THE FOOTBALL MENTAL HEALTH ALLIANCE NEURODIVERSITY, MENTAL HEALTH & SAFEGUARDING ACADEMY

THE FOOTBALL MENTAL HEALTH ALLIANCE
ACADEMY

AN ONGOING MEMBERSHIP PLATFORM THAT PROVIDES YOU/YOUR WHOLE CLUB WITH UNLIMITED TRAINING, EXPERT-LED CPD, FOOTBALL-SPECIFIC RESOURCES AND A MODERATED PEER COMMUNITY TO PROPERLY SUPPORT YOUR WHOLE CLUB AROUND NEURODIVERSITY, MENTAL HEALTH AND SAFEGUARDING.

MOVING BEYOND ONE-OFF TICK-BOX COURSES TO CREATE SUSTAINABLE, COMPLIANT, INCLUSIVE CLUBS.

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YOU'RE DEALING WITH MORE COMPLEXITY THAN EVER:

- More neurodivergent players who need adjustments you're not trained to provide
- Mental health challenges in younger and younger players
- Parents/carers asking questions you don't have answers to
- Behavioural situations that escalate because you don't know what to do
- Coaches feeling out of their depth

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THIS ISN'T SUSTAINABLE.

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AND WHERE CAN YOU TURN?

- Tick box e-learning courses that don't cover this
- Facebook groups full of conflicting, unmoderated advice
- Google searches at 9pm after a difficult training session
- Isolation - feeling like you're the only one struggling with this

Clubs can't afford clinical psychologists or neurodiversity specialists. We are all volunteers doing our best with no ongoing support.

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THE FMHA ACADEMY, BRINGS ELITE-LEVEL EXPERTISE TO GRASSROOTS FOOTBALL

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MONTHLY SESSIONS WITH:

- Clinical Psychologists specialising in youth sport
- Neurodiversity Specialists recognised nationally
- Equality Act Legal Experts
- Safeguarding & Player Welfare Consultants
- Mental Health Practitioners with football experience
- Professional Game Insight - current & former players, academy coaches
- Academic Researchers (partnered with Manchester Met)

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PLUS COMPLETE TRAINING & RESOURCES.

UNLIMITED ACCESS FOR YOU/YOUR WHOLE CLUB TO:

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✓ Three complete core training courses (normally £39-£49 per person):

- Mental Health First Aid for Grassroots Football (click here for info)
- Understanding Neurodiversity in Grassroots Football (click here for info)
- Managing Anger & Emotional Regulation in Grassroots Football (click here for info)

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✓ Monthly live sessions with recognised experts

Here are some of them

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LEE DYKES
TECHNICAL DIRECTOR, BRENTFORD FC

Lee's role at Brentford sits exactly at the intersection we're trying to help the grassroots game understand:

The link between performance, environment, individual needs, psychology, recruitment, pathways and player welfare. It's this whole-system view - the part of elite football most people never get to see, that makes his insight so powerful.

Under Lee's leadership, Brentford have become a club where wellbeing, belonging and performance are designed to coexist, not compete. He has been central to building a coherent, values-driven culture and a needs-led approach to player and coach welfare - ensuring individuals are supported as humans first and athletes second.

For the grassroots game, this is an extraordinary opportunity - lessons about culture, cohesion, psychological safety, development pathways and what truly unlocks performance.

Lee will give FMHA Academy members a rare window into how an elite club builds an environment around the needs of its people - and how grassroots clubs can adapt these principles in practical, achievable ways.

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CHARLIE AUSTIN
EX SOUTHAMPTON, BURNLEY, QPR

Charlie Austin is a former Premier League striker, UEFA B licensed coach and advocate for neurodiversity in football. His career has been marked by determination, goal-scoring prowess and a recent commitment to promoting understanding of neurodevelopmental conditions in the sport.

In 2024, at the age of 34, Charlie was diagnosed with combined ADHD. This diagnosis came after both of his daughters were identified as having ADHD and autism. His personal experience as both a professional footballer and a parent of neurodivergent children provides him with unique insights into the challenges faced by neurodivergent individuals in football.

Since his diagnosis, Charlie has become a passionate advocate for neurodiversity inclusion in football and is seeing an increased number of current and ex-professionals reach out to him in confidence to discuss the condition after sensing they may be neurodivergent.

Charlie brings his wealth of experience as a professional footballer, a coach and his personal journey with neurodiversity to the Academy, offering an unparalleled base of knowledge and experience in the arena of neurodiversity and professional football.

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JENNIE SMITH
FOUNDER, SAFEGUARDING TODAY

Jennie is a Criminal Barrister with over 15 years of experience working in the criminal justice system.

For 10 years, Jennie was employed by the Crown Prosecution Service as a Rape and Sexual Offences/Child Abuse Specialist Prosecutor.

Highly experienced in multi-agency working, Jennie's role at the CPS allowed her to gain invaluable experience in the child protection and safeguarding arena.

The founder of Safeguarding Today, Jennie works as a Consultant at local, regional, and national level for all organisations working with vulnerable groups.

In the last 2 years, Jennie has worked closely at NGB level with the Safeguarding Teams at the English Football League, giving Jennie an insight into the safeguarding issues in elite performance sport.

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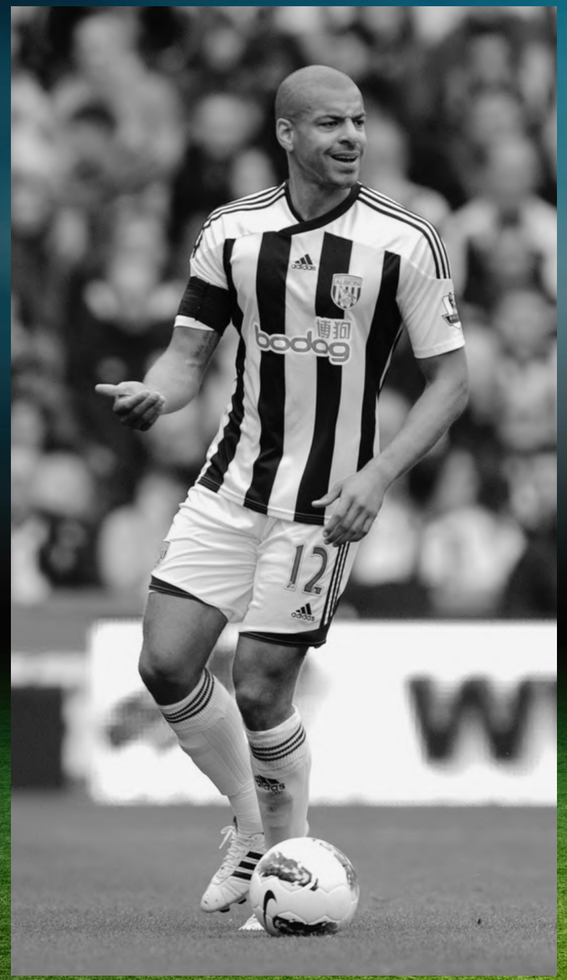

STEVEN REID
ENGLAND U21 PLAYER MENTOR

Steven, the former Millwall, Blackburn, QPR, West Brom and Burnley player, recently joined the England U21 setup as an assistant coach and player mentor.

Steven has previously held key coaching roles with the Scotland national team, Nottingham Forest, Reading, Crystal Palace, AFC Wimbledon and West Brom as well as being a pundit and commentator on BBC 5Live and BBC Sport.

His key achievements include helping Scotland qualify for the 2020 Euros, and as First Team Coach at Nottingham Forest, being part of the team that guided the club to the Premier League, as well as being Interim Manager of Forest, following the dismissal of Chris Hughton, before joining Steve Cooper's coaching team as his Assistant.

Steven's role as a Coach, Mentor and Counsellor, as well as his experience with mental health, gives him unique skills to help England's young players improve their own mental well-being, confidence and leadership.

A very special addition to the Academy!

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JODIE HILL
FOUNDER, THRIVE LAW

Jodie Hill is a neurodivergent solicitor, ED&I consultant, coach and trainer, author and campaigner.

She is passionate about employment law, mental health and wellbeing, equality, diversity and inclusion (ED&I), and neurodiversity.

A qualified barrister initially called to the Bar by The Honourable Society of the Inner Temple in 2010, Jodie then cross-qualified to become a solicitor in 2013.

Her mental breakdown in 2017, which Jodie now describes as her “mental breakthrough”, led her to establish Thrive Law in 2018. It was the first law firm in the UK founded with wellbeing and mental health at its heart.

Today, Thrive Law, headquartered in Leeds with teams in London and the Southwest, delivers HR and employment law support to employers and employees. A focus on ED&I, mental health, wellbeing and neurodiversity underpins its mission to ensure everyone can thrive in the setting they are in.

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DR FLEUR-MICHELLE COIFFAIT
FOUNDER, COIFFAIT PSYCHOLOGY UK

With nearly two decades of experience, Fleur has worked across the NHS, private, and charitable sectors, specialising in autism, ADHD, and learning differences.

She's also neurodivergent herself and a parent to a neurodivergent child (as well as playing the game at the grassroots level), bringing both professional expertise and lived experience to The Academy.

Fleur has led national assessment services, lectured on doctoral training courses, and regularly shares her insights through publications and media, including TV appearances on the impact of COVID-19 on families.

Fleur has worked for a number of years in roles including Clinical Lead, where she designed and led services offering neurodevelopmental assessments for children, young people and adults across the UK and further afield. This has included assessments of autism, ADHD and intellectual/learning disability.

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MARTIN ROBERTS
FOUNDER, KEEP IN MIND

Martin has fallen hard, many times and through many of life's challenges but he is a true role model for rising and helping others to rise as well.

He's the award-winning Mental Health Lead within Lloyds Banking Group and recently left the post to focus on Keep In Mind.

Survivor of the 1989 Hillsborough football disaster, Martin has encountered colossal tragedy early on in his life. Martin shares his vulnerability by speaking openly about that fateful day and how, unbeknownst to him, it would be the catalyst of what would be another personal fight for survival some 28 years later.

Martin is a trusted consultant collaborating closely with public, private & education sector, sharing best practices that support the implementation of unique person-centric wellbeing strategies, solutions & programs within organisations.

He's one of the UK's leading voices on the lived mental health experience.

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✓ Ready-to-use resources updated monthly - examples: (game-day checklists, player passports, parent conversation templates, communication strategies)

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✓ Safe, fiercely moderated peer community to share challenges and best practices with others in the grassroots game.

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✓ Parent/Carer Academy: (separate platform) so families get support too, easing the burden on your coaches - creating partnership and agency, rather than conflict.

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✓ MindStrong FC: mental health support tools for junior footballers

MINDSTRONG FC
20 25
TRAIN YOUR MIND LIKE YOUR GAME

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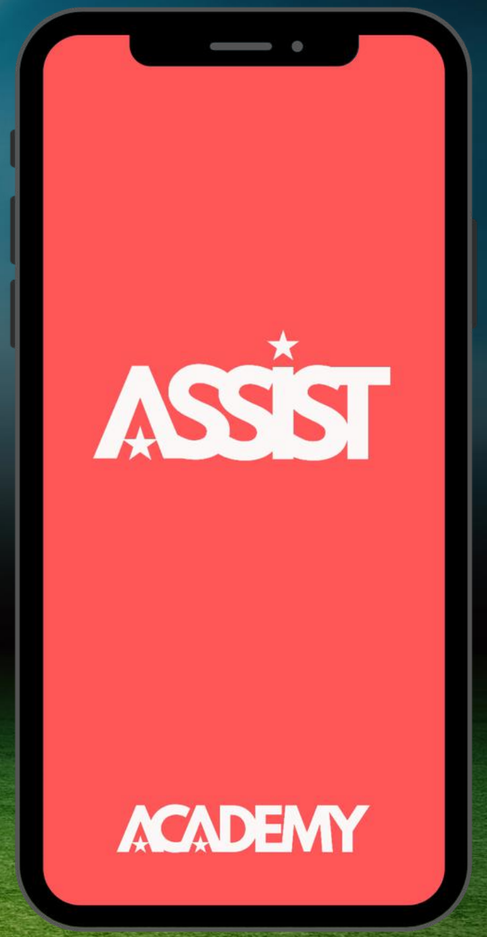
✓ Assist* - The app that logs player observations in minutes. Receive evidence-based, reasonable adjustments specific to grassroots football. Help players manage sensory overload, improve communication, handle emotional regulation and actually enjoy their football - with strategies that work for your coaches on match days. Build timestamped, defensible documentation that proves your club takes player welfare and Equality Act compliance seriously.



*in development - click here for info

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THIS TRAINING EXCEEDED MY EXPECTATIONS. IT'S A TRAVESTY THIS ISN'T MANDATORY.

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AT 62, I DIDN'T THINK I'D LEARN MUCH. I WAS COMPLETELY WRONG.

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FOR MORE INFO ON THE FMHA NEURODIVERSITY, MENTAL HEALTH & SAFEGUARDING ACADEMY, CLICK THE LINK:

WWW.FMHA.ACADEMY

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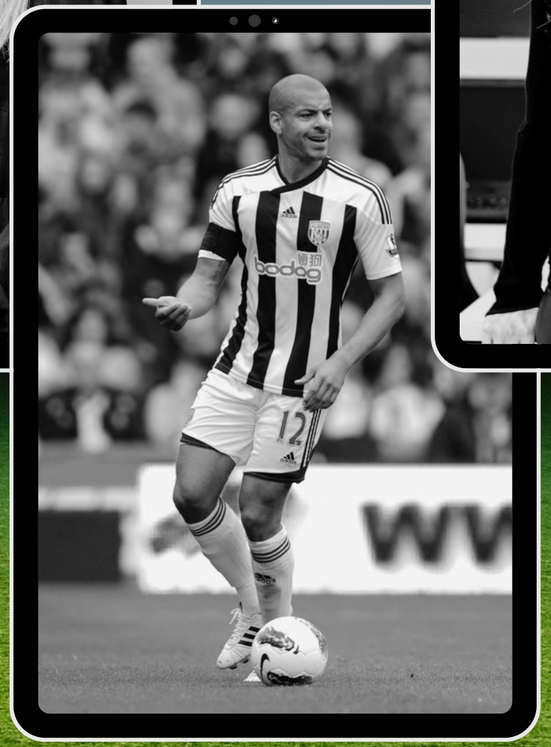

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