

## It's a Goal! Project

### What is It's a Goal?

Established in 2004 IAG! is primarily aimed at men aged 16 to 45 who feel alienated from mainstream mental health support services. It enables “players” or service users express personal anxieties and concerns about and take practical positive steps to deal with difficult issues in their lives. Delivered at a football stadium where players can feel relaxed, IAG uses football metaphor rather than clinical methodology to engage with people inspiring them to set and achieve personal goals, e.g. return to work. The project consists of weekly team (peer group support) “matches” or sessions held over a “season” of 11 weeks. The programme does not involve any physical football activity.

IAG is currently operating successfully at clubs as diverse as Manchester United FC; Burnley FC and Plymouth Argyle FC.

### Who can become an IAG! Player?

Players affected by low self-esteem or mild/moderate depression can be either self-referrals or be directed to IAG by a referral agent (see below). A typical IAG player profile could be drawn from the following scenarios, but not exclusively:

Early Intervention: Someone losing hope and at risk of descending into a downward spiral of depression arising from circumstances such as relationship break-up; long-term unemployment; homelessness; the threat of bankruptcy; or,

Stabilising recovery: For example, one who has demonstrated stability in his or her recovery from say, drugs or alcohol dependency and is now ready and willing to take the next step forward

Unfortunately IAG is unsuited to people with severe depression and/or psychotic illness.

### What is the role of an IAG! Referral agent?

The role of the IAG referral agent is simply to signpost or personally introduce, a potential player to the local appointed IAG coach with whom he or she will have a brief informal meeting to assess their readiness to participate on and benefit from the programme.

### How do I refer someone to the Oldham Athletic IAG! programme?

Contact Bobby Greenwood via email [bobby.greenwood@nacro.org.uk](mailto:bobby.greenwood@nacro.org.uk)

Or on his mobile 0797615269