



REHAB CLINICS GROUP

Embracing Change, Inspiring Recovery

TACKLING **ADDICTION** THROUGH **FOOTBALL**



03301 596 494



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1.

INTRODUCTION: TACKLING ADDICTION THROUGH FOOTBALL CAMPAIGN

As one of the leading private addiction treatment providers in the UK we have seen the devastating impact that addiction has on individuals, communities and families.

Drug death figures are hitting record numbers each year and they are showing no signs of slowing down, with Scotland recently recording the highest number of drug deaths in Europe.

Statistics like this can be reduced and one of the biggest ways to achieve this is by letting as many people know that addiction is a real issue and help should be encouraged to prevent the shame and stigmatisation that stops so many from reaching out before it's too late.

Addiction can be experienced by individuals in all walks of life, with football being no exception to this. Many notable footballers have come forward to talk about their problems with addiction, notably Paul Merson, who has admitted to suffering for years with alcoholism and gambling addiction.

The UK is losing the battle to tackle addiction with the problem costing the NHS billions of pounds each year.

The revelations made by Paul Merson were very brave and helped spark a much needed discussion about a problem that vitality needs more awareness.

This is why we have decided to launch a campaign to help raise as much awareness about the increasing problems the country is facing in tackling addiction. Football can play a key role due to its global exposure and influence it has on individuals throughout the UK and even the world.

Having enough awareness about this issue plays a massive part in removing the stigma that surrounds it by encouraging more discussions that will give individuals the confidence to speak about their problems and seek help.

To further help with this, we have launched a FREE confidential helpline (03301 596 494) which is available to all football supporters and fan. The helpline will act as an olive branch to those who are suffering and are in need of advice on the best steps to take to achieve long lasting recovery.

We are proud to have helped change the lives of thousands of people and we would like to continue to provide help; in order to make sure this potentially lifesaving service is received by as many as people as possible we need your help.

Everyone can play a part in this by simply making sure that those who need help are never alone on their way to recovery. Even something small, such as having a quick chat and showing understanding to someone who is suffering from addiction could be life changing. The worst position for an addict to be in is the position of feeling alone.

We urge anyone reading this to digest this information and use it to help spread our important message and prevent more lives from being devastated by addiction.

2.

WHY ADDICTION IS A PROBLEM ON THE TERRACES AND ON THE PITCH

Addiction does not discriminate. Everyone has their own way of coping with the stress that sport brings. We are all subject to levels of stress when the passion and obsession of the sport is embedded in our lives; players, fans, officials and club staff.

That bad moment or poor decision can be forgotten with a drink. That season-defining miss can be put to one side, for a short period, with drugs or alcohol. The ups and downs of the sporting calendar can be mitigated with a comfort bet. Coping mechanisms in sport are often drink, drugs or gambling and this occasional tendency can very quickly become a regular habit, leading to addiction.

Footballers are constantly in the public eye and their every move reported in the 24/7 media circus. Fans routinely have a drink and place a bet as part of their matchday experience. Officials suffer the most horrendous abuse for simply doing their job to the best of their ability.

Anyone can be affected by addiction – no matter your upbringing, social status, wealth or job. This is why Rehab Clinics Group is here to support you irrespective of your background or history; we're here to guide you on the path to rebuilding your life.

3.

HOW FOOTBALL CAN PLAY A BIG PART IN TACKLING ADDICTION

Football plays a massive part in many lives meaning that messages from football clubs have incredible reach and influence.

This influence and exposure has proven to be incredibly effective in addressing important subjects such as increasing discussions surrounding mental health problems and tackling racism.

We would like to harness the incredible power that football has, to open discussions about important subjects to help promote a very important discussion about addiction to encourage more to come forward and seek help.

Well known public figures in Football, such as Paul Merson and Tony Adams, plus many others, have shown the bravery to talk about their struggles and how they overcame them. This can help provide the inspiration needed to open a discussion and give individuals confidence to discuss their own problems.

No matter how you are associated with Football, something as simple as taking a minute to talk about addiction will have a massive effect in tackling this issue.

Footballers are role models to so many and when they speak out in public and show vulnerability this can have a massive influence on encouraging so many to open up.

4.

WHERE TO GO TO GET HELP

**We urge anyone
who is struggling
to find help to
call our FREE
helpline on
03301 596 494**

Our helpline will give you access to addiction recovery specialists who have extensive knowledge and experience in providing help to individuals throughout the country.

They will give you advice and recommendations on where to turn based on your current circumstances and what kind of help you would be best receiving.

Rehab Clinics Group is one of the largest providers of private addiction treatment in the UK.

Our service in providing addiction treatment is completely optional but we must stress this option as it offers fast admission with little to no waiting times which can be incredibly valuable to individuals who need urgent care.

We offer bespoke, dignified care and therapy for over 65 UK & International clients at any time throughout our range of locations. We are registered with the Care Quality Commission and our facilities offer the very best in comfort to ensure your stay is pleasant and prosperous, so you are in the best possible environment to recover.

All of our locations will fully consider your circumstances and needs to ensure you receive rehabilitation that best suits you as an individual.

Whether you are seeking treatment or simply after guidance on what step to take when dealing with addiction our team are here to help.

5.

HOW YOU CAN HELP OTHERS

Dealing with an addiction can be a challenging and hard time, for the individual but also for their loved ones.

You may notice a change in someone's behaviour. Addictions and addictive behaviours may lead to a wide range of distressing symptoms and consequences, such as the breakdown of relationships, reduced work performance, a deterioration in physical health and a negative impact on personal or family finances.

Recognising an alteration in someone's behaviour or appearance requires action. Lending an ear to someone is not just a social thing to do, it can potentially save their life. Asking how someone is and listening to their response can help a problem to be identified earlier.

If you have identified a problem, it would be wise to encourage them to discuss the issue with their family, or reach out to them directly if possible. Family members may be able to correlate issues they have noticed at home and can begin the process of looking after their loved one. An individual can admit themselves or family members may choose to do this on their behalf.

Our helpline is fully open to individuals that would like to seek help on behalf of a loved one.