detail)</i>	<ul style="list-style-type: none"> • Start Date: • End date:
Partners <i>What people/groups did the club work with on this initiative?</i>	<ul style="list-style-type: none"> • Partners within the club: • Partners outside the club:
Target	<ul style="list-style-type: none"> • Target Audience: • Did you reach the target audience intended?
Reach <i>(Numbers reached with this project)</i>	
Success <i>(Consider the initial aim of the project, impact on the club and/or community)</i>	
Challenges/issues arising	
Recommendations <i>(Consider any changes if the club were to run this project again)</i>	
Other Comments <i>(Money Raised, Promotion, Publicity Received etc.)</i>	
Reflection	Will the club consider this project in the future?

Participant & Coordinator Feedback Forms

FEEDBACK EVALUATION FORMS

The feedback from club participants and club coordinators is important for planning and developing future programmes/initiatives. It allows clubs to:

- Learn from your experiences
- Share your experiences with other clubs
- Plan for future activities
- Identify whether change has taken place
- Identify how change has occurred

It is particularly important to monitor the effectiveness/impact of your initiatives when applying for funding. There can be a perception that evaluations need to measure hard facts such as smoking quit rates as a result of a smoke free policy but this is not always necessary. Evaluation questionnaires can be used to measure different aspects of the programme. For example, a club may want to measure the impact the smoke free policy had on people's perception of the club or the health orientation of the club. It is worth spending some time thinking about what you want to measure. It would be great if all clubs could state that x amount of people stopped smoking as a result of their smoke free policy but this might not be realistic or practical.

There are two types of evaluation forms- process evaluation and outcome evaluation:

- Process evaluation allows us to see how a programs' impact was achieved.
- Outcome evaluation is needed to assess the effectiveness of a program in delivering change.

On the following pages, you will find templates that your club can use to evaluate both the process and outcome of your certain initiatives.

There are two templates specifically designed for club members to complete, one for evaluating the process and one for evaluating the outcome of the initiative.

Likewise, there are two templates that are designed for a club officer to complete, ideally a member of the club health and wellbeing committee.



Process Evaluation of your initiative (to be completed by all participants)

Name of Club:	Date:
Name of initiative:	

*How well does this describe the initiative.....
(1=not very well ; 5=very well)*

The initiative was well delivered	1	2	3	4	5	N/A	Don't know
The duration of the initiative was ideal	1	2	3	4	5	N/A	Don't know
The venue was ideal for the initiative	1	2	3	4	5	N/A	Don't know
The cost of the initiative was very reasonable	1	2	3	4	5	N/A	Don't know
The message/theme of the initiative was clear throughout	1	2	3	4	5	N/A	Don't know
There was great awareness of the initiative in the community	1	2	3	4	5	N/A	Don't know

How did you learn about this initiative?

Word of Mouth		Radio		Email	
Social Media/Online		Newspaper		Signage/posters	
Other? (Please Comment):					

Describe your favourite part of the initiative _____

Describe any issues/problems you had with the initiative _____

Reflection/ideas for the future...

Process evaluation of your initiative (to be completed by Club Health & Wellbeing Officer/other organiser)

Name of Club:	Date:
Name of initiative:	Duration:
Target audience:	No. of attendees:

How well does this describe the initiative.....

(1=not very well ; 5=very well)

The club executive was supportive of the initiative

1 2 3 4 5 N/A Don't know

The initiative engaged the coaching and games area of the club

1 2 3 4 5 N/A Don't know

Partnerships were important to the success of this initiative

1 2 3 4 5 N/A Don't know

Was behaviour change measured? Yes No

If measured:

How was this change measured? _____

How were funds raised for this initiative?

Club executive		Participants pay		Sponsorship	
Grants		Free			
Other? (Please Comment):					

What tools of communication were used to publicise this initiative?

Word of Mouth		Radio		Email	
Social Media/Online		Newspaper		Signage/posters	
Other? (Please Comment):					

Describe any issues/problems with the initiative _____

Reflection/ideas for the future...



Outcome evaluation of your initiative (to be completed by all participants)

Name of Club:	Date:
Name of initiative:	

Did the initiative....

(1=not at all/no impact; 5=very much so/excellent impact)

Increase awareness of health issue(s)?	1	2	3	4	5	N/A	Don't know
Reach the intended target audience?	1	2	3	4	5	N/A	Don't know
Increase knowledge?	1	2	3	4	5	N/A	Don't know
Positively Change behaviour(s)?	1	2	3	4	5	N/A	Don't know
Start the process of changing core values of club?	1	2	3	4	5	N/A	Don't know
Change the way of working in the club/attitudes?	1	2	3	4	5	N/A	Don't know
Lead to policy development?	1	2	3	4	5	N/A	Don't know
Prompt changes to the physical environment?	1	2	3	4	5	N/A	Don't know
Were you satisfied with the initiative?	1	2	3	4	5	N/A	Don't know
Was it well advertised?	1	2	3	4	5	N/A	Don't know
Was there a good level of participation?	1	2	3	4	5	N/A	Don't know

Reflection/ideas for the future...

Outcome evaluation of your initiative (to be completed by Club Health & Wellbeing officer/other organiser)

Name of Club:	Date:
Name of initiative:	Duration:
Target audience:	No. of attendees:

Did the initiative...

(1=not at all/no impact; 5=very much so/excellent impact)

Increase awareness of health issue(s)?	1	2	3	4	5	N/A	Don't know
Reach the intended target audience?	1	2	3	4	5	N/A	Don't know
Increase knowledge?	1	2	3	4	5	N/A	Don't know
Change behaviour(s)?	1	2	3	4	5	N/A	Don't know
Start the process of changing core values of club?	1	2	3	4	5	N/A	Don't know
Change the way of working in the club/attitudes?	1	2	3	4	5	N/A	Don't know
Lead to policy development?	1	2	3	4	5	N/A	Don't know
Prompt changes to the physical environment?	1	2	3	4	5	N/A	Don't know
Establish/recruit new partners?	1	2	3	4	5	N/A	Don't know
Were participants satisfied with the initiative?	1	2	3	4	5	N/A	Don't know
Was it well advertised?	1	2	3	4	5	N/A	Don't know
Was there a good level of participation?	1	2	3	4	5	N/A	Don't know

Planning hours: _____

Estimate the person hours required to plan and run this initiative (e.g. if 3 people spent 10 hours in meetings/preparing materials, calculate this as 3x10hours)

Reflection/ideas for the future...



Appendix 6

Partnership Check list



Appendix 6: Partnership Check list

Below is a checklist that will help you identify whether there are any considerations regarding how existing or future partnerships can contribute to improving health outcomes.

- ✓ Do we have the resources and capacity to act alone or do we need a partner(s) to contribute to certain aspects of our health promotion practice?
- ✓ What can a potential partner do to support our aims, objectives, and our members? What's our scope to support them achieve their goals?
- ✓ Will the partnership have financial implications for the club?
- ✓ Does the agency work with statutory health providers?
- ✓ Is the agency endorsed by the GAA nationally?
- ✓ Have they experience in working in the GAA club setting?
- ✓ What is the purpose of the partnership? Do all partners understand and share a common goal?
- ✓ Who do we need to work with to address the social determinants of health? What groups can we target through partnership? (e.g. the unemployed, single parents, those lacking money to pay for services, older people etc)
- ✓ How can we evaluate the partnership to ensure it is working?



The GAA and Samaritans partnership encourages GAA members of all ages to talk about their mental health and how they are feeling. Every county has a Samaritans Liaison Officer that clubs can link in with for support.



Appendix 7

Press Release Template





Appendix 7: Press Release Template

Nuachtraiteas / Press Release

For release: Monday 11th March @ 4:00pm

Title of Press Release

Sub Heading

Notes to the Editor

- Photo caption
- More in-depth descriptions

Aoife O'Brien
GAA Healthy Club Coordinator
Email: aoife.obrien@gaa.ie
Telephone: +353 (1) 819 2954

Press Release Sample

This press release (with accompanying photo) was used to launch Phase 3 of the Healthy Clubs Project

GAA HEALTHY CLUB PROJECT - TRANSFORMING IRELAND'S HEALTH
GAA open next stage of award winning Healthy Club Project –
calling on clubs to lead Ireland towards a healthier future

- The Healthy Club project aims to transform GAA clubs into health-enhancing hubs for their communities
- With flagship Healthy Clubs now in every county of Ireland, the GAA is calling on more clubs to get involved
- So far, over 12,000 people have benefitted from physical activity programmes and 50% of Healthy Clubs are now smoke-free zones
- 1,000 people engaged with mental health and emotional wellbeing programmes
- Over half (55%) of Healthy Clubs delivered healthy eating programmes targeting teenagers in particular

[Dublin: Monday, 15th January 2018] An independent evaluation by the Centre for Health Behaviour Research, Waterford IT, has revealed that the GAA Healthy Club Project (HCP) is showing significant and lasting improvements to the health of communities across Ireland. Stemming from this, the Healthy Club Project is calling on further clubs to make the GAA a healthier place for everyone to enjoy by signing up to this transformative initiative.

The HCP began in 2013, in partnership with Healthy Ireland, HSE, National Office for Suicide Prevention, and kindly supported by Irish Life. Its aim is to make every GAA club in Ireland a hub for health, capable of providing their members and communities with programmes that support their physical, emotional, and social wellbeing.

As part of the HCP to date, 58 clubs have delivered 350 initiatives covering: physical activity, healthy eating, mental fitness, gambling, alcohol and drug education, training and personal development, anti-bullying, anti-smoking and community development. The evaluation by Waterford IT revealed that approximately 60-80%¹ of these initiatives were having a medium to high impact on members' health.

Launching the next stage of the HCP, Minister for Health Simon Harris said: "Congratulations to the GAA clubs that have already taken part in the Healthy Club Project. You are leading the charge and have already made a hugely positive contribution to the communities you serve."

The Government recently launched the Healthy Ireland 2018 campaign by which we want to encourage people to make positive choices to improve their physical and mental health. These positive choices are based around three key areas - eating more healthily, being more active, and minding our mental wellbeing. The Healthy Club Project is a great example of one of our key sporting organisations working in partnership with the health sector to help people achieve these positive changes."

Aogán Ó Fearghail, An Uachtarán Cumann Luthchleas Gael said: "Health and wellbeing is core to what the GAA is all about and the Healthy Club Project aims to build on this by making our clubs hubs for health that everyone can experience and enjoy. I'd like to thank our partners, Healthy Ireland, the HSE, National Office for Suicide Prevention, the Public Health Agency, and Irish Life, for helping to make the Healthy Club project the success it is. We look forward to growing the project from 60 to 150 clubs in this new phase."

There are numerous examples of the positive impact the HCP is having within communities across Ireland, one such example is the "Men on the Move" (MOTM) programme. MOTM is a 12-week programme, developed and funded by the HSE, aiming to promote physical activity and general wellbeing among men over the age of 30.

The 12 week results of the Healthy Club participants showed an average weight loss of 2kg, and an average waist circumference drop of 3-4 cm, maintained at the 26-week check. There was also a one-minute improvement in the time to complete one mile.

Participants also recorded improvements to their social and emotional wellbeing. The programme brought men together and provided them with the opportunity to exercise at their own pace, while developing new friendships. Some of the personal experiences reported by the men include: enhanced confidence, communication and self-care. Direct quotes



include: “The Men on The Move programme has created new friendships and left me feeling more positive about myself” and “I looked forward to the sessions to switch off and have a bit of craic with the lads after a tough day at work”. For at least one man, the programme has been “simply life changing”.

Minister of State for Health Promotion Catherine Byrne noted that many individuals and organisations are now consciously adopting more healthy lifestyles and paid tribute to the GAA’s role in this: “These welcome developments in society are taking place alongside the well established traditions of healthy and positive lifestyles that the GAA has long promoted in its proud history. Against that background I would like to acknowledge the level of commitment demonstrated by volunteers in the GAA Clubs who are actively promoting health and wellbeing and leading the way for other sporting organisations.”

Speaking about Irish Life’s support for the Healthy Club Project, David Harney, CEO, Irish Life said: “The Healthy Club Project is a natural fit with Irish Life’s vision – we want to help people build better futures. Since 1884, the GAA has been Ireland’s largest sporting organisation and with almost the same number of GAA clubs as GPs across Ireland, the HCP is the ideal forum through which to deliver health messages, and initiatives. There is a natural synergy between Irish Life and the Healthy Club Project and we’re delighted to continue to support such an important initiative.”

Highlighting the 32 county nature of the HCP, Liz Redmond, Population Health Director, Department of Health, NI said: “The GAA already plays a pivotal role in the lives of 750,000 people across this island, making the Healthy Club Project an initiative with far-reaching implications for communities. This programme has the scope to positively impact communities north and south, and is a shining example of the type of partnership approach we need to support people’s health and wellbeing.”

Clubs are encouraged to get involved and enjoy the numerous benefits, including exclusive access to Healthy Club resources, the potential to increase membership and broaden the volunteer base, better community engagement with club activities, improvements in health promoting activities, improved goodwill for the club, and opening up funding avenues, all the while enhancing the health of the nation.

Clubs can apply to participate in the Healthy Club Project by completing the online form on www.gaa.ie/community. The closing date is Monday, January 29th.

Follow: @officialgaa or Like: www.facebook.com/officialgaa/ #gaahealth

- ENDS -

For more information or to request an interview please contact:

Wilson Hartnell:

Emma Walsh, Tel: 0873170897 or E: emma.walsh@ogilvy.com

Amber Brown, Tel: 087 779 9719 or E: amber.brown@ogilvy.com

Notes to Editor:

Further supporting quotes provided by participating ambassadors include:

Aoife Lane, Head of Department of Sport and Health Science in Athlone and Chairperson of the Women’s Gaelic Player’s Association, oversaw the evaluation of HCP success to date. She said “In our evaluation we not only analysed progress of the Healthy Clubs, but also compared this to control clubs not participating. It was fantastic to see the marked health improvements by members of the Healthy Clubs. The GAA has an unrivalled network of clubs across the communities of Ireland, and it’s wonderful to see these clubs evolve to include a new focus on health and wellness. It’s a fantastic way to expand the reach of the GAA and to encourage all members of the community to engage.”



Appendix 8

Healthy Club Documents





Appendix 8: Healthy Club Documents

The Health Club documents found in this manual include formal and informal written statements, guidelines, charters, and policies designed to protect or promote the health of club members, players, visitors to the club, and members of the surrounding community. Adopting and promoting such documents affect large groups of people at once and make the implementation of healthy behaviours much easier. They can also create and foster a healthy club culture.

Such steps can help change people's minds and attitudes leading to long-term change. Once an issue is regularly addressed (through a particular policy for example) people begin to accept that new way of doing things. This in turn can have effects on the next generation as the new healthier behaviour becomes the norm. The smoking ban in work places in Ireland is a perfect example at national population level.

Definitions:

This section of the manual contains a selection of ready-made health statements/ charters, policies and guidelines available to GAA clubs. It's important for a club to understand the difference between each. Please see a brief descriptor for each document below:

Statement/Charter: This is usually a one-page document outlining a club's overall philosophy and positions towards health and wellbeing, or in certain circumstances may refer to a specific topic or theme.

The over-arching **Health Club Statement** should act as the 'shop window' for your club's aspirations in the area of health and wellbeing. A more specific **GAA Mental Health Charter** is also available for GAA clubs to adopt and sign up to with supporting posters and materials, should positive mental health be a topic your club seeks to promote specifically.

Policies: These provide a set of guiding principles and rules that a club and its members should adhere to. These help with decision making and provide clear guidance regarding acceptable behaviour when conducting club business, for example. Policies are useful tools to refer to when dealing with behaviour that is unacceptable within a club, as they remove the personal element from any potential sanctions or implications.

The GAA's sample **Tobacco, Drug, and Alcohol policy** is the longest standing policy available to clubs in the health and wellbeing space. A copy is also found in the manual's Appendices section.

Guidelines: Guidelines provide up-to-date information and recommendations designed to educate and inform club members regarding best-practice across a variety of health topics.

Club Physical Activity Guidelines and **Club Healthy Eating Guidelines** are both available to clubs. These should be adopted and promoted and members should be supported in reaching the recommendations therein.

The following documents are available to clubs to adopt/ adapt:

- Healthy Club Statement (over- arching club statement)
- ASAP Policy
- Smoke free Policy
- Anti- Bullying Policy Statement
- Mental Health Charter
- Healthy Eating Guidelines
- Physical Activity Guidelines
- Gambling Guidelines

Remember plans and policies are one of the building blocks for a Healthy Club

Healthy Club Statement

[CLUB NAME] believe that we need to work towards creating a healthy club environment that is inviting to all and which promotes the integration of healthy behaviours into the everyday activities of the club. We are committed to promoting health and well-being amongst our members and the wider community.

Aim

The aim is to help make our club a healthier place for all members to enjoy.

Our promises

- Our club will hold health as a core value – it is everyone’s responsibility and we all play a part.
- Our club is the healthy heartbeat of our community.
- Our club will do what we already do, only healthier.
- Our club will facilitate healthy participation in our Games.
- Our club has a role to play in supporting the physical, mental and social health of our members.
- Our club will help to make the healthy choice the easy choice.
- Our club will leave a legacy that enhances the health of the next generation.
- Our club is an inclusive club. We develop people not just players.
- Our club is an age-friendly club. We cater for our members throughout their lifespan.
- Our club will engage with the wider community to build a stronger community.
- Our club will empower our members to enjoy healthier lives.
- We are a community club, not just a sports club.
- Our club is committed to promoting health and well-being amongst our members and the wider community.

Signed: _____ Date: _____

[Name]Chairperson

[Club Name]





Sample GAA Club Tobacco, Alcohol and Drug Policy

Cumann Lúthchleas Gael is committed as part of their overall philosophy to ‘discourage the use of drugs and tobacco and the misuse of alcohol on the basis that such activity is incompatible with a healthy approach to sporting activity’.

[CLUB NAME] believe that we need to work towards creating a safe, healthy club environment where we can develop the skills and attitudes necessary to cope with drug and alcohol related issues.

All club members, officials, coaches and volunteers as part of this club shall follow the law when it comes to illegal drugs, alcohol and tobacco and shall display leadership and good example, particularly when dealing with underage members. This policy shall also apply to all users of the club buildings and grounds.

1. Definition of Drugs:

For the purpose of this policy the term “drug” shall include all mood altering substances, both legal and illegal and involve substances such as:

- Alcohol and Tobacco
- “Over the counter” medicines that may be misused such as those containing codeine (e.g. Solpadeine), cough medicines, antihistamines, laxatives, and paracetamol.
- Volatile substances such as aerosols, glues, petrol, cigarette lighter fuels etc.
- Products and substances sold online and in “headshops” that cause intoxication.
- Controlled drugs such as cannabis, ecstasy, amphetamines, magic mushrooms, cocaine, etc.
- Performance enhancing sports related drugs as outlined by the World Anti-Doping Agency.

2. Aims and Objectives:

The aim of this policy is to ensure that all club members are kept safe from drug-related harm when involved in club activities.

Our objectives are:

- To promote the health and wellbeing of all club members.
- To develop a consistent approach to drug-related issues to be adopted by all club members.
- To develop procedures and protocols that address drug-related issues in the club.
- To establish clear procedures for managing specific incidents of suspected drug misuse.

3. List of Actions (these are recommended and others can be inserted as required)

The Chairperson and Executive of the club shall adopt and discharge actions from following list in line with available resources and supports.

[CLUB NAME] shall take the following actions:

- Adhere to the motion passed at Congress 2014, resulting in the following addition to Rule 1.17 (b) (Playing Gear and Equipment) in Part 1 of the Official Rule Book, coming into effect as of January 1st, 2015: No sponsorship of juvenile (U18) GAA teams or their gear take place by alcohol companies, public houses, or off license premises.
- Club members, officials, coaches and volunteers shall not present themselves at club-based activities while under the influence of alcohol or any other drug.
- No alcoholic drinks promotions (two-for-the price-of-one, promotional giveaways, reduced prices during matches etc) will take place in the clubhouse bar at any time. (This is only relevant to clubs with licenced premises and is in line with recommendations issued by Coiste Bainistí in 2012.)
- Coaches and Club Officials shall not smoke or drink alcohol while representing their club at matches or training sessions.
- All efforts shall be made to ensure Under 18 players/members are not brought to pubs following matches, outings or training sessions.
- Alcohol shall not be served at functions for players aged under 18 years of age.
- Every effort will be made to ensure juvenile medal ceremonies and other juvenile events are not held in pubs.
- Cups shall not be filled with alcohol during celebrations. Where possible, cups should be replaced with plaques.
- Cigarettes shall not be sold in the clubhouse.
- Alcohol and smoking will not be permitted in changing rooms.

All persons associated with our club can help prevent drug-related harm from occurring during club activities.

4. Recommended roles within club *(insert other recommendations as required)*.

4.1 Club Members:

Will be aware of the details of and adhere to [CLUB NAME] Drug and Alcohol Policy

4.2 Parents and Guardians:

- Support the club in the development and implementation of this policy including procedures for handling incidents of suspected drug misuse.

4.3 Coaches:

- Will be aware of the possibility of drug misuse among players and work with the Health & Wellbeing Club Officer, Club Chairman and Executives with the aim of preventing harm.

4.4 Healthy Club Officer:

- Is responsible for overseeing the development, implementation and evaluation of this policy in conjunction with the Club Chairperson and Executive.
- Shall have good knowledge of the local drug, alcohol and health promotion services in order to assist the club in organising prevention, education and response activities as such needs arise.

The Health & Wellbeing Club Officer is _____

Phone no: _____

Email: _____

4.5 Club Chairperson and Executive:

- All relevant information, paraphernalia or suspected substances found or received shall be forwarded to the Club Chairperson who shall consult with the necessary parties before taking relevant action based upon this policy. In the event of the Chairperson not being available to discharge these duties this responsibility will then automatically fall to the Vice Chairperson or Secretary.

5. Education programme about drugs and alcohol

- The Club Health & Wellbeing Officer in conjunction with the Club Chairperson and Executive shall make arrangements with local drug, alcohol or health promotion services to provide drug education annually for interested adults associated with the club.
- The Club Health & Wellbeing Officer in conjunction with the Club Chairperson and Executive shall make arrangements with local drug, alcohol or health promotion services to provide age appropriate drug education annually for young people associated with the club.

6. Protocol for dealing with drug misuse:

[CLUB NAME] shall endeavour to respond to all drug-related incidents in a firm but fair manner, with due respect for the safety and welfare of individuals involved, other members of the club and the wider community and shall also fulfil any legal obligations that might apply.

6.1 The misuse or illegal supply of drugs is viewed as unacceptable by [CLUB NAME] and may be dealt with by way of warnings, suspensions and expulsions as deemed appropriate by decision of the Club Executive on a case by case basis. It is also unacceptable for members or officials to present themselves for club duties while under the influence of a drug. (Suspension, if issued, will mean that the member involved cannot represent the club in any way during their term of suspension.)

6.2 In a case where a club member has been charged with the illegal supply of drugs the Executive will ask this



individual to stand aside from club activities until the matter has been dealt with in the court of law, not withstanding the individual's right of a presumption of innocence until proven guilty.
(Any matter involving a member being charged with the illegal supply of drugs MUST be brought to the attention of the County ASAP Officer and the Community & Health Manager in Croke Park, who can give guidance on the appropriate response on a case by case basis.)

7. Appeal and Review process

A member so suspended will have the right of appeal to the Hearings Committee of the County Executive where a member of the club executive and the suspended member will have the right to be heard. Normal Standing orders will apply to such a meeting.

8. Reporting of Incidents

Alleged or confirmed incidents in breach of this policy shall be referred to the Club Chairperson and Health & Wellbeing Club Officer. Matters relating to the supply of drugs **MUST** also be brought to the attention of the County ASAP Officer and the Community & Health Manager in Croke Park, who can give guidance on the appropriate response on a case by case basis.

8.1 Recording of Information

Information regarding alleged or confirmed incidents in breach of this policy shall be recorded in writing. The recording of factual information only is preferable and all opinions shall be stated as such. Responses to cases shall also be recorded in this way. Only in confirmed cases shall names of individuals be recorded.

8.2 Confidentiality

While it is not possible to guarantee, every effort shall be made to respect confidentiality.

8.3 Involving Parents/Guardians

Incidents involving any person under 18 years of age will require their parents/guardians to be informed. Parents/guardians shall be invited to discuss what has happened and shall be informed of any course of action to be taken by the club. The Club Chairperson shall nominate a person to inform parents/guardians in each case.

8.4 Garda Síochána/PSNI Involvement

Incidents that involve the illegal supply of drugs shall require Garda Síochána/PSNI involvement. In all other drug-related incidents, each case shall be considered on an individual basis and the decision shall rest with the Club Chairperson as to whether or not the Garda Síochána/PSNI is involved.

9. Search

The Club Chairperson retains the right to direct a search of any part of club property if there is reasonable cause to believe a substance in breach of this policy is contained therein. Two officials of the club shall conduct the search. Club Officials are not allowed to search an individual or their personal property. Where there is reasonable cause to believe a person has in their possession a substance in breach of this policy, they shall be asked to volunteer the substance. If they refuse, the Garda Síochána/PSNI may be called in to conduct a search.

9.1 Disposing of suspected illegal substances

If a suspected illegal substance is found on club property it should be brought to the attention of the Club Chairperson. The substance shall be stored securely and the Chairperson shall contact Garda Síochána/PSNI to have it collected or to inform them who from the club will deliver it to them and when. Any movement of suspected illegal substances shall be recorded and witnessed by two club officials. At no time shall a suspected illegal substance be removed from club property without the knowledge of the Garda Síochána/PSNI.

10. Availability, use and storage of solvents and gases

Many solvent based products have the potential to be abused (e.g. deodorants, paints, thinners, cleaning fluids etc). All solvent based materials and gases shall be stored securely and safely away from public access.

11. Monitoring and Evaluation

This policy is in force at all times and during all activities conducted under the aegis of Cumann Lúthchleas Gael. This policy shall be evaluated annually and after every drug-related incident.

This policy shall come into effect on ____________ and shall be reviewed annually thereafter by the Health & Wellbeing Club Officer in conjunction with the Club Chairperson and Executive.

Signed _____ Club Chairperson

Date ____________

Signed _____ Healthy Club Officer

Date ____________



GAA's Smoke- free policy

[CLUB NAME] is committed to reducing the use of tobacco and its harmful health effects by adopting the GAA'S Smoke-free policy.

Aim: To protect the health of all individuals involved with the club by keeping them safe from all tobacco related harm.

Rationale: [CLUB NAME] recognises that tobacco use and exposure to second-hand smoke is severely harmful to health, in particular to the health of children. There is no safe level of exposure to second hand smoke. The policy will help change social norms around tobacco use, encourage people to consider quitting and reduce the initiation of smoking amongst young people.

The club has therefore imposed a smoke-free policy that will apply to both internal & external areas including:

- ✓ playing pitches
- ✓ club and social meeting rooms
- ✓ changing rooms
- ✓ toilets
- ✓ near open windows
- ✓ near entrances and exits of buildings, facilities and the ground
- ✓ gymnasium
- ✓ there are NO designated smoking areas

This policy applies to all members, officials, coaches, players, parents, visitors and volunteers. We believe that we are setting a positive example for the community with genuine concern for everyone's health.

Timing: This policy will commence on the [insert date]

Enforcement and non- compliance: The club will use no smoking signs both internally and externally to promote the smoke- free policy. Committee members will monitor compliance in the club grounds.

The following strategy will be followed if anyone breaches the smoke- free policy:

- ✓ Assume that the person is unaware of the non-smoking policy
- ✓ A committee member or club representative will approach the person breaching the policy and politely ask them to refrain from smoking and remind them about the non-smoking policy
- ✓ If the offence continues a senior member of staff will intervene

Policy Review: This policy will be reviewed six months after its introduction and then on an annual basis thereafter by an Executive Committee representative. This will ensure that the policy is sustained, effective and up to date.

[CLUB NAME] is committed to following the GAA'S Smoke- free policy

Signed: _____
Club Chairperson

Date: _____

Club Name

GAA Anti-Bullying Policy Statement

The GAA aims to create a supportive environment where any form of bullying is unacceptable. We adopt a whole organisational approach to addressing bullying and are committed to implementing structures and relevant training to deal with allegations of bullying. Incidents of bullying are regarded as serious breaches of our Code of

Best Practice in Youth Sport - Our Games Our Code. We are committed to achieving an ethos of respect so as to maximise the potential of all our members when playing or participating in our Gaelic Games.

DEFINITION

Bullying is defined as repeated aggression, be it verbal, psychological or physical, conducted by an individual or group against others.

THE GAA SEEKS TO ENSURE THAT:

- Incidents of bullying behaviour are addressed appropriately
- All persons in membership of the Association or attending our games or activities are aware that bullying behaviour is unacceptable in the GAA.

DEALING WITH BULLYING

The Code of Behaviour when working with underage players provides good practice guidance in relation to the prevention of bullying.

If you are aware of or have a concern that bullying behaviour is happening within your Club you should report the matter to your Club Children’s Officer.

We recognise that incidents of bullying are a breach of the Code of Behaviour and of our Give Respect - Get Respect initiative and all such incidents will be dealt with accordingly.

Signed: _____
Club’s Children Officer

Date: _____

Club Name



Mental Health Charter

[Club Name] is committed to promoting and maintaining positive mental health for all our members

Respect

Everyone in the club will respect the rights, dignity and worth of each person, regardless of ability, age, culture or ethnic origin, gender, sexual orientation, or religious belief.

Encouraging

The club will ensure that everyone is treated equally, fairly, and encouraged to do their best.

Supportive

The club will ensure that all members are aware of and encouraged to use the support system that the club and its varied members provide.

Positive

Everyone’s positive contribution to club life is recognised and we understand that every member has an important role to play.

Enabling

We will create an environment and atmosphere within all club activity that enables all members of the Association to maintain as well as develop their mental health and emotional wellbeing.

Considerate

Everyone within our club will be listened to and be given an opportunity to contribute to express their opinions without reprisal or judgement.

Tolerant

An element of discipline will underpin our club to ensure that our games are controlled and that values such as honesty, equality, and fair play are promoted at all times.

[INSERT CLUB NAME] is committed to following the GAA’S Mental Health Charter

Signed: _____
Club Chairperson

Date: _____

Club Name

GAA's Healthy Eating Guidelines

[CLUB NAME] aims to create a supportive environment in which it promotes healthy eating for all its members and the wider community, to make the Association a healthier place for everyone to enjoy. The club is committed in supporting a whole organisational approach to embed and implement the following healthy eating guidelines.

The guidelines describe the types and amounts of foods people need for healthy eating. It is important to note that these are general guidelines and can be adapted by clubs/ teams to meet their needs. Everyone has different food needs depending on body size, age, gender, underlying medical conditions and activity level. Following these guidelines and being active gives people the best chance of being healthy and well.

Our club does not recommend:

- The use of sports supplements and nutritional products (protein & carbohydrate powders/ meal replacements) claiming to enhance performance
- The use of sports drinks, bars and gels
- Bringing fizzy drinks, sugary drinks, crisps, chocolate & other junk food to training or games
- Accepting sponsorship from unsuitable food suppliers who hold opposing views

Top Tips:

• Choose real foods

The majority of food we eat should be in the form of unprocessed 'real foods' such as fresh meat, fish dairy, nuts, seeds, fruit and vegetables. Often processed foods such as readymade and tinned foods lack nutrient.

• 5 a day

More is Better- have at least 5 servings of fruit, vegetables or salad every day

• Brown is best

Chose wholemeal cereals, breads, potatoes, pasta & rice (carbohydrates) for fibre & healthiest calories
For healthy eating people should base most of the food they eat on this group

• Some low- fat dairy foods

Low- fat milk, cheese and yogurts options have the same amount of calcium & other nutrients with fewer calories

• Protein Power (*Meat, poultry, eggs, fish and alternatives*)

Try to eat fish at least twice a week- Oily fish is best

Remove all visible fat from meat and all skin from poultry

Peas, beans and lentils are low-fat, high fibre alternatives to meat

• Less is More

Avoid adding salt to food during cooking & at the table. Use pepper, herbs & lemon/lime juice to add flavour.

Limiting the intake of processed foods & chose reduced- salt options

• NOT too MUCH and NOT too OFTEN

Only have foods that are high in calories, fat & sugar (biscuits, cakes, savoury snacks & confectionary) occasionally- NOT every day

All types of fats, oils & spreads are high in calories- use as little as possible & chose a reduced- fat spread where possible

• Stay hydrated

At least 8 medium sized glasses of water every day- this may need to be increased a little when playing sport or on a hot day

• Breakfast is a Big Deal

A healthy balanced breakfast will kick-start your day, helping you to concentrate and fuel your morning

• Cooking methods

Grill, bake, steam or boil foods instead of frying or deep frying

• Variety is the spice of life



Eat regular meals which contain a variety of foods- the basis of all meals should be carbohydrates & vegetables as well as containing protein.

You shouldn't cut out any key food groups unless you have a medical reason to do so and your GP is informed for example an allergy to certain foods.

• Serving Sizes

Chose smaller portions and add plenty of vegetables, salad and fruit.

Use the width and depth of your palm (without fingers & thumb) to estimate how much meat, poultry or fish you need

Use a 200ml disposable plastic cup to guide portion sizes of cereals, cooked rice & pasta, vegetables, salad & fruit

Use a matchbox to guide one serving of cheese.

Healthy eating in a nutshell

- Plenty of breads, potatoes, pasta & rice (wholegrain)
- Plenty of fruit & vegetables
- Some milk, cheese & yogurt - chose low fat
- Some meat, poultry, fish, eggs & alternatives
- Very small amount of fats & oils
- A very small amount of foods high in fat, sugar & salt

Our club is committed to following this healthy eating guide but we are not responsible for the diets of members

Signed: _____
 Club Chairperson

Date: _____

 Club Name

GAA's Physical Activity Guidelines

[CLUB NAME] aims to create a supportive environment in which it already promotes physical activity for all its members and the wider community, to make the Association a healthier place for everyone to enjoy. The club is committed in supporting a whole club approach to embed and implement the following physical activity guidelines.

In line with Healthy Ireland's National Physical Activity Plan the below guidelines aim to:

- Educate members and the wider community on the recommended levels of health enhancing physical activity guidelines
- Acknowledge the work GAA communities are already doing in promoting physical activity and alternative ways the club can support physical activity for its members and the wider community

How much physical activity should we be doing?

Children and juveniles (aged 2-18)

Children and juveniles should be active, at a moderate to vigorous level, for at least 60 minute every day. Include muscle/ bone strengthening and flexibility exercises 3 times a week.

Adults (aged 18-64)

Adults should be active for at least 30 minutes a day of moderate activity on 5 days a week (or 150 minutes a week).

Older adults (aged 65+)

Older people should be active for at least 30 minutes a day of moderate intensity activity on five days a week or 150 minutes a week with a focus on aerobic activity, muscle strengthening and balance.

Adults with disabilities

People with disabilities should be as active as their ability allows them to be. Aim to meet adult guidelines of at least 30 minutes of moderate-intensity activity on 5 days a week.

The key message is that physical activity is for everyone, and any level of activity is better for your health than none.

List of physical activity actions the club supports (Please insert actions that suit the clubs need or what the club already supports in this space)

- The club provides a safe environment for all to allow its members and the wider community reach their daily physical activity guidelines.
- The club promote physical activity opportunities each week to its member and wider community.
- The club promotes a 'Sli Ní Slainte' route around its grounds for all to use.
- Bike rack
- The club welcomes other physical activity community groups to use its facilities.
- The club promotes recreational games for all e.g. Rounders/ GAA Fun N Run



Gambling and Sport – Considerations for the GAA

Recommendations and advice regarding gambling for GAA clubs, their players and their members

Problem gambling is becoming a growing concern in modern Ireland. As part of the GAA's on-going work in relation to the welfare of our players and our members it is deemed timely to prepare for our clubs a set of basic guidelines that address the key issues relating to this concerning development.

This document aims to assist GAA members in identifying what problem gambling is and to encourage those who may be experiencing a difficulty to seek support and assistance. It also highlights the strict regulations and consequences – both within GAA rule and the broader laws of the land – regarding match-fixing or the use of insider information for the financial gain of the individual or team concerned, or any third parties involved.

The material has been prepared with the assistance of the professional counsellors who operate the GPA's counselling service, Colin O'Driscoll, PsSI registered psychologist and addiction specialist, and the Gambling Aware website www.gambleaware.ie

Knowledge and caution are your best bets

For a large portion of the Irish population gambling is a recreational pastime that causes no significant immediate or long terms issues. However, harmful or problem gambling is on the increase across the 32 counties. As the island's largest sporting and community organisation this is reflected in the membership of the GAA amongst players and non-players alike.

What is harmful or problem gambling?

If you suffer from adverse consequences as a result of your gambling yet continue to participate in the act you could be said to be engaged in harmful or problem gambling. (Some of these potential negative consequences are outlined below under 'How do you recognise problem gambling?')

Gambling addiction can be described as an 'impulse control problem' that any person can suffer from regardless of age, sex or socio-economic profile. This means the individual often feels compelled to engage in this behaviour despite a desire to stop.

What are the facts and figures?

In a recent survey of all 2,045 current GPA members, 7% of members believe that there is a gambling problem within their own squad but 23% believe that there is a gambling problem amongst GAA players generally. In other words players think there is a problem, just not in their own squad.

During 2012, gambling addiction accounted for one third (33%) of the cases dealt with by the GPA's free counselling service for members, and this figure is expected to increase as awareness grows. While the players who participated in the above survey and who received treatment for gambling addiction through the GPA are all inter-county players, it's important to remember they are club players also.

Statistics related to gambling and the general Irish population (taken from www.gambleaware.ie).

- Approximately 2% of Irish adults gamble online regularly.
- Approximately 12% of Irish adults bet with a bookmaker weekly.
- Less than 1% of those who need treatment for problem gambling actually receive it.
- Irish people are estimated to gamble over €5bn per year; that's €14m per day or €10,000 per minute.
- According to the Institute of Public Health in Ireland, adolescent gambling is thought to be 2-3 times the rate of adults.

How do you recognise problem gambling?

Answering yes to some of these questions does not necessarily make you a problem gambler but may indicate a problem.

- Do you sometimes spend more money and time on gambling than you can afford to?
- Do you find it hard to stop or manage your gambling?
- Do you have arguments with family or friends about money and gambling?
- Do you always think or talk about gambling?
- Do you lie about gambling or hide it from other people?

- Do you chase losses or gamble to get out of financial trouble?
- Do you borrow money, sell possessions or do not pay bills in order to pay for gambling?
- Does your gambling cause you to neglect personal, professional, or family responsibilities?
- Do you feel anxious, worried, guilty, depressed or irritable because of gambling?
- Do you gamble to escape worry, trouble, boredom or loneliness?
- Do you have difficulty sleeping because of gambling?

If you worry that you may be engaging in problem gambling it may be important to speak to someone you trust immediately. Testimonies from inter-county and club stars such as Armagh's Oisín McConville and Offaly's Niall McNamee highlight the sense of relief felt by someone experiencing problem gambling once they finally reach out. Help is at hand and problem gambling can be treated effectively.

Gambling and your sport

As a player, mentor, or official with a unique insight into team selection, tactics, form, or insider information, the best recommendation is to never bet on a competition your team is involved in. Legislation in Ireland and Northern Ireland outlines severe consequences relating to any potential match-fixing or abuse of insider knowledge, with penalties including a fine and/or imprisonment.

Within the GAA, match-fixing or improperly influencing the outcome of a game for your financial gain or another's could fall under 'Misconduct considered to have discredited the Association' dealt with under Rule 7.2(e) in the Official Guide 2013. Penalties for individuals or teams/units range from a minimum 8-week suspension to debarment and expulsion from the Association.

Key Points and Guiding Principles

1. Know the rules regarding sport and betting
2. It is safest to never bet on a competition your team is involved in
3. Be careful about handling sensitive information
4. Fixing any part of an event is against the laws of the land and the Association
5. Report any approaches made by third parties

Remember: match fixers will be caught and all suspicious bets are monitored.

If you or someone you know is having difficulties relating to gambling or you feel you need help to address your gambling behaviour contact your local GP, a psychologist, or an addiction specialist. You can also call the National Gambling Helpline on 1800-753-753 (ROI) or 0808-8020-133 (NI).



Gambling Club Policy

1. Introduction

The [INSERT CLUB NAME HERE] Club has developed this Gambling Policy to:

1. support the health and wellbeing of its members;
2. to protect the integrity of our games and our players;
3. provide a positive example in breaking the growing societal link between sport and betting.

In developing the policy, the club executive has considered:

- Our duty of care towards our members, particularly our players and juvenile members who, research shows, are at a higher risk of harmful gambling
- Local community and wider societal concerns regarding harmful or problem gambling
- GAA rules and regulations
- Relevant national law

2. Policy commitments:

The [INSERT CLUB NAME HERE] will ensure that:

- No betting-related sponsorship is accepted for club teams, gear, property, or equipment.
- All officers, players, mentors, and members are aware that GAA Rule 1.15 prohibits players, team management or match officials from betting on games in which they are involved; and that they are aware of the consequences of violating this rule (minimum sanction members face for offence is an eight-week suspension. Expulsion from the Association may also be considered in some cases.)
- The club upholds GAA Rule 5.8: Bookmaking shall not be permitted within Association property. (A member breaching or aiding the breach of this rule will be suspended for 24 weeks.)
- Club communication channels (such as websites, social media platforms, Club Whatsapp groups) are not used to promote or discuss betting odds or to carry any related advertising and that appropriate steps are taken should this directive be violated.
- The Club Lotto is managed in a responsible manner, is adherent to the law, and is not open to juvenile members.
- The GAA’s Gambling Awareness resources are made available to all players and members through our communication platforms.
- Gambling awareness educational opportunities, such as the GAA’s own gambling awareness presentation or that offered by a reputable external entity, is made available to all playing members from the age of U17 upwards at least once a year.
- This policy is reviewed by the Club Executive every two years or in the aftermath of any official GAA rule change or directive that impacts on it.

Signed: _____
 Club Chairperson

Date: _____

 Club Name



Appendix 9

GAA Health & Wellbeing Structures





Appendix 9: GAA Health & Wellbeing Structures

Overview of Health & Wellbeing Structures

Since its formation, the GAA has been about more than just providing a sporting and cultural outlet for our members. It has become part of the fabric of Irish life and we pride ourselves on the work carried out by our clubs, counties, and provinces on behalf of the health and wellbeing of our members and our communities. The GAA Community & Health Section and the National Health & Wellbeing Committee was formed to enhance and support this work.

Mission, Vision and Aims of National Health & Wellbeing Committee

Mission

Making the Association a healthier place for everyone to enjoy

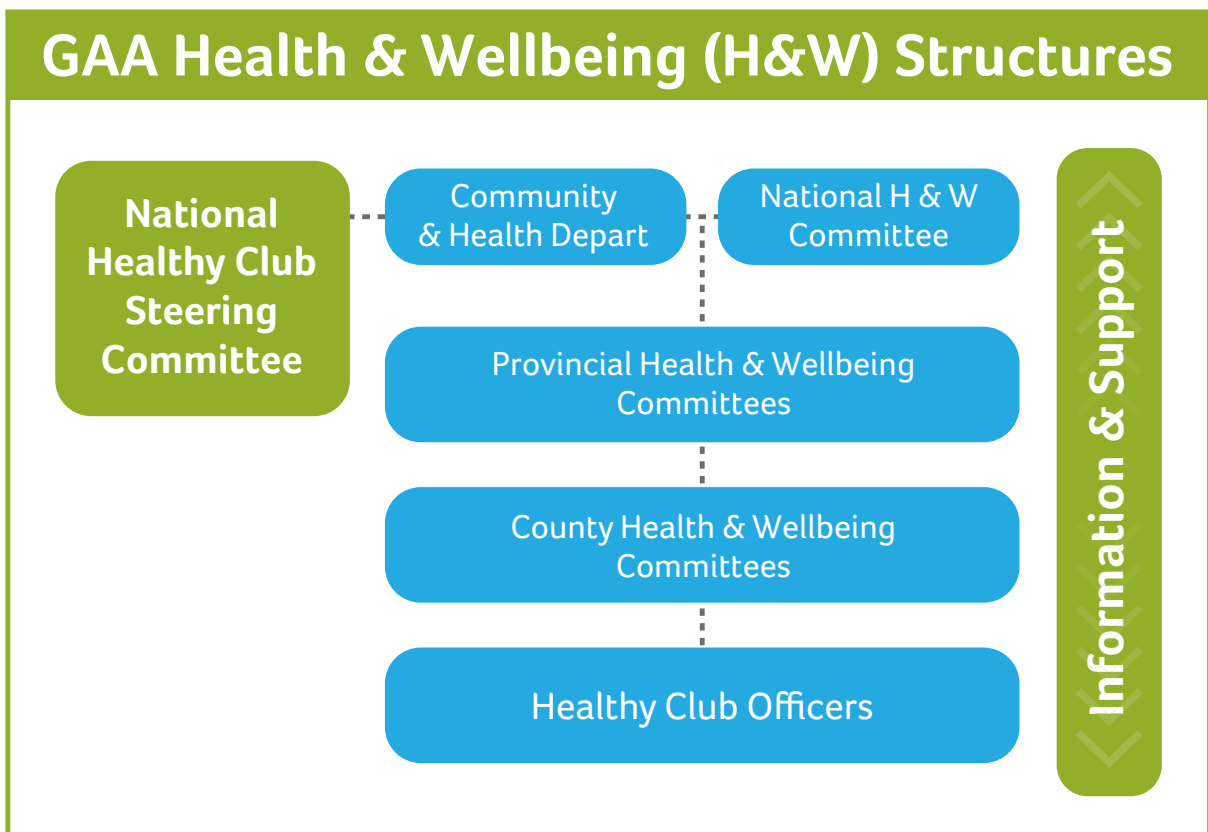
Vision

Empowering our Association to support the health and wellbeing of its members and communities through its values, games, and activities.

Aims

1. Empower a skilled and proactive network of provincial, county and healthy club officers
2. Deliver and evaluate ‘best practice’ health policies and programmes across identified priority areas
3. Support research into the health of GAA members
4. Integrate the Health Club model into the daily activities of all aspects of the Association
5. Partner with suitable organisations that aim to support the health and wellbeing of GAA members and communities

The motion passed at congress in Derry in 2013 made the formation of health and wellbeing sub-committees at county level of the Association a requirement under GAA rule. The recommendation that clubs now appoint Healthy Club Officers (replacing the previous role of ASAP officer and Health & Wellbeing officer) ensures that this important work begins from grassroots level up. The following diagram outlines the complete health and wellbeing structures now in place at all levels of the Association.



The GAA's National Health & Wellbeing Committee provides guidance and direction to overall Health & Wellbeing Structure and is supported by Colin Regan and his Community & Health team in Croke Park. The provincial Health & Wellbeing Committees creates a key link to highlight the important work and great efforts being made by County Health & Wellbeing Committees. The newly appointed Health Club Officers (replacing the existing role of the ASAP Officer & Health & Wellbeing Officer) receives direct support and guidance from their County Health & Wellbeing Committees (CHWC). It is important to note that the communication channels work both ways and that clubs share their learnings and success stories with their CHWC.

On the left- hand side of the diagram the Healthy Clubs Project is highlighted in green. The project started out in 2013 as a pilot (involving 16 clubs) and based on its continued success, has grown considerably on a phased basis. Clubs who participate in the official Healthy Club Project receive recognition as they reach certain milestones (or criteria) on this journey. The aim is to fully embed and integrate Healthy Clubs into the Association so every club becomes a hub for health within their communities.

The National Healthy Club Steering Committee includes members from key stakeholders (HSE, PHA, Healthy Ireland, Sport Ireland and Irish Life) who guide and direct the Healthy Clubs Project. A National Healthy Club Coordinator in Croke Park (Community & Health Dept) provides direct support and guidance to participating clubs. Provincial Forums are available to participating Healthy Clubs to act as a networking platform and offer clubs that extra support at provincial level. As mentioned above the County Healthy & Wellbeing Committees provide support for clubs participating in the Healthy Clubs Project (again communication channels work both ways!).

The importance of a two-way communications flow is clearly highlighted and the Community & Health department in Croke Park can be reached by emailing: **community.health@gaa.ie** or by calling Croke Park on 00353-(0)1-8363222. The chair of your County Health & Wellbeing Committee can be reached at their generic email address. For example, the Monaghan email address is: **chair.hwc.monaghan@gaa.ie**

Healthy Clubs Terms of Reference and role descriptions are available in Appendix 1.



Appendix 10

Supports & Resources





Appendix 10: Supports & Resources

The Community & Health Team in Croke Park have compiled a suite of useful resources for Healthy Clubs. Please understand that this is not an exhaustive list and clubs are advised to do a little investigation in their area to see what resources are viable and relevant to their needs. Some of the resources, such as the GAA ones are available across 32 counties whereas, others depend on location and funding by the HSE and PHA.

Remember to consider the 4 Building Blocks of a Healthy Club before diving into any activity. See Section 3 for more information

At a national level we are constantly seeking and building new partnerships in order to develop new resources which will help make the Association a healthier place for everyone to enjoy.

The resources are listed under the following areas of work:

- Physical Activity
- Healthy Eating
- Mental Fitness
- Gambling, Alcohol and Drug Education
- Training and Personal Development
- Community Development

Physical activity



GAELIC GAMES: The GAA promotes physical activity through the different codes available (hurling, football, camogie, handball & rounders).

To learn more visit <http://www.gaa.ie/my-gaa/getting-involved/>



GAELIC 4 MOTHERS & OTHERS is an innovative way to introduce mothers and other women to playing Ladies Gaelic Football in a fun, non- competitive and social environment. The initiative has proved hugely popular with women of all ages and has taken off in all 32 counties. There is one provincial blitz organised in each province every year and one national blitz day which have been a huge success with between 900 and 1000 mothers participating in the National Blitz Days each year.

For further information you can download the [Gaelic4Mothers&Others Information Booklet](#) on ladiesgaelic.ie



RECREATIONAL ROUNDERS is a version of Rounders with adapted rules and modified equipment to be inclusive of all abilities. As it is a limited contact sport it is perfect for recreational play. The aim is to provide participation opportunities for all members and non-members of the GAA in a social, recreational and fun environment. Rounders is an ideal intergenerational opportunity for clubs as it can be played by all age groups, from National School children all the way up to and including senior level with mixed teams, where boys and girls, men and women can play on the same team.

If you would like to get involved and establish a new club/team please contact GAA Rounders at secretary.rounders@gaa.ie



CAMOGIE FOR MUM AND ME/HURL WITH ME: The aim of this course is to increase the involvement of parents helping out with underage coaching and to provide each participant with the proper coaching information and technique to coach the basic skills required to play the game.

To download the Mum and Me/Hurl with Me booklet visit:

<http://www.camogie.ie/mum-&-me-.asp>



FIT FOR LIFE is a project delivered by Athletics Ireland aiming at providing opportunities to people who wish to develop a healthier lifestyle through running and in the process enjoy themselves, make new friends and achieve personal goals.

To find out more about getting involved and locating a Fit4Life Club visit: www.athleticsireland.ie

OPERATION TRANSFORMATION is a health and fitness programme aired on RTE1 for 8 weeks. Many clubs have rolled out their own community-based version of this fitness programme, whereby individuals are exposed to a range of exercise classes as well as culminating in a 5k run/walk/jog. In addition some clubs focused on healthy eating plans with the option to track weight loss.



Visit www.gaa.ie/community to see an inspiring video of how Castleblayney Faughs GAA Club in Monaghan developed their own “Operation TransFAUGHmation” and won Sports Club of the Year in Ireland as a result.

PARK RUNS are free, weekly, 5km timed runs, open to people of all abilities and are safe and easy to take part in. These events take place in pleasant parkland surroundings and are organised by a group of dedicated volunteers. Park Runs are all about wellbeing and inclusiveness.



To find a Park Run near you visit www.parkrun.com

MEN ON THE MOVE is a joint initiative by Local Sports Partnership (LSP) and the HSE aiming to get men aged 30+ to become more physically active and improve fitness levels in a fun environment.

To find out if this initiative is available in your area contact your LSP on the Irish Sports Council Website: <http://www.irishsportscouncil.ie>



Healthy Eating



Sport is a great vehicle to deliver appropriate messages regarding healthy eating as the Camogie Association illustrates with their 'Eat Smart Move Smart' player diary.

GAA'S HEALTHY EATING GUIDELINES describe the types and amounts of foods people need for healthy eating. It is a general healthy eating guide designed for clubs to adopt, or alternatively adapt, to meet their member's needs.

This are available to clubs to download at gaa.ie/community



GAA'S RECIPES FOR SUCCESS is a practical programme supporting healthy eating for GAA players. The Recipes for Success booklet is filled with tasty, healthy, performance enhancing recipes that are easy to make. The facilitated workshop involves bringing minor teams together to enhance not only their nutritional knowledge but also their practical cookery skills, one of the most important life- skills any player can develop.

To find out more about this initiative contact the GAA's Health & Wellbeing Coordinator, Stacey Cannon at stacey.cannon@gaa.ie

Mental Fitness

THE GAA'S MENTAL HEALTH CHARTER is a policy document that helps clubs develop a culture that supports and promotes positive mental health.

This is available for clubs to download at gaa.ie/community



The **“PLAY IN MY BOOTS”** pack aims to de-stigmatise mental health by speaking to players in a sporting language familiar to them and to remind the GAA population that maintaining mental fitness requires work and skill development in the same way as maintaining our physical fitness does. The packs are designed for everyone and contain useful information which can help us all work through the stresses we all experience in life.



Clubs can download these packs on gaa.ie/community

THE SAMARITANS & GAA PARTNERSHIP aims to encourage people who are going through a difficult time to seek help, while also tackling the stigma associated with mental health problems. The service is available across the 32 counties of Ireland.

Check out the list of Samaritans Liaison Officers online at gaa.ie/community



THE LITTLE THINGS CAMPAIGN is a mental health and wellbeing social marketing campaign from the HSE's National Office for Suicide Prevention (NOSP) in partnership with the GAA. The aim of the Little Things Campaign is to remind us of the little things that make a big difference to how we feel.



The Little Things posters are available to download online at <http://www.yourmentalhealth.ie>


The PHA's Take 5 Campaign is the equivalent of the Little Things Campaign in Northern Ireland. Clubs can promote and raise awareness about these five simple steps to help maintain and improve wellbeing.

To download Take 5 posters visit <http://www.publichealth.hscni.net/making-life-better>

Take 5
steps to wellbeing

HSC Health and Social Care

Gambling, Alcohol & Drug Education



THE ALCOHOL & SUBSTANCE ABUSE PREVENTION (ASAP) PROGRAMME is a joint venture by the GAA and the HSE that aims to reduce the harm being caused by tobacco, alcohol and other drugs. Clubs can adapt an ASAP policy that is appropriate to its specific needs and settings.

ASAP posters, leaflets and sample policies are available to download on gaa.ie/community




OFF THE BOOZE ON THE BALL is a fun and healthy challenge for clubs to give up alcohol for a month and participate in a healthy activity with the sponsorship going back to the club.

Contact the Community & Health Team in Croke Park if you are interested in getting involved in this initiative: community.health@gaa.ie. Clubs can download these packs on gaa.ie/community



GAMBLING GUIDELINES - This document aims to assist GAA members in identifying what problem gambling is and to encourage those who may be experiencing a difficulty to seek support and assistance.

This resource is available for clubs to download at gaa.ie/community



SMOKE- FREE GAA CLUBS - the GAA is in the process of developing a complete smoke- free toolkit for clubs to adopt/adapt. The aim is to protect the health of all individuals involved with the club by keeping them safe from all tobacco related harm.

For further information on this resource please contact the Community & Health Team in Croke Park on community.health@gaa.ie

Training and Personal Development

THE GAA'S COACH EDUCATION PROGRAMME aims to ensure that all players and teams are coached by a person qualified to the appropriate level who can enable them to achieve their full potential.

For more information visit <http://learning.gaa.ie/coacheducationprogramme>



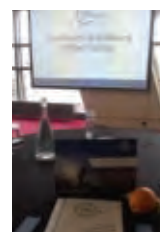
THE CLUB LEADERSHIP DEVELOPMENT PROGRAMME (CLDP) provides the opportunity for the principal officers in each club (chairperson, secretary, treasurer and PRO) to attend a series of free workshops to acquire the knowledge and skills to fulfil their roles in a confident and competent manner.

For more information please visit learning.gaa.ie/clubleadership



HEALTHY CLUB OFFICER TRAINING is currently being delivered to all clubs to assist them in supporting the health and wellbeing of all club members and, where possible, the local community. A video of the training will also be available on the gaa.ie/community website soon.

Clubs can avail of this training by contacting their County Health & Wellbeing Committee at the generic email: chair.hwc.county@gaa.ie



SAFETALK 'suicide alertness for everyone' is a half day training programme that prepares participants to identify persons with thoughts of suicide and connect them to suicide first aid resources. It is available across 32 counties.



In the Republic clubs can search for training in their local area at www.yourmentalhealth.ie/Get-involved/News-events/Events/

In Northern Ireland clubs can register for training by emailing health.improvement@westerntrust.hscni.net

DERMOT EARLEY YOUTH LEADERSHIP INITIATIVE (DEYLI) This unique programme evokes and honours the values Dermot Earley epitomised and tries to foster them in a new generation of young Irish leaders. Successful participants are eligible to receive a FETAC level 6 Foundation Certificate in Youth Leadership and Community Action from NUIG.

For more information visit gaa.ie/community



SAOR TRAINING (Support, Ask and assess, Offer assistance, Refer) – This is an evidence- based, quick and simple step by step guide for GAA coaches to deliver a brief intervention programme for harmful alcohol and drug use.



This resource is available for clubs to download at gaa.ie/community

Community Development



THE GAA'S CRITICAL INCIDENT RESPONSE PLAN is a guide to help GAA units at all levels to respond to a critical incident following best practice. A critical incident is defined as a situation that overwhelms one's natural capacity to respond. These are as broad and varied in their nature as any situation that can befall any individual, club, or community.

Clubs are encouraged to download and familiarise themselves this resource in case of an unforeseen event. It is available online at gaa.ie/community

COMMUNITY PARTNERSHIPS: At a national level the GAA have made key successful partnerships with the HSE, PHA, NOSP, Samaritans etc. These partnerships are based on mutual goals and visions. At a local level clubs are encouraged to map out what resources/ services are available to them and to build mutually beneficial relationships.



THE GAA SOCIAL INITIATIVE aims is to enrich the lives of all older members in our communities while specifically reaching out to isolated older men through different activities (card games, bingo, organising day trips or simply inviting them to a club game etc).

Visit gaa.ie/community for further information or contact the Community & Health Team: community.health@gaa.ie



ROAD SAFETY- LIVE TO PLAY (ULSTER GAA) aims to raise awareness and educate members on how best to stay safe on the roads.

Their website (<http://ulster.gaa.ie/livetoplay/>) has plenty of resources and downloads.



THE STRIVING AND SURVIVING IN AUSTRALIA GUIDE aims to cater for the health and wellbeing needs of our members abroad. Gaelic Games are being enjoyed by an ever increasing number of people around the globe and it is often the support network offered by the GAA's international clubs that makes Irish emigrants seek out these little pieces of Ireland abroad.

This resource is available to download online at gaa.ie/community.



Cabhrú Helplink Support Service- Emotional Support Service for the Irish Abroad provides a free online counselling service and an emotional support helpline for Irish emigrants.

For more information visit <http://www.helplink.ie/cabhru/>



Appendix 11

Healthy Club Certificate





Healthy Clubs Officer Training

This is to certify that

Name: _____

is a trained Healthy Club Officer for

Club Name: _____

County: _____

Colin Regan
GAA Community & Health Manager

GAA Health & Wellbeing Tutor

www.gaa.ie/community
community.health@gaa.ie
#GAAhealth



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