



SDG 16

PEACE, JUSTICE & STRONG INSTITUTIONS

John McTaggart, Curriculum Manager
Sport and Fitness, Ayrshire College

#PassingPositivity



Our Intention

Mental Health United is a physical activity initiative that has been developed to improve the mental health and wellbeing of the students, staff and wider community within Ayrshire.

Method

Using sport and physical activity as a 'hook' to engage with the community to highlight the issue and encourage those who might be emotional vulnerable, to seek the help that is available to them.

This was done in partnership with the Kris Boyd Charity. Kris is a former Scottish international football and captain of Kilmarnock Football Club. Kris started this charity after the tragic death of his young brother.

Why

According to The Herald, September 2018, Scotland has the highest suicide rate in Britain.

There was an overall suicide rate of 13.9 per 100,000 population - higher than England (9.2) and Wales (around 12).

Local Communities

<https://www.dailyrecord.co.uk/news/scottish-news/cumnock-scotlands-suicide-town-eight...>

22/11/2018 · **Scots town Cumnock in grip of suicide crisis as EIGHT take own lives in six months.** It is believed the death toll for 2018 for East Ayrshire is at least 17.

Too Many Too Young

[Grieving mum launches charity to help teenagers dealing ...](https://www.dailyrecord.co.uk/news/real-life/grieving-mum-launches-charity-help-4654941)

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19/11/2014 · Grieving mum launches charity to help teenagers dealing with mental health issues. PAULINE launched charity called **Beautiful Inside & Out** in the wake of her daughter's death.

Community Partners and External Agencies

Tony McLaren, National Coordinator, Breathing Space and NHS Living Life (NHS 24)

Choose Life East Ayrshire

Ayrshire Samaritans

College Chaplains

Active Travel Hub

NHS Mental Health Officer

NHS Drug and Alcohol Officer

Community Health Initiative Project

#PassingPositivity Video

Benefit to Students

The innovative practice behind the campaign was that the Mental Health United project was fully underpinned by SQA units that were embedded within the curriculum. The initiative gave the students not only the opportunity to deliver a real-life ground-breaking initiative but make a difference to the college and wider community.

Sustainability and Additionality

Mental Health United

- Inclusive dance group
- Disability football
- Physical Activity programme for school aged children in conjunction with the NHS
- Older adult fitness group
- Jo Love Soccer School
- Kris Boyd Soccer School

SCOTTISH FA GRASSROOTS AWARDS 2019

Best Para-Football Project
Ayrshire College



www.ayrshire.ac.uk

Ayrshire
College 

The online media campaign gained so much attention and the event itself was a massive success.

[#PassingPositivity Event May 3rd](#)

There were numerous celebrity endorsements including

[#PassingPositivity Chris Sutton](#)

[#PassingPositivity Steven Fegan](#)

[#PassingPositivity Paul McNeil](#)

[#PassingPositivity KFC](#)

[#PassingPositivity Promoting Wellbeing Group](#)

[#PassingPositivity Jim White](#)

[#PassingPositivity Amy MacDonald](#)

[#PassingPositivity Hayley McQueen](#)

[#PassingPositivity Lionheart](#)

[#PassingPositivity Steven Cree](#)

[#PassingPositivity Drew McIntyre](#)

In terms of social media activity, newspaper coverage and student and community involvement, this is the most successful event that has been ran in the college.

Impact

Its lovely that stars take the time out. I get that a minute in their world is hard to get, but a minute is mental anguish is horrifying. That minute video will change someone's life. Well done

Thank you!!!! I have 2 sons that are autistic. It's great to see someone who kids look up to give words of encouragement for these matters. Great thing to do and a beautiful lady I might add. Thank you again!!!

Seriously this is great! I'm not shitting you, I've been very privileged in the life I have lived but I have struggled with depression with over ten years now and I'm still a young guy. I fight it every day some days I lose but I keep going and just hearing this helps. Thank you

Impact

Just to throw this out there, if anyone is uncomfortable calling hotlines and speaking to others for any sort of fear (like I always am), there's a texting hotline 741-741 in the US where trained people will help to resolve crisis situations.

It's been a HUGE help in the past and McIntyre doing this video is heartwarming. Anyone speaking out for mental health is a great change from even a few years ago.

This honestly made me cry. As someone who has struggled with and continues to deal with depression, it's really nice to see things like this.

Yeah, it's crazy how much stuff like this hits me. I feel like I've gotten to a relatively stable place, I'm not struggling moment to moment like I have been in the past, I have some things to look forward to in the future. But hearing these kinds of messages of support still makes me very emotional. My depression tended/tends to involve a fear that I don't matter to the people I care about, so seeing or hearing that a person who doesn't even know me cares about me (by caring about mental health) is a powerful feeling.



Adrian McCallum Newest Numb... >



The Scottish Sun
facebook.com

Another young person
who has taken their life-
tragic 🙏🙏

Read 03/04/2019

Wed 3 Apr, 11:47

Needs to stop

Thu 2 May

Adrian
Every time I have
messed you recently, I
have been wanting
something! This just want
to thank you for all the help
and support that you have
given for the event
tomorrow. Many thanks



22:23 ✓✓

Always a pleasure and
never a chore John. Hope it
goes well!!

22:24



The simplest act of kindest can make such a difference to someone in their time of need. The most precious thing you can afford anyone is your time.

People don't care what you know,
until they know that you care.



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