

MEDIA RELEASE
17 August 2021

Lifeline and Rebel launch a game-changing partnership

rebel and Lifeline Australia have teamed up with the shared goal of ending suicide in Australia. The organisations will work together to communicate the benefits of sport and exercise for boosting mental health, while raising funds for Lifeline to continue their critical work.

The three year partnership recognises the powerful, positive impact of sport on mental health and suicide prevention. According to research, being physically active is associated with lower suicidal ideationⁱ whilst meeting physical activity guidelines has shown to have a protective effect on a person's suicidal riskⁱⁱ.

Studies have also found that participation in sport is linked to higher self-esteem, better social skills, fewer depressive symptoms and higher confidenceⁱⁱⁱ. The social nature of team sport in particular is associated with better mental health outcomes, through connection and collaboration with others^{iv}.

According to Lifeline Chief Executive Officer, Colin Seery, this new partnership with rebel comes at a critical time for Australians as the need for mental health support rises across the country.

“The compounding trauma of the bushfire crisis and COVID-19 pandemic has seen demand for Lifeline services increase dramatically over the last two years. Lifeline Crisis Support volunteers are fielding calls to our 24-hour telephone crisis line every 30 seconds.”

“Lifeline’s partnership with rebel is a timely opportunity to highlight the positive impact that physical activity and sport can have on people’s mental health. This collaboration also hopes to raise awareness and funds for our services, so we can continue to be there for Australians 24/7.”

The partnership will roll out through an activation plan across rebel’s national retail and trade network. Managing Director of rebel, Gary Williams, welcomes the opportunity for rebel to put a spotlight on the connection between physical activity and improved mental health outcomes.

“rebel is committed to supporting mental health awareness in Australia and we are honoured to be partnering with Lifeline. At rebel, we understand the strong impact that sport and physical activity can have on your mental health and wellbeing. Through our deep connection to sport, we can help raise awareness and funds to support Lifeline and the valuable work they do for Australians in need”.

As an Official Partner of the AFL, rebel is also proud to support Lifeline and the AFL’s Supporters’ Care Kit, launched in the final round of the Premiership Season this week.

The Care Kit will help equip supporters to identify people in crisis and provide them with some of the same tools Lifeline’s Crisis Support Volunteers use.

Mr Williams said the tool kit would encourage individuals to become mental health advocates and help end the stigma that stops people reaching out for help.

“We’re working with Lifeline to normalise open discussions about mental health among teammates, fans and communities across the country.

“It is incredibly important that Australians know that they are not in this alone.”

NB: Lifeline's 24-hour telephone crisis line 13 11 14 is pronounced 'thirteen eleven fourteen'.

References

ⁱ Vancampfort D, Hallgren M, Firth J, Rosenbaum S, Schuch FB, Mugisha J, Probst M, Van Damme T, Carvalho AF, Stubbs B. Physical activity and suicidal ideation: A systematic review and meta-analysis. *J Affect Disord*. 2018 Jan 1;225:438-448. doi: 10.1016/j.jad.2017.08.070. Epub 2017 Aug 24. PMID: 28858658.

ⁱⁱ Vancampfort D, Hallgren M, Firth J, Rosenbaum S, Schuch FB, Mugisha J, Probst M, Van Damme T, Carvalho AF, Stubbs B. Physical activity and suicidal ideation: A systematic review and meta-analysis. *J Affect Disord*. 2018 Jan 1;225:438-448. doi: 10.1016/j.jad.2017.08.070. Epub 2017 Aug 24. PMID: 28858658.

ⁱⁱⁱ Eime, R.M., Young, J.A., Harvey, J.T. *et al*. A systematic review of the psychological and social benefits of participation in sport for children and adolescents: informing development of a conceptual model of health through sport. *Int J Behav Nutr Phys Act* **10**, 98 (2013). <https://doi.org/10.1186/1479-5868-10-98>

^{iv} Eime, R.M., Young, J.A., Harvey, J.T. *et al*. A systematic review of the psychological and social benefits of participation in sport for children and adolescents: informing development of a conceptual model of health through sport. *Int J Behav Nutr Phys Act* **10**, 98 (2013). <https://doi.org/10.1186/1479-5868-10-98>