

12th Man



Why did we take action?



To help men talk about their mental health



Reduce the stigma of mental health issues

Creating a safe place to talk



Improving confidence to listen & support

What did we do?



Campaign & training



Engaged with barbers, pub staff, tattooists



Mental Health First Aid training



Events hosted by affiliated clubs

2018/
2020

What has the impact been?



80+ individuals trained



90+ organisations engaged



Almost 3000 conversation cards shared



More men talking about mental health



Micro-communities developed