LEVEL 1

Making H&W a part of your club
Club Officer Development Programme 2019
Maura McMenamin
Overview of the Healthy Club Officer role
Healthy Club Programme
What the statistics say
Planning & Implementation
Ulster GAA and National GAA Programmes
A Healthy Club ethos helps us live up to the GAA’s values
Why do parents choose GAA for their children?
“Ulster GAA is an inclusive, club and community focused organisation that is modern, innovative and driven by volunteers promoting our unique amateur ethos.

Ulster GAA will continue to enable engagement in sport, culture, language, and health through well organised club and county activities, facilitated by good governance and fit for purpose units”
Healthy Club Officer
The role of the Healthy Club Officer

Help ensure our club is a healthier place for everyone to enjoy.

Supported by Club Executive and County Health & Wellbeing Committee.

Main roles include:

- **Communicate** good work the club is doing and/or plans to do
- **Support** the club’s health and wellbeing policies, programmes, partnerships and culture
- **Signpost** to support services in your community
Expectations of a Healthy Club Officer

• Be rational in your thinking
• Be open-minded
• Act with sensitivity & confidentiality
• Work in conjunction with others
• Be realistic in your goals
• Link with your County HWC

• Promote the H&W agenda within your club
• Be approachable
• Ask for help
• Be proactive as opposed to being reactive
• Plan ahead
Role of the Healthy Club Officer

- Always remember as HCO you are **NOT** expected to be:
  - ❌ An expert
  - ❌ A counsellor
  - ❌ Responsible FOR your members
  - ❌ Responsible for resolving internal disputes
  - ❌ Expected to work on your own, but instead with the support of the Club Executive & H&W sub-committee, if applicable
What supports are available to clubs?

www.gaa.ie/community hosts all necessary resources and information
Healthy Club Project
HEALTHY CLUBS
Most popular areas of work

- Fitness: 83%
- Community: 83%
- Healthy Eating: 79%
- Mental Health: 66%
- Healthy Habits: 79%
Healthy Club Project

• Now in Phase III
  • 150 clubs involved
    • 42 Ulster clubs
    • Online portal

• Each phase lasts 2 years
  • 18-months of delivery
  • 6-months of evaluation

• Phase IV beginning Jan 2020
  • Hope that every club in Ireland can become a Healthy Club
# Health Club Programme

<table>
<thead>
<tr>
<th>Phase</th>
<th>Date</th>
<th>Clubs</th>
<th>Membership reach</th>
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<tbody>
<tr>
<td>3</td>
<td>2018 (Q1) – 2019 (Q3)</td>
<td>150 (at least 3 in each county)</td>
<td>90,000 (approx. based on average of previous iterations)</td>
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<tr>
<td>4</td>
<td>2020 (Q1) – 2021 (Q3)</td>
<td>Open expressions of interest to all 1,600 GAA clubs</td>
<td>Membership reach approx. 750 based on previous averages</td>
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*Ultimate aim— all clubs in Ireland to become Healthy Clubs*
Steps to becoming a Healthy Club

1. Appoint Healthy Club Officer & Team
   - Tool provided
   - In consultation with Club Executive

2. Receive Healthy Club Training & Portal Training
   - Provided by County Health & Wellbeing Committee (CHWC)
   - Healthy Club manual

3. Club Assessment
   - Tool provided

4. Community Consultation
   - Tool provided & Case Study
   - Refer to OAA Healthy Club Priority Areas

5. Develop & Activate Action Plan
   - Based on community consultation & CHWC plans
   - Template provided and Case Studies
   - 2 priority areas

6. Host Local Launch
   - Case Study provided
   - Adopt Club Health & Wellbeing Statement

7. Review, Report & Reflect
   - Report on 2 priority areas
   - Tool provided
   - What worked well/ didn’t work well - Future learnings
What the statistics say
Question:
What do you think are some of the key challenges facing our communities / society today?
Reporting of one’s own health

PERCENTAGE OF THE POPULATION REPORTING GOOD OR VERY GOOD HEALTH IN EU-28 COUNTRIES, 2014

Source: EU-SILC, Eurostat.
73% reported their general health to be Good or Very Good.

Up from 70% in 2015/16

Longstanding Illness - 42% reported a longstanding illness (30% limiting and 12% non-limiting longstanding illness).

The majority of respondents (91%) believe they can influence their own health by the way they choose to live their life.
Health Inequalities

- All the health measures mentioned previously report worse prevalence rates for the most deprived than the least deprived.
Overweight and Obesity

36% of respondents were **overweight** and 27% were **obese**
(No increase on 2015/16, but general upward trend in obesity over the last decade)

A quarter of children aged 2-15 years were **overweight or obese**

55% reported meeting the Chief Medical Officer’s physical activity recommendations

Females (51%) less likely than males (61%) to meet recommendation
Alcohol & Drugs

Alcohol prevalence
- Four-fifths (80%) of adults aged 18 and over drink alcohol
  (Up from 74% in 2015/16)
Alcohol and Smoking

ALCOHOL AND CIGARETTE CONSUMPTION PER ANNUM, PER CAPITA AGED 15 YEARS AND OVER, 1995 TO 2015

Source: Revenue Commissioners, CSO (population data)
CURRENT SMOKERS BY AGE AND SEX, IRELAND 2016

% of Age Category

Binge drinking

REGULAR BINGE DRINKING, IRELAND AND EU-25, 2015

Source: European Health Interview Survey.
Nearly a third (30%) had concerns about their own mental health in the past year.

56% sought help
- Of these: 84% sought help from GP, 43% from family, 30% from a friend.

Of those who did not seek help
- The main reason given by 80% of males and 65% of females was... "I thought I could handle things on my own"
AGE-STANDARDISED DEATH RATE FOR SELECTED EXTERNAL CAUSES, IRELAND AND EU-28, 3-YEAR MOVING AVERAGE 2005 TO 2013

Source: Public Health Information System (PHIS) - Department of Health, Eurostat.
The most popular sun protection method was to use a sunscreen (71%) with the majority (83%) using one with a sun protection factor of 15 or more.

A fifth of respondents (21%) had sunburn in the last year.

A third (33%) never check their skin for changes that might indicate skin cancer.

Around half agreed that having a suntan "makes me feel healthier" (49%) or "makes me look more attractive" (51%).
"By 2028 pensioners will out-number children in N. Ireland"
(NISRA, 2017)
Loneliness is as bad for our health as smoking 15 cigarettes per day (Holt-Lunstad, 2010)

Increases the risk of mortality by 25% (Holt-Lunstad, 2015)

Respondents living in urban areas and those in the most deprived areas were more likely to report signs of loneliness than those in rural areas and the least deprived areas respectively.

There was no discernible trend when considering sex or age-group.
Planning & Implementation
County Action Plans 2018 - 2019

Steps to a successful H&W committee year

**What**

1. Continued development of your Committee
2. Deliver Healthy Club Officer training
3. Support Phase 3 of Healthy Club Project
4. Support Critical Incident response
5. Promote the Social Initiative
6. Grow number of people trained in safeTALK in your county
7. Promote new Gambling Awareness campaign

**How**

- Use ToR provided to recruit active, interested members
- Host regular meetings & ensure representation at Provincial meetings
- Deliver at least 2 training sessions per county in 2018/19
- Counties without trained tutors will be supported nationally
- Engage Healthy Clubs at committee meetings & officer training events
- Support clubs in delivery of their action plans
- Assist in promotion Regional Healthy Club Roadshows in Q3/4 2019
- Ensure County Critical Incident Response Plan is in place
- Supports clubs in adopting their plans/in the aftermath of an incident
- Use grant to support event targeting older members
- Engage with clubs to run Social Initiative events at grassroot level
- Link with local HSE/PHA representative to deliver safeTALK training
- Experience shows this works best at club level
- Work with County PRO to promote gambling awareness resources
- Issue posters to all clubs in your county
- Liaise with clubs interested in delivering workshops
The Four Building Blocks of HW Activity

- **PLAN**: Underpins what we want to do / achieve
- **PARTNERS**: The people / groups we need buy-in or assistance from
- **THE CLUB**: The change that takes place during or after
- **ACTIVITY**: The actions that take place
Your Role

- **Communicate**
  - **PLAN**: Underpins what we want to do / achieve

- **Support**
  - **THE CLUB**: The change that takes place during or after

- **Signpost**
  - **PARTNERS**: The people / groups we need buy-in or assistance from
  - **ACTIVITY**: The actions that take place
• Always start by seeing what resources do we have
  • People (skills, knowledge, time)
  • Funding
  • Facilities
• Ask people what they want / need
• Prioritise what needs to be done
• Link with others
• Promote, promote, promote
• Roll-out the programme
• Evaluate & debrief
Task:
In your groups pick any issue, and describe how you might implement the 4 Building Blocks in running out a programme

1. Plan
2. Partners
3. Activity
4. The Club
National H&W Programmes

www.gaa.ie/my-gaa/community-and-health
Critical Incident Response Plan (CIRP)

- Support to clubs in dealing with a critical incident
- All clubs must implement a CIRP
- Training provided in counties by National HWC
- 2hr workshop for Committee members
Gambling Awareness Workshop

• Equip clubs with knowledge on gambling prevalence
• Where to get help
• How clubs can empower themselves with best practice guidelines
• Training provided in counties by National HWC
• 60-90 minute workshop for club members
Ulster GAA H&W Programmes

www.ulster.gaa.ie/health
Ulster GAA H&W Microsite

www.ulster.gaa.ie/health/
What other clubs have done
Top Tips

• Get to know your membership and what their needs are
• Proactive V Reactive
• Plan the work ahead liaising with your HW Committee and Club Executive
• Where there are programmes in place utilise these
• Link with your County H&W Chairperson
• Link with Ulster GAA
• Use social media to tell your good news story
Useful Contacts

• County H&W Chairperson:
  chair.hwc.[insert county name]@gaa.ie

• Ulster Community Health & Wellbeing Manager
  maura.mcmenamin.ulster@gaa.ie
Questions?

Thanks for listening