

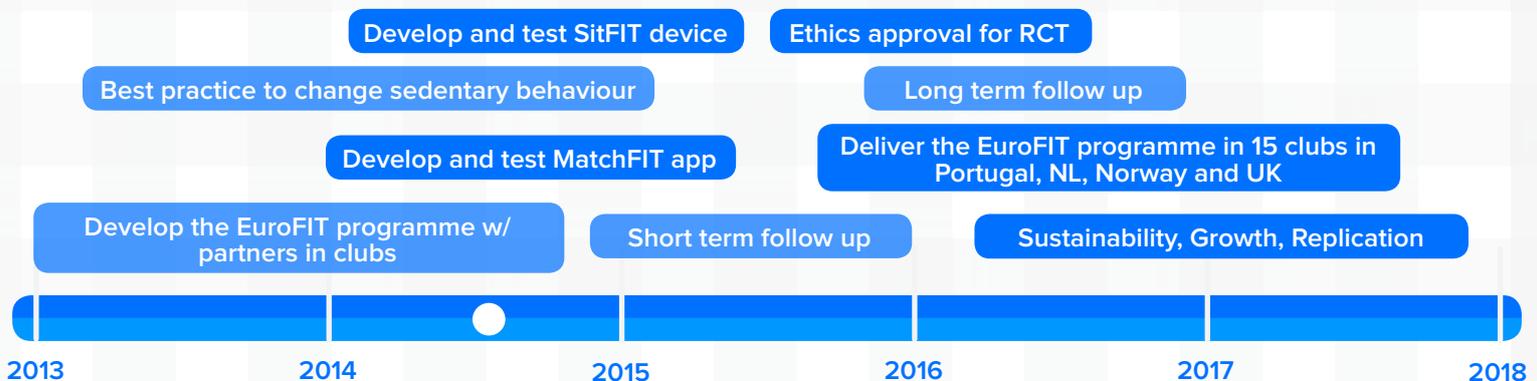
PROJECT AIM

EuroFIT's overall aim is to build new social partnerships between football clubs, fans and researchers that harness the power of football to deliver an innovative public health programme. The innovation will address the problems of physical inactivity, sedentary behaviour and poor diet.

RECENT ACHIEVEMENTS

TASK COMPLETED	KEY FINDINGS
SitFIT Device Development	First validation complete – reproducible data for walking activity and exercise intensity
SitFIT Study	Ethics approval for SitFIT in place, first focus groups completed
MatchFIT app pre-testing	Goal of app is to support enjoyment of walking
Dissemination	Website and social media established, brochure and other media available

PROJECT TIMELINE



CURRENT WORK

- Establishing best practice for interventions to reduce sedentary behaviour (systematic review)
- Further developing SitFIT – user display, mobile phone connection, communicate with MatchFIT app, store data
- Developing next iteration of MatchFIT app
- Finishing reviewing existing health promotion in stadia to find out barriers and facilitators to help design EuroFIT programme
- Finishing reviewing other programmes that use the idea of 'loyalty' to an organisation to attract and engage participants to healthy lifestyles
- Finalising draft trial protocol (data collection, inclusion/exclusion criteria, etc.) and protocol for trying out our data collection and submit for ethical approval



CHALLENGES & OPPORTUNITIES

- Integration of MatchFIT app within the EuroFIT programme
- Recruitment – making sure that programme participants are 'men like me', to maximise retention and camaraderie
- Capturing and taking into account cultural and social differences across Europe in EuroFIT programme development
- Preparing a protocol that is fit for purpose and how long can our self-report questionnaires be?



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