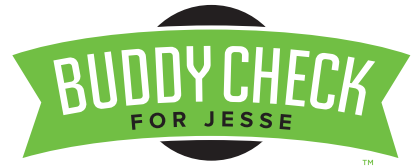


COACHES' CHAT - INTRO



We believe coaches are more than teachers of skills and strategy—you're leaders, mentors, and role models. You shape not only how your athletes play the game, but how they see themselves, their teammates, and the importance of mental health.

What COACH Means:

C - Community. You have the power to positively impact your athletes and your broader community.

O - Observe. You notice both the visible and invisible gifts and challenges in your athletes.

A - Atmosphere. You create an open, safe space where conversations about mental health are encouraged.

C - Care. You show your players you care about them as people, not just athletes.

H - Health. You promote the value of both physical and emotional health.

As a coach, your voice carries weight. Simply talking about mental health—even for a few minutes—can normalize the conversation and show athletes that it's okay to care for themselves and others. Youth are sponges: they're caring, intelligent, and eager to learn. Your words can plant a seed that grows into compassion, acceptance, and resilience.

Keeping It Simple

You don't need to be a mental health expert. All we ask is that you open the door to the conversation and encourage your players to "Buddy Check" one another. A chat can take as little as 10-15 minutes. The key is to be open, authentic, and lead by example. If you're willing to talk about it, your athletes will be too. **We have seen the results of this!**

Make It Visible

We encourage you to incorporate **green**, the color of mental health awareness, into your event. Green tape, shoelaces, wristbands, or bag tags are simple but powerful ways to unite your team and show support. Your team will receive some swag as part of their Buddy Check for Jesse Event Kit.

Tailor Your Message

- For younger players, keep it simple: teamwork, kindness, positivity, and anti-bullying.
- For older athletes, focus on supporting teammates and recognizing that mental health challenges can affect anyone, anytime.
- Share your own experiences if you feel comfortable—authentic stories make a lasting impact.

Whether it's before a game, after practice, or during a team meeting, your Buddy Check Talk matters. Your leadership can spark conversations that change lives.

HELPING COACHES SUPPORT MENTAL HEALTH