

athletes' minds matter

club how-to guide

What is athletes' minds matter?

Athletes' Minds Matter (AMM) is a program designed to support athletes' physical and mental health. By fostering conversations around mental health, AMM aims to promote social connectedness, pro-social skills, self-care habits, and increase help-seeking behaviors on athletic teams through partnerships between OMM clubs and their schools' athletic departments.

Why should your OMM club partner with your athletics departments?

- To decrease the stigma associated with athletes and mental health
 - Athletes are less likely to seek help for mental illness due to stigma, busy schedules, and low awareness of mental health ([BJM](#))
- To expand the reach of your club and improve your school's culture around mental health
- To increase administrator involvement/support with student wellness
- To improve the mental wellness of your student athlete peers

How do you establish a partnership with your athletic department?

Step 1: Create list of your school's administrators

- See the list below for examples of people you may want to develop a partnership with, including members of the athletic department. It is a good idea to copy your OMM Club Sponsor on all outreach to the athletic department.
- You can also reach out to any club members who are athletes and see if they'd be willing to share information with their teams!
- Feel free to use this list to fill out the contact information for administrators at your school.

Title	Name	Email
Athletic/Activities Director		

Assistant Athletic/Activities Director		
Principal		
Assistant Principal		
Athletic Coach(es)		
School Psychologist(s)		
School Counselor(s)		
OMM Club Sponsor		
OMM Club Members Involved in Athletics		

Step 2: Compile Mental Health Resources in you School

- Use the template below to list important resources to share with athletic teams.
- We have suggested some people to include, but feel free to add other resources that you think are important.

[Your School's Name Here] Mental Health Resources	Name	Email/Phone #
School Psychologist(s)		
Counselor(s)		
Substance Abuse Counselor(s)		
Social Worker(s)		

Crisis Hotlines		
Other Mental Health or Behavioral Health Resources in the Local Community		

Step 3: Establish goals for your partnership

- Determine what you would like to accomplish through a partnership with your athletic department
- Here are some questions to consider
 - How many athletes would you like to reach in the first year?
 - How many teams would you like to see participate?
 - How many activities would you like each team to complete during their season?
- Consider writing these goals down and returning to them throughout the year.

Step 4: Reach out to School Administration!

- Use the email template below to reach out to your school's administrators about forming a partnership!
- Feel free to add more specific information about your club

Dear _____(your school's name)_____ administrators,

My name is ___(your name)___ and I am the (your role) of the Our Minds Matter club at our school. Our Minds Matter is a student led movement working towards the day where no teen dies by suicide. Our club works towards this mission by taking small steps every day to change our school's culture around mental health. This year, our club has ___(list briefly what your club has been up to so far this school year!)___. If you'd like to learn more about Our Minds Matter, please visit the [Our Minds Matter](#) website.

I am reaching out to you today to propose a partnership between our club and our school's athletics department. Athletes are often less likely to seek help for mental illness due to the increased stigma that exists for student athletes. We are

hoping that by implementing some of our Our Minds Matter activities in athletic teams' practices, our school's athletes' mental and physical health will improve.

Attached is the [Athletes' Minds Matter Guidebook](#), which outlines the program. We would appreciate it if you could share this guidebook with athletic coaches and encourage them to pass it along to team captains. Our goal is that ___ (insert your goals for the partnership! Example: all athletic teams will implement at least one of the activities outlined in the guidebook at some point during their season.)___ We have also compiled some resources specific to our school that we hope you can circulate to our athletic teams. [attach your school's resource sheet]

Your time and support for our club are immensely appreciated. If a meeting is needed to further discuss our goals with you, please let us know a time that works best for you.

Thank you so much and we are looking forward to working with you!

Warm Regards,

[name of the person who's writing the email + pronouns (she/her, he/him, they/them)]

[position title within OMM club]

[school name]

Step 5: Check in and provide support

- For many teams, this may be the first time they are having a conversation about mental health on their teams
- It is important as OMM student leaders to provide support throughout the year by:
 - Inviting student athletes to OMM club meetings
 - Continuing to share resources and relevant information with athletic teams
 - Encouraging athletic department to complete mental wellness check-ins with coaches and captains
- Stopping by practices with coaches' permission to facilitate an activity
- Checking in with captains and making yourself available as a resource