

EuroFIT

BACKGROUND



EuroFIT is a groundbreaking health and wellbeing programme for male football fans between 30-65 that harnesses the intense loyalty that many fans have for football, attracting them to a lifestyle change programme delivered by football coaches at club facilities.

The EuroFIT consortium of top universities from across Europe, technology providers and Healthy Stadia have worked with over 20 football clubs in the UK, Netherlands, Norway and Portugal to develop this model, which has been evaluated through a randomized control trial.

The programme uses cutting-edge behavioral science and technology in a bid to *prevent*, rather than treat, chronic illnesses associated with obesity and inactivity.

This project has already been a *major success*, changing the lives of over 1,100 fans across Europe who have made long-term, sustainable, changes to their

lifestyles including increased levels of physical activity, improved diet and weight loss (at 12 month follow up).

Additional outcomes also included reduced alcohol consumption, reduced blood pressure, reduced fasting insulin, and improved levels of self-reported wellbeing (full results to be published in scientific press, late 2018).

New clubs, associations and league operators are now looking to implement the programme owing to its clinically proven effectiveness. EuroFIT has already been adopted by the Portuguese Football Federation as a key component of Portugal's national physical activity strategy. After the success of the EuroFIT trial and pilot phase, we are now launching a scaled-up implementation of EuroFIT, as a quality-assured programme for use by individual clubs and regional/national football organisations.

IMPOSSIBLE

THE PROGRAMME

EuroFIT consists of a 12-week lifestyle programme focussed on increasing levels of physical activity and reducing sitting time, and uses a high-tech device called the 'Activator' to help men accurately monitor physical activity and sitting time. The programme also supports positive lifestyles changes such as improving diet and lowering alcohol consumption.

The programme is founded upon a 'gold standard' scientific evidence base gained through a trial with over 20 clubs in England, The Netherlands, Norway and Portugal.

The most important characteristics of the EuroFIT programme are:

- It takes place at a club's stadium
- Pre-programme participant screening is performed to exclude people who might

be at risk of adverse consequences

- Fifteen to twenty men are included per intake of participants
- There are twelve sessions per intake (one session per week)
- Each session involves a theoretical component (e.g. focusing on a healthy diet, or how to fit more physical activity into one's daily life) and a physical activity component with exercises and walking football
- The program includes monitoring of step count *and* sitting time through the 'Activator' device, whilst weight loss is also measured
- The programme also employs a participant toolkit to support goal setting and self-regulation skills.

TIME FOR *CHANGE*

Delivery of EuroFIT is supported by:

- Clear instructions and background information for each of the 12 sessions detailed in bespoke coach and participant manuals
- Training of a minimum of two coaches

at a two day workshop to gain the necessary skills to deliver EuroFIT

- An online portal containing all resources needed to deliver EuroFIT, plus an online monitoring tool and QA framework



RESULTS

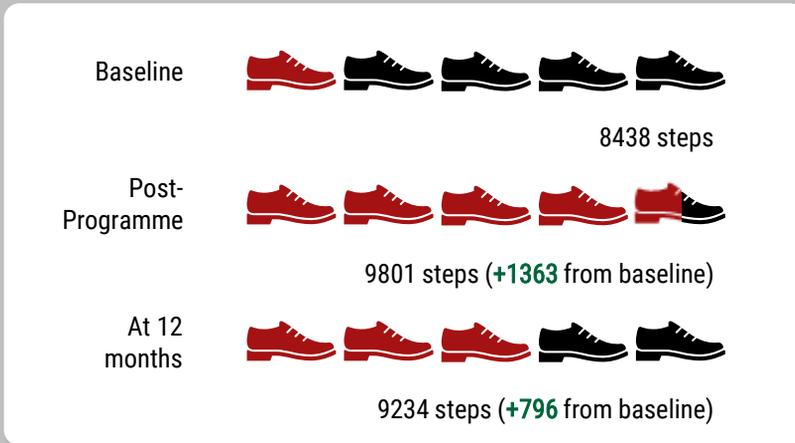


Figure 1. Step count at baseline, post-programme and 12 months

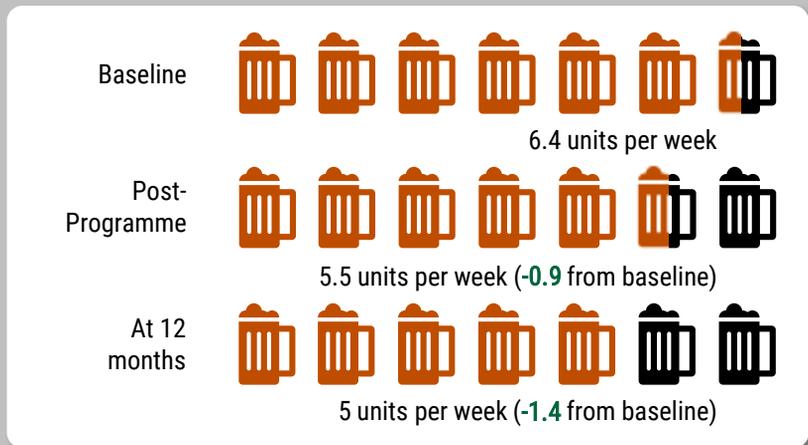


Figure 2. Average alcohol consumption (units) at baseline, post-programme and 12 months

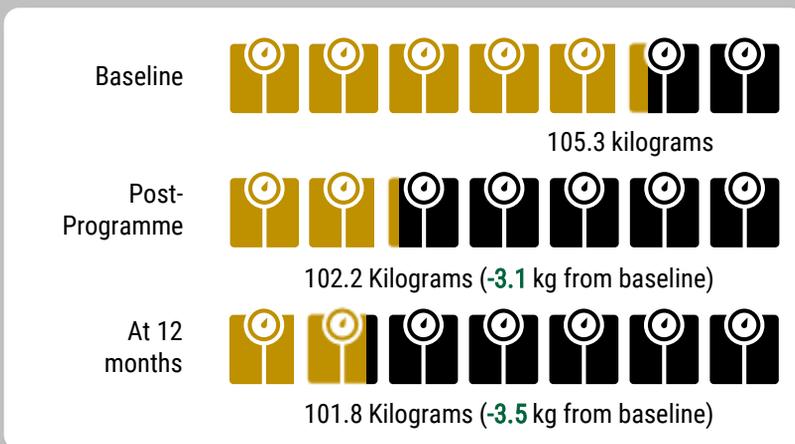


Figure 3. Participant's average weight at baseline, post-programme and 12 months

RESULTS

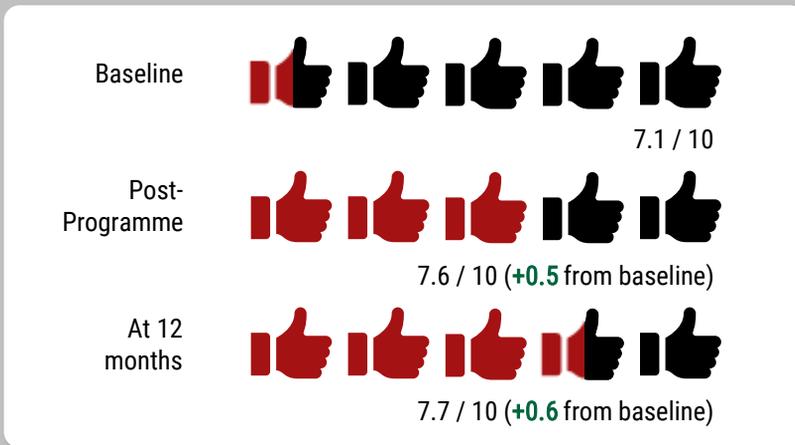


Figure 4. Wellbeing scores at baseline, post-programme and 12 months

FEDERAÇÃO PORTUGUESA DE FUTEBOL

Portuguese Football Federation

On 11 April 2017, World Physical Activity Day, EuroFIT played a key role in the launch of the Portuguese government's National Physical Activity programme.

A formal partnership to roll out EuroFIT was signed between the Portuguese government's Directorate-General for Health and the Portuguese Football Federation. This partnership positions EuroFIT as a core component of Portugal's national physical activity strategy, helping overweight male football fans to lose weight and get active.

The launch event was supported by the Portuguese government's Directorate-General for Health, the Portuguese Football Federation, the University of Lisbon-Faculty of Human Medicine, the EuroFIT consortium, and the World Health Organisation.



SAÚDE



EDUCAÇÃO



TESTIMONY

"I am now more conscious of how many steps I take each day, more conscious of what I eat, and I even manage to stand up more rather than sitting at my desk!"

"I have managed to lose 10 kilos and get down to my target weight of 95 kilos – I would recommend it to any fans!"

UK EuroFIT Participant



"I had tried a number of ways of losing weight and getting fitter before, but when I joined the EuroFIT programme this was a real game changer."

"Being part of a programme at my own club, training and joking with other men just like me, was a real incentive to get involved. The club coaches and other men involved were great at supporting me to reach my personal goals and stick to them."

Dutch EuroFIT Participant

"It was an exceptional experience. All the participants increased their levels of physical activity and improved their eating habits."

"If they maintain this lifestyle, they'll have a healthier life."

Portuguese EuroFIT Coach



LICENSING EUROFIT



The EuroFIT consortium has developed a flexible licensing system enabling individual clubs and national football organisations to deliver the programme.

Healthy Stadia will take the role of License Administrator, acting as a first point of contact for all National Associations / Federations, League Operators and professional football clubs interested in delivering the EuroFIT programme.

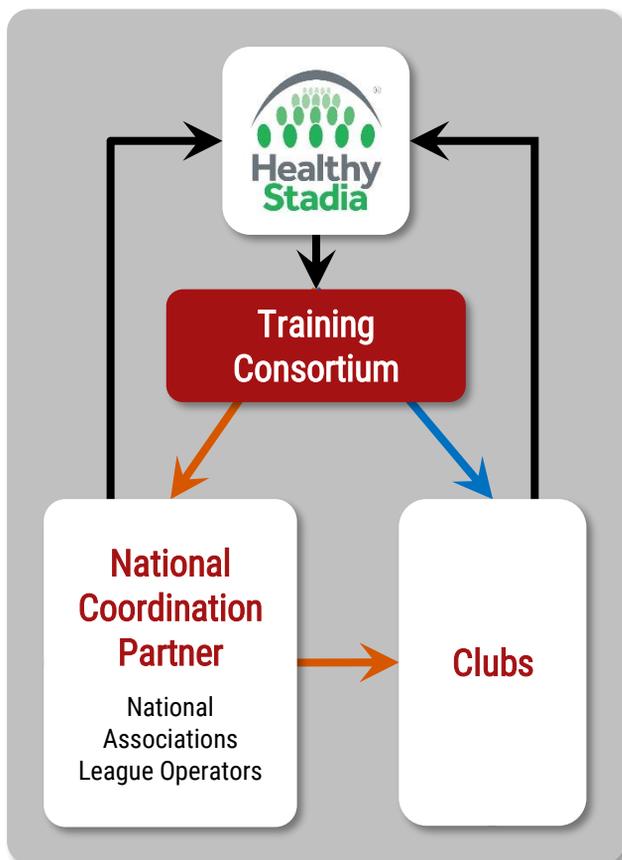
Figure 5 below briefly illustrates how the licensing system will work in relation to your football organisation.

Healthy Stadia will coordinate training either on a club-by-club basis (blue route) or via a train-the-trainer methodology (orange route) which will involve delivering training to a National Coordination Partner who will in turn transfer their knowledge and skills to club coaches.

Key benefits for clubs adopting EuroFIT:

- Grounded on a clinical evidence base
- Only programme of this type tested with clubs across multiple countries
- Full confidence for commissioning agencies to invest in programme

- Standardized model, but flexible enough for different country settings
- Delivered at single clubs or across multiple clubs with national partner
- Accomplishes CSR, fan liaison & grassroots participation objectives.





EuroFIT



European Healthy Stadia Network®
151 Dale Street
Liverpool
L2 2JH
United Kingdom
www.healthystadia.eu

info@healthystadia.eu
+44 (0) 151 237 2686

Healthy Stadia is an associate partner
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Primary Author:
Michael Viggars BSc. MA.