

**OFFICE OF THE POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE
DECISION RECORD**

Decision Record Number: **DR42/2026**

Title: Better Man Campaign: Football Focus

Executive Summary

This decision record seeks to secure funding for the next phase of the 'Better Man' public awareness campaign. The campaign is aimed at engaging men from our local communities, into supportive pathways to address issues of mental health, substance use and domestic abuse. This phase of the campaign aims to work with our three major football clubs to promote support for all men via Hull City, Grimsby Town and Scunthorpe United.

Decision of the PCC

Approved.

Background Report: Open

Police and Crime Commissioner for Humberside

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

Signature



Date 24/07/2026

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR: DECISION

OPEN

Title: Better Man Campaign: Football Focus

Date: 14th July 2026

1. Executive Summary

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2. Recommendation

That the PCC agrees to provide funding for the development of the Better Man campaign resources and reach for the football season 2026/27.

3. Background

Men's mental health, substance use and domestic abuse are interconnected public health challenges that have a significant impact on individuals, families, communities and public services across the Humber region. While each issue is often addressed separately, they frequently share common underlying risk factors including trauma, adverse childhood experiences, social isolation, unemployment, financial stress, poor mental wellbeing and harmful gender norms that discourage men from seeking help.

Across Hull, East Riding, Northeast Lincolnshire and North Lincolnshire, indicators consistently demonstrate higher levels of socioeconomic deprivation, poorer health outcomes and reduced healthy life expectancy than the national average. These factors contribute to increased rates of poor mental health, alcohol and drug-related harm, suicide and domestic abuse. Improving awareness, reducing stigma and encouraging earlier help-seeking among men represents an important opportunity to prevent deterioration in mental health and reduce demand on crisis services.

Alcohol and drug misuse are both causes and consequences of poor mental health. Many men use substances as a coping mechanism for stress, trauma or emotional distress, increasing the risk of dependence, physical ill health, unemployment, relationship breakdown and involvement with the criminal justice system.

Substance use is also strongly associated with domestic abuse, increasing both the frequency and severity of incidents, although it is recognised that substance use does not cause abusive behaviour in itself. Addressing harmful drinking and drug use alongside mental wellbeing can reduce wider social harms and improve recovery outcomes.

Campaign activity that promotes healthy relationships, emotional regulation, help-seeking and accountability can support wider domestic abuse prevention strategies by encouraging men to access support before behaviours escalate while reinforcing that abuse is never acceptable.

4. Options

- 1) Do nothing – numbers of men experiencing self-harm and harm to others continues to increase and we need to seek more creative solutions to engage them into supportive pathways.
- 2) Provide funding total of £19,760

5. Financial Implications

External funding has been secured to support this campaign.

Item	Provider	Funding Requirement
Advertising space	Hull City stadium	£8000
Advertising space	Grimsby Town stadium	£4000
Advertising space	Scunthorpe United stadium	£2,000
Graphic design and website cost	Miguel Alvarez	£1260
Video editing	Inspired Youth	£900
Printing costs	Scribes	£1000
Website plug-in cost		£100
Boosted social media	Online social media	£2500
TOTAL		£19,760

6. Legal Implications

All Better Man creative resources are owned by the OPCC.

- 7. Driver for Change/Contribution to Delivery of the Police and Crime Plan**
Safer Communities: 'Long-term reduction in high harm crimes through a multi-agency public health approach' and 'Vulnerable people are protected from harm'.
- 8. Equalities Implications**
Research shows that men account for approximately three-quarters of all suicides nationally, with middle-aged men experiencing the highest rates. Despite experiencing mental distress, men are significantly less likely than women to seek professional support, often presenting only when problems have reached crisis point. Traditional expectations around masculinity, self-reliance and stigma surrounding emotional vulnerability can create barriers to early intervention– this campaign aims to proactively engage men to highlight all support available and encourage earlier conversations.
- 9. Consultation**
The original Better Man campaign was co-produced with male service users and supported by key partners in Renew, Crossroads and Hull DAP.
- 10. Media information**
The campaign will be shared via existing comms partners and our own OPCC and VPP comms.
- 11. Background documents**
N/A
- 12. Publication**
Open
- 13. DPIA considered**
Yes – N/A