

FEMALE ATHLETE HEALTH LEADERS WORKSHOP

Wednesday 27th November 2024
Wembley



THE WELL HQ
the team she needs

Today's agenda

Time	Content / activity
11.15	Coffee and networking
11.30	AH welcome FAHL: Introduce yourself - who you are, your club, your day to day role
11.40	ER: Reflections on Female Athlete Health Leads and FootballHER so far
11.50	JC: The intersections and overlaps of female athlete health with mental health and mental wellbeing
12.00	Bite size insight from each club: 'What's the one thing you'd like to tell us about' (5 mins each)
13.30	Lunch
14.00	Bringing the Best Practise Guidance documents to life in your club: <ul style="list-style-type: none"> • Supporting the Pre and Post natal player • Supporting Menstrual Health in Elite Footballers • Supporting Pelvic Health in Elite Footballers <p>What does the guidance say? What actions can you take off the back of it? What processes do you need to think about putting in place? How can you communicate these to the players (and why is that bit so important!) Delivering best practise in the context of your won club environment</p>
14.20	Licensing requirements and Female Athlete Health Strategy template
15.00	Q&A
15.15	New Female Athlete Health Leads briefing

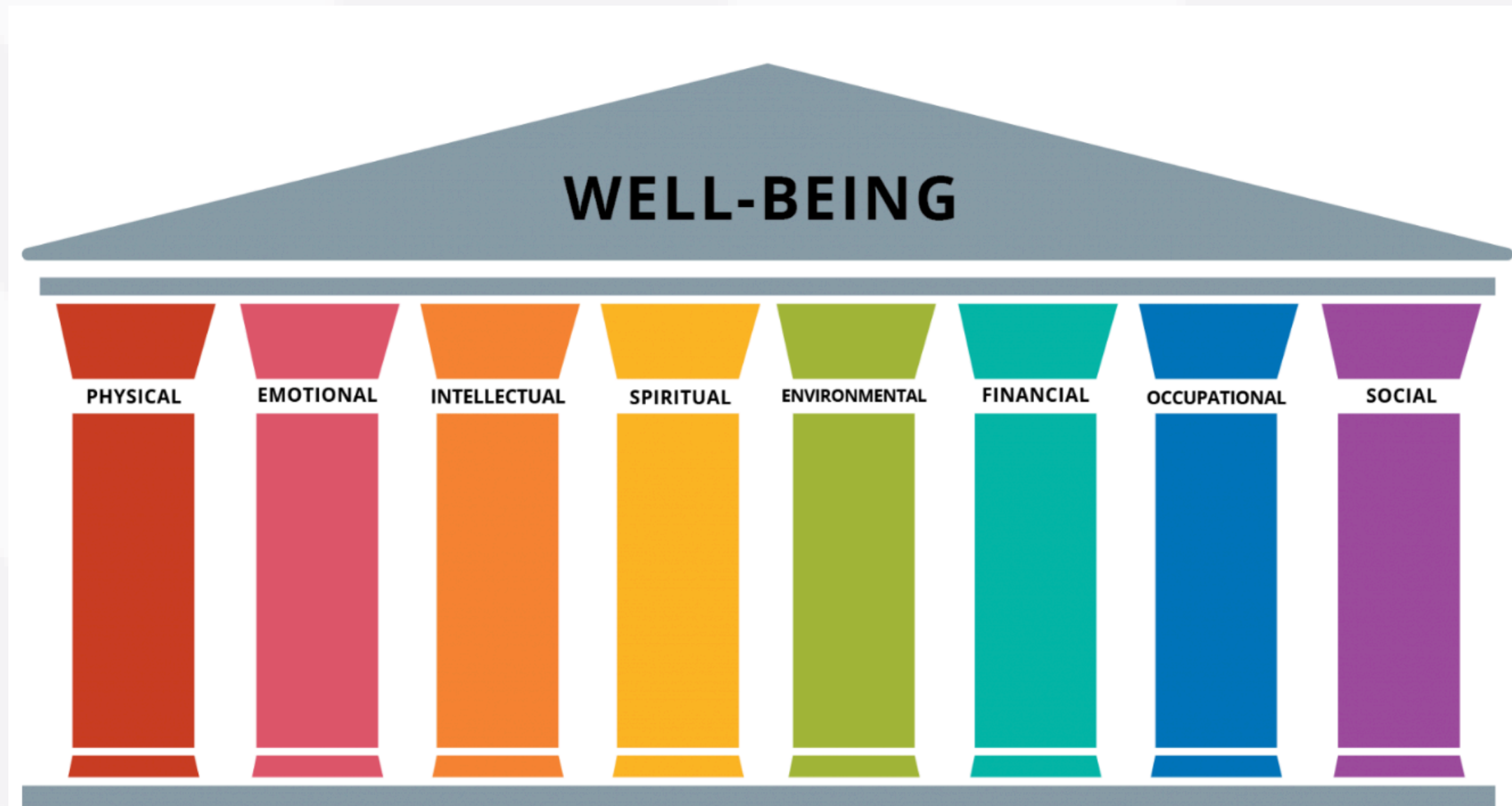
My Reflections

- Collaboration was at an all time high!
- Change takes time.
- And creativity
- Staff activation and engagement

- Being able to check and challenge, or be checked and challenged
- Socialising the whole plan across the game



Female athlete health as a fundamental part of performance wellbeing



Aim : To maximise performance potential, improve return on investment and develop personal fulfilment through well-being.

Performance Well-being

- **Performance Well-being is a rebrand of Player Care**
 - **This role will fully meet the growing needs of the female footballer i.e media, fans, family, clubs, society impact**
 - **They should be an integrated member of staff in the performance support team to spotlight wider performance well-being concerns**
 - **This dedicated member of staff will empower players across, mental, physical, social, career and financial well-being to maximise potential on the pitch**

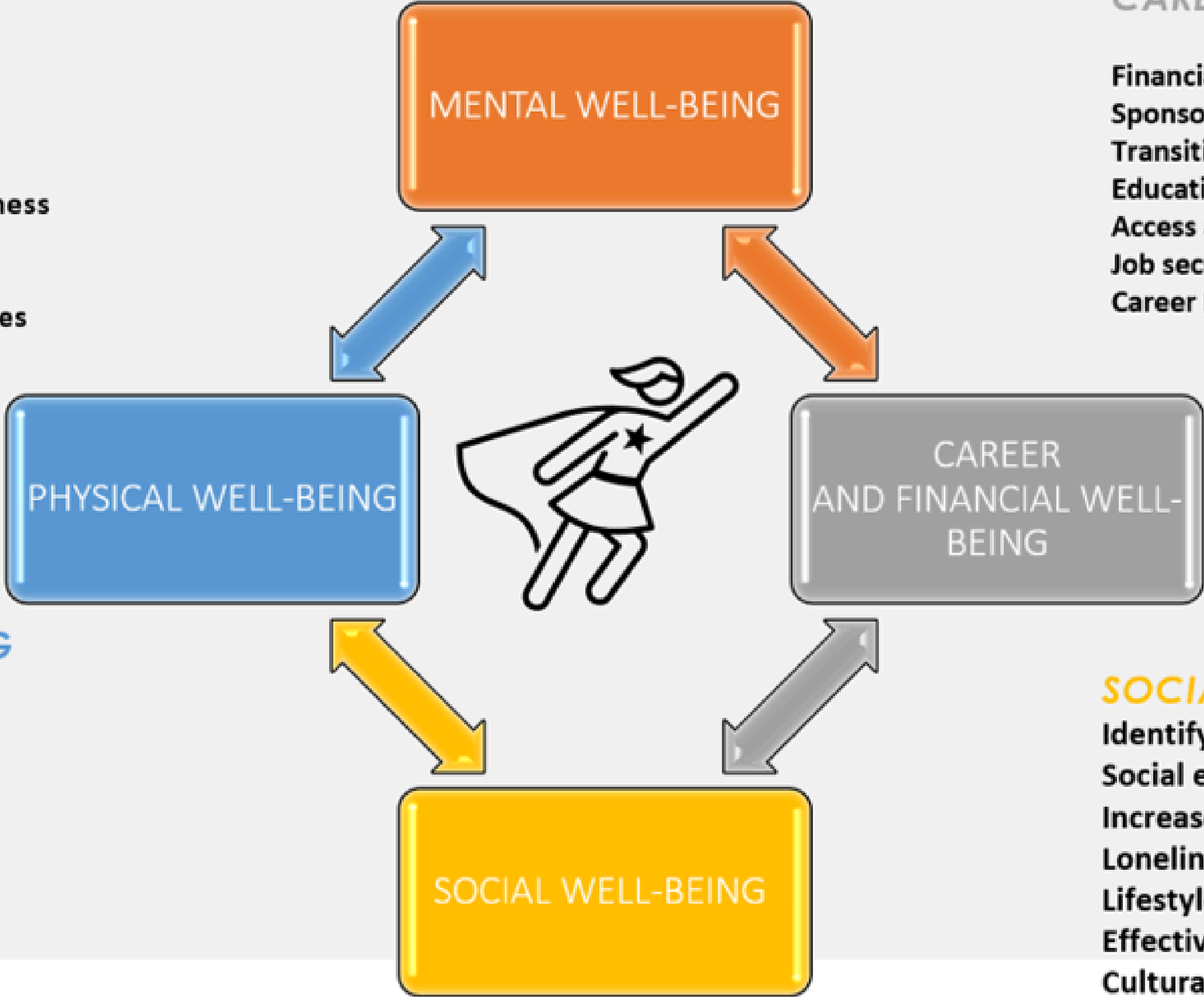
PERFORMANCE WELL-BEING

MENTAL WELL-BEING

- Pressure of Pro football
- Time management
- Disordered Eating
- Regulating emotions
- Injury – Psychological Readiness
- Neurodiversity needs
- Identity / Sexuality
- Homesick & Self-care practices

CAREER & FINANCIAL WELL-BEING

- Financial Management & Planning
- Sponsorship
- Transition planning & support
- Education / Learning support
- Access and avenues to other interests and hobbies
- Job security and stability
- Career Planning and Progression Programme



PHYSICAL WELL-BEING

- Fertility
- Menstruation
- Sleep
- Hydration
- Hygiene
- Dietary Differences
- Training intensity
- Competition Level

SOCIAL WELL-BEING

- Identify support network
- Social engagement & Healthy Relationships
- Increased scrutiny
- Loneliness & Sense of belonging
- Lifestyle (balance & thrive)
- Effective Communication
- Cultural Adjustment

‘Bitesize’ insights

Charlton Athletic	Chinyere & Suren	Tottenham Hotspur	Hannah & Laura
Crystal Palace	Andrew Greene	West Ham United	Maja & Anthony
Arsenal	Gary Lewin	Aston Villa	Olivia Ambris
Manchester City	Rosie Anderson	Newcastle	Tom Keeney
Brighton & Hove Albion	Olivia & Shane	Portsmouth	Celine Plee
Manchester United	Sam Huddleston	Bristol City	Molly Sadler
Chelsea	Mike & Ally	Southampton	Ben Nimmin
LCL	Bethany Koh	Blackburn Rovers	Martin Hamer

Bringing the Best Practise Guidance to life

The image displays three overlapping document covers, each with a red border. The covers are for guidance documents from 'THE WELL HQ' in partnership with the Barclays Women's Super League and Barclays Women's Championship. The top-left cover is titled 'Pre and Post Natal Guidance for Elite Football Players', with a date of August. The top-right cover is titled 'Pelvic Health Guidance for Elite Football Players', with a date of August 2024. The bottom cover is titled 'Menstrual Health in Elite Football Players', with a date of August 2024. Each cover includes a 'Scope of this guidance' section. The 'Menstrual Health' section states: 'This guidance document is to provide support staff of female players with an understanding of how best to proactively support good menstrual health in their players. For a comprehensive overview of the menstrual cycle and performance, readers are directed to Module 2 of the FootballHER CPD For All Course.'

Bringing the Best Practise Guidance to life

- Screening and monitoring protocols
- Data
- Referral protocols
- Practitioner / coaching considerations
- Key roles, responsibilities and interdisciplinary working
- Built environment recommendations
- Safeguarding
- Use as the basis for your own 'ways of working' / best practise guidance
- Socialise across the club, including players

Your female athlete health strategy

Women's Pro Game: Female Athlete Health Strategy Template

Club: _____ Date: _____

Section 1: Our Female Athlete Health Strategy Roles and Responsibilities

Role	Name	Contact	Registration Details	Governance (Reporting Lines)
Female Athlete Health Lead				
Head of Medical				
Nutrition				
Psychologist				
S&C				
Performance Wellbeing				
Parent / Other				

Section 2: Our Female Athlete Health Training and Education Plan

Audience	Female Athlete Health Leaders Programme	FootballHER CPD For All	Other (description / delivered by)
FAHL			
Coaching Staff			
Performance Support Staff			
Players			
Management			
Players			

Your female athlete health strategy

Section 3: Operationalising our Female Athlete Health Strategy			
Menstrual Health			
Screening and monitoring	Referral protocols and network	Player education / engagement	Interdisciplinary team

Nutrition and RED-S			
Screening and monitoring	Referral protocols and network	Player education / engagement	Interdisciplinary team

Pelvic Health			
Screening and monitoring	Referral protocols and network	Player education / engagement	Interdisciplinary team

Breast Health and Bra's			
Screening and monitoring	Referral protocols and network	Player education / engagement	Interdisciplinary team

Your female athlete health strategy

injury Risk / Resilience			
Screening and monitoring	Referral protocols and network	Player education / engagement	Interdisciplinary team

Kit Considerations			
Female Provision Considerations	Kit providers	Player education / engagement	Interdisciplinary team

Pregnancy and Post-Natal			
Screening and monitoring	Referral protocols and network	Player education / engagement	Interdisciplinary team

The Built Environment / Facilities			
Components considered	Long term ambitions	Player education / engagement	Interdisciplinary team

Your female athlete health strategy

Section 4: Our Collaborative Female Athlete Health protocols



Section 5: Our Data Acquisition, Integration and Privacy Protocols



Section 6: Our Safeguarding Considerations for Female Athlete Health



Section 7: Our Female Athlete Health research Strategy



There will be intersectionality and overlap with your mental health and wellbeing strategy

Women's Pro Game – Mental Health and Mental Well-being Strategy Template				
Club:		Date:		
Section 1 Our Mental Ill-Health Strategy Roles & Responsibilities				
Role	Name	Contact	Registration Details	Governance (reporting lines)
Head of Medical				
Designated Safeguarding & Welfare Lead				
Clinical Psychologists				
Sport Psychologists				
Performance Well-being / Player Care				
Parent/Guardian / Other				
Section 2 Mentally Health & Well-being Training & Education Plan (24/25)				
Audience	Description / Company / Delivery by			
Players				
Coaching Staff				
Support Staff				
Management				
Section 3 Mental Ill-Health Management Process				
Section 4 Emergency Mental Health Risk Management Protocols				
Section 5 Our Collaborative Wellbeing Team Protocols				
Section 6 Our Data Protection & Privacy Protocols				
Section 7 Screening		Section 8 Reporting		
Purpose & Goal			Purpose	
Screening tools			Report Components	
Frequency and Timing			Data Analysis & Interpretation	
Follow up Procedures			Feedback Mechanism	

Developed exclusively for the Women's Pro Game by the Wellbeing Science Institute

Measuring impact and success: March 2025



THANK YOU

Football@TheWell-HQ.com



THE WELL HQ
the team she needs

What we don't want you to be:

- The period product police / purchasing officer
- An expert in all things women's health
- The only one to push the female athlete health agenda at your club
- To feel powerless / wield power over

What we do want you to be:

- To lead on co-creating the plan / strategy in your club, and get everyone excited and on board
- To empower others to take the load on their part of the strategy
- To focus on culture and environment as well as the practical details
- To foster a collaborative and interdisciplinary approach
- To ensure safeguarding is considered
- To find what works in your own club

Module	WATCH: Mini-Lecture	DO: Weekly Task	Industry Expert Q&A
Welcome to the Course	<ul style="list-style-type: none"> • Whole-Person Care 	Contribute to the FAHL Community page	Dr. Amal Hassan Delivering a Female Athlete Health Strategy in Rugby
Screening and Monitoring - Female Athlete Physiology	<ul style="list-style-type: none"> • Developing a Data Strategy • Menstrual Cycle Monitoring • Screening and Monitoring 	Fact find – Data Management at Your Club	Dr. Georgie Bruinvels Applied Use of Menstrual Cycle Tracking
Spotlight on Fuelling and RED-S	<ul style="list-style-type: none"> • Nutrition: An Inter-Disciplinary Affair • The RED-S Consensus Statement • Hot Sports For Extra Vigilance In Nutrition 	Fact find – Nutrition and Body Comp at Your Club	Steph Ridley Fuelling challenges for female players
Bodies That Move Well	<ul style="list-style-type: none"> • Injury Reduction - Current Practices • Menstrual Cycle and Injury • The Pelvic Floor and Kinetic Chain 	Fact find – Injury Resilience at Your Club	Baz Moffat Reducing Pelvic Floor Dysfunction in Football
Getting Kit and Facilities Right In The Women's Game	<ul style="list-style-type: none"> • Facilities Audit & Action • Kit Demands • Player Education 	Fact find – Speaking to Players About the Kit and Facilities at Your Club	Dr. Katrine Okholm Kryger Kit for Women – a Researchers Perspective
Developing A Female Health Strategy	<ul style="list-style-type: none"> • Leading the Female Athlete Health Agenda 	What is a VMOST? Reflections – Building your Female Athlete Health Strategy	Grant Downie OBE Leadership in Football
Course Debrief	N/A	N/A	N/A

THANK YOU

