

Innovation in Public Health and Sport

Healthy Stadia and Muuvit

From sports stadia...

Support sports stadia to encourage healthier lifestyles, social inclusion and environmental sustainability

Works in 13 European countries with a membership of over 170 sports stadia



...To schools and homes

In 10 years time, has activated 1.5 Million pupils, their teachers and parents to move and learn!

Works together with educational authorities, health promotion programmes as well as football Clubs



European Healthy Stadia Network

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Overview of presentation:

- Background to Healthy Stadia concept
- Partnerships and joint benefits: making it happen
- European Commission programme & case studies
- Healthy Stadia Network – over to you!



Background to Healthy Stadia

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- Disasters in European football grounds during the 1980s led to a review of **safety** and to the initial concept of a more 'healthy' stadium
- At the same time a '**settings approach**' to public health interventions was developing using different 'everyday contexts' – schools, hospitals, workplaces - to improve health where people live, work and interact
- But why are stadia useful settings for public health?



Stadia as Environments

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- Used by millions – fans, staff, volunteers
- Stadia are traditionally located in **less affluent areas**
- Many still near to dense, urban housing
- Traditionally provide food and drink of a **low nutritional value**, with some European stadia still **allowing smoking** and sale of tobacco products.



What does our typical match day fan look like?



Stadia Users

- High percentage of fans are **men, 30+ age group**
- Groups are ***traditionally hard to engage*** with healthy lifestyle messages – healthy eating, physical activity, smoking cessation, over consumption of alcohol
- These groups traditionally do **not access health services**
- *However...* **strong loyalty** to clubs/stadia held by fans and those living in surrounding communities.



Healthy Stadia Definition

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“A healthy stadium is one which promotes the health of visitors, fans, players, employees and the surrounding community...”

- Promoting a healthier environment for fans and staff
- Targeted work concerning men's health issues
- Addressing health inequalities of local communities



Potential Initiatives Delivered Through Stadia

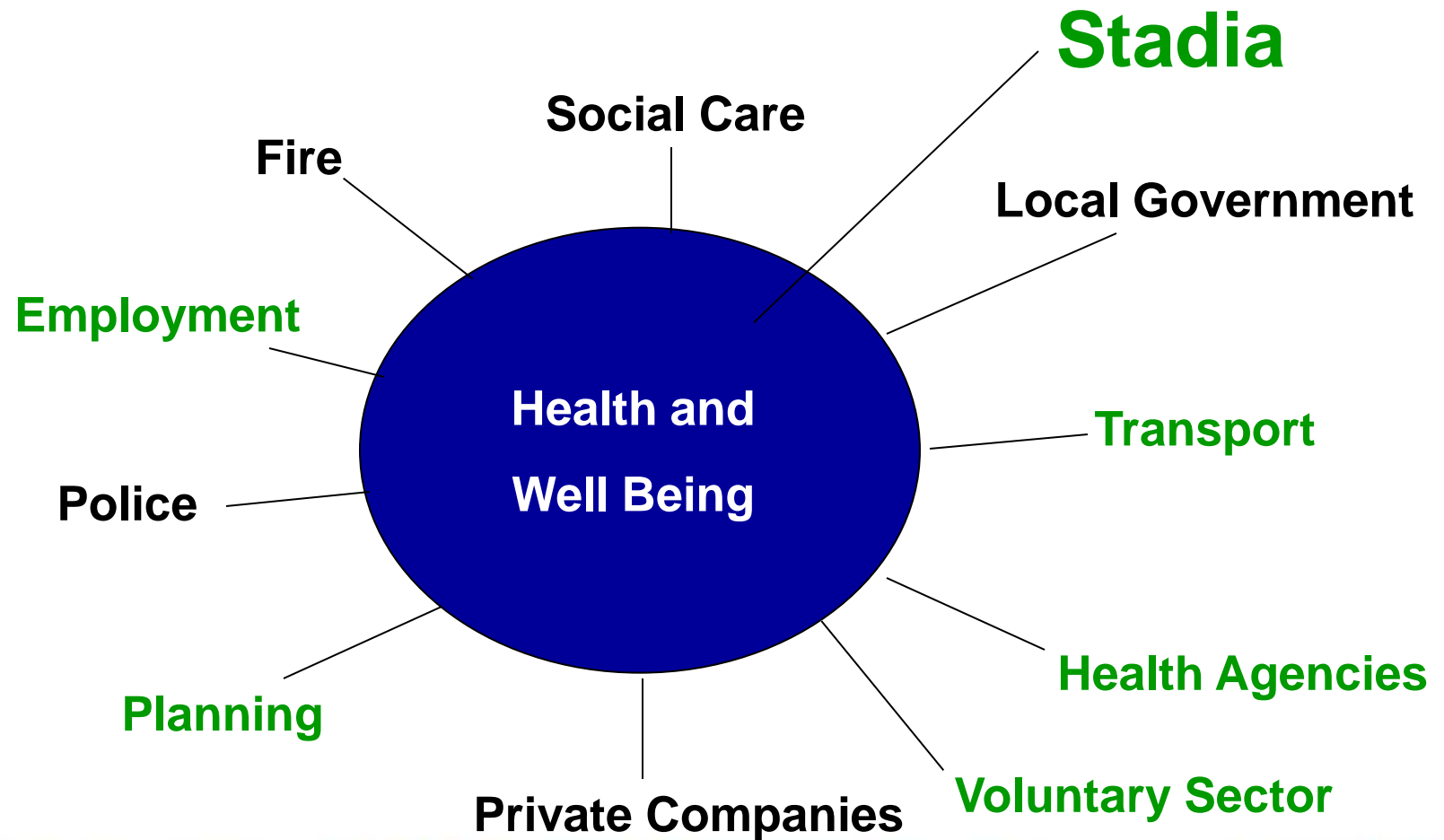
Lifestyle - Healthy Eating Options, Physical Activity Schemes, Health Checks, Smoke Free Stadia, Men's Health, Alcohol Awareness, Mental Health

Social – Education and Literacy Schemes, Racism & Xenophobia, Economic Regeneration, Employment and Voluntary Work

Environmental – Active Travel Schemes (walking/cycling), Recycling Schemes, Energy and Water Conservation.



Partnership Building



Benefits to Stadia

‘advancing business objectives alongside advancing the public health objectives of their surrounding community’

- Promoting new revenue streams – healthy food options
- Lowering costs— energy efficiency, recycling
- Access to new funding streams matched funding
- Maximising Corporate Social Responsibility
- Positive relationship with fans & local communities



Making it Happen

- **Health priorities** – understanding **local needs** - CVD, T2 diabetes, alcohol and/or substance misuse, men's health etc.
- **Language** – try not to speak the technical language of public health; make health initiatives a **business option** part of a stadium's CSR
- **Leadership** – strong partnership group; clear roles & responsibilities
- **Action planning** – set of achievable initiatives over 12-18 months
- **Evaluation** – make sure initiatives are monitored and reported; critical for assessing the success of projects and future funding
- **Mainstream** – embed successful initiatives within stadium operations.



European Commission Programme

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- **European Programme** based on the 'Healthy Stadia' partnerships with stadia in NW England; coordinated by Heart of Mersey
- **Audit** of current practice – benchmark to inform guidance for stadia – healthy food, smoke free, P/A
- **Interactive guidance toolkit** for stadia, Including many case studies from pilot sites
- **European conference** in Liverpool, 2009; 250 delegates; speakers from EU Sport Unit, UEFA, 2012 London Olympics, Amsterdam Arena, Liverpool FC.



Our stadium is interested...

How do we make it happen?..

Step 1:

Register your stadium's interest at www.healthystadia.eu/toolkit to receive additional support and advice from the Healthy Stadia Programme Team.

Step 2:

- Identify what's going on already in your stadium
- Find out what is going on already in your community or country and link in with these

Potential partners or 'supporters' to link with include the health service, police, local government, community groups, sports groups, road safety organisations, business groups and many others

Step 3:

Write up your stadium action plan based on

- (a) what you are currently doing
- (b) and what you want to progress to promote health.

Consider at least one initiative under each of the following – environmental, social and lifestyle.

LIFESTYLE



ACTION

Promotion of sports and healthy lifestyle

AIM

To develop and diffuse a set of Radio and TV spots based on the promotion of sports and healthy lifestyle.

Sevilla FC manages a Radio and TV channel. A set of messages (15) for the radio and spots for the TV have been developed in association with CAMD.

A special TV show is also being produced to discuss healthy lifestyles and the sport practices.



EVALUATION

- Number of messages and spots produced
- Number of brochures printed and distributed
- Feedback from public

HOW DID IT MAKE A DIFFERENCE

Health promoting messages are fully integrated in the programme of the Sevilla FC media and supported by the Sevilla FC foundation.

LIFESTYLE



ACTION

Liverpool FC Employee Health Checks

AIM

To improve staff health and wellbeing, increase their awareness of a healthier lifestyle and signpost to local support services if required.

The health check provided by Healthworks included tests for blood glucose, blood pressure, cholesterol, body composition, COPD and general lifestyle advice relating to diet, smoking, alcohol, physical activity. Funding was from Liverpool Primary Care Trust.



EVALUATION

- Number of staff who uptake the health check
- Feedback from staff

HOW DID IT MAKE A DIFFERENCE

Motivated employees to adopt healthier lifestyle. Club intranet carries health information.



Case Study: Botniarena, Finland

- **Key aim: Professional facilities for all**
- Major indoor sports complex for professional ice sports and athletics in Finland
- Promotion of exercise and fitness facilities to staff, local businesses and general public
- Creation of 'TerveFrisk' (Healthy) brand and introduction of healthy food options and nutrition advice in cafe
- Arena has engaged over 120 local businesses
- **Results:** Increased revenue for stadia and more active and healthier staff, workforces and local population.



Case Study: Aviva Stadium, Ireland WWW.HEALTHYSTADIA.EU

- **Key aim: Tobacco free stadia & fans**
- National stadium for Irish rugby and football
- No smoking or sale of tobacco products within stadium; no exit and re-entry during game
- Stewards fully briefed to offer quit smoking advice and leaflets on local quit schemes
- All stadium staff who smoke encouraged to attend local quit schemes
- **Results: Tobacco free social environment,** and promotion of quit opportunities.



Case Study: Everton FC, UK

- **Key aim: Addressing mental health issues through P/A and the power of football**
- Setting up of 'Imagine your Goals' football league for mental health service users
- Sessions support key themes: participation, competition, inclusion, volunteering/employment
- 35 users have completed FA coaching courses
- 16 participants enrolled on volunteer programme; 4 users now in full time education & employment
- **Results: 150 regular participants** in league and greater awareness of mental health issues.



European Healthy Stadia Network

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- Network formed in early 2010 - a **communications hub** for sharing examples of good practice and to work as **advocacy and lobbying voice** for health and sports stadia
- Network supported by World Heart Federation through its partnership with UEFA's Football and Social Responsibility Portfolio
- **EURO 2012** (Poland and Ukraine): Network hoping to work with UEFA's FSR partners to deliver physical activity, healthy eating and tobacco control interventions; strong likelihood of **tobacco-free stadia** policy in Poland and Ukraine.



WORLD HEART
FEDERATION®



European Healthy Stadia Network

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Current status of Network:

- Membership of Network is **free of charge** and made up of sports stadia, sports organisations, health agencies and academic institutes etc.
- Organisations can register their interest online: www.healthystadia.eu
- Current membership figure stands at: **+170 members**
- Network now has country leads from 13 different European Countries:

Italy
Ireland
Latvia
Poland
Austria

Spain
Georgia
Belgium
UK

France
Finland
Greece
Holland

***Actively recruiting* country focal points from other European countries**
– please don't hesitate to contact us for further details!!



Many thanks for listening...

All case studies and guidance documents online:

www.healthystadia.eu

Further information and questions...

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