

# PLEDGE

We want to use the power of the game to help get everyone talking. And we want everyone to know that when they see that badge on your shirt they know it means you're talking to a person, an organisation or a club who are recognised by CALM as here for you. And there's a hat-trick of promises that come with it:

**1 Kicking off a conversation** - you'll have worked with CALM to help create an environment where it's normal to talk openly about how you're doing and get help if you need it. Communication won't be limited to 'Man On', 'Down The Line' and 'In To Feet'. It doesn't have to be about having a really deep and meaningful conversation (though it can be if you want) – it's about being there for each other, having a chat with your team-mates about how you're doing and just knowing there's somewhere to turn if you're struggling.

**2 Tackling stigmas and talking tactics**  
Football is all about support. And being part of CALM is all about encouraging players and staff to look after their own mental health, just as they do their physical health. We've got loads of tactics to help: from checking in on mates to having a Mental Health First Aid trained rep for each league.

**3 Showing support:** We'll give you the confidence and knowledge to signpost people to CALM's helpline and services. We'll also give you posters and postcards that you can put up everywhere (we'll even help you signpost by putting signs on posts) so that everyone knows help is available and how to get it, no matter what.

We'll also help you build an understanding of mental health, and help you to spot the signs that you or a team-mate might need some help - who needs picking up and who needs an arm around their shoulder.

Together, we can use football for good, to help everyone who might be struggling and to lead a movement against suicide. Agreeing to this pledge means you're part of that movement too. Together we'll tackle stigmas and change the game.

