This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 602170. For further information, please contact the project coordinator at Sally.Wyke@glasgow.ac.uk or visit us online at Eurofitfp7.eu

Football can change lives. Europeans have a strong relationship with football and to the clubs they follow. Each week, across Europe, around 20.2 million people, mostly men, attend matches in the top 50 leagues. They celebrate or despair as their club rises or falls through league tables; their allegiance to their team is often lifelong and cross-generational. EuroFIT harnesses this devotion to improve the health of men around Europe.

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.

This document provides a brief flash report on each of the EuroFIT work packages (WP). These are:

- **WP1** - Changing sedentary behaviour
- **WP2** - Game-based, smartphone, application to support increased physical activity
- **WP3** - EuroFIT programme design
- **WP4** - EuroFIT Trial protocol - measuring effectiveness and assessing experience
- **WP5** - Delivery of EuroFIT programme and Randomised Controlled Trial
- **WP6** - Sustainability, growth and replication
- **WP7** - Dissemination & Exploitation

**PROJECT INFO**

**PROJECT FACTS:**
- EC contribution: 5,957,158 €
- Duration: 5 years
- Starting date: 01/11/2013

**JOIN US AT**
- www.eurofitfp7.eu
- twitter.com/eurofitfp7
- facebook.com/EuroFITFP7

**THE TEAM**
The team is a collaboration between a number of different European Research Organisations, supported by leading football clubs.

**THE STRATEGY**

- X Create the EuroFIT programme using state of the art theory and evidence
- X Deliver EuroFIT in 15 top-tier clubs across Europe
- X Review and evaluate the programme for best results
- X Develop detailed guidelines for wider replication and implementation

**THE EUROFIT EXPERIENCE**

- Attraction of the Football Club.
- Inbuilt support for sustainable change through building, experiencing and extending support with like-minded men.
- Relevant, rapid and motivating feedback and effort recognition.
- Physical activity and measurement sessions with other male fans.
- Motivated by games, social networks and peer support.
- Intrinsically motivated changes for the long-term.
WP1 AIM

WP1 - Changing sedentary behaviour
The three main aims of WP1 are to:
• Investigate best practice in interventions, strategies, and techniques for improving sedentary behaviour in inactive men.
• Develop a novel, low-cost pocket-worn device (SitFIT) to accurately and objectively measure daily sedentary behaviour and physical activity that provides real-time feedback to the wearer, communicates with mobile devices and PCs to provide detailed feedback and integrates with MatchFIT.
• Evaluate the effect of best practice behavioural change techniques and the SitFIT device through a simple intervention on sedentary behaviour and physical activity.

CURRENT WORK

• Work to enable communication between SitFIT and mobile devices and PCs is ongoing.
• Integration of SitFIT with the MatchFIT app developed during the project is underway.
• Investigation of the most useful type and format of feedback for wearers from the SitFIT device has started.
• Design and planning of the intervention to assess selected behavioural change techniques and SitFIT started in September 2014.

CHALLENGES & OPPORTUNITIES

The operational requirements for the SitFIT device are diverse both in terms of the measurement inputs and device outputs. It has been a challenge to determine the best way to provide useful real time feedback to SitFIT wearers and to integrate the device outputs with MatchFIT. However, solutions are emerging and these provide us with the opportunity to test the ‘SitFIT’ in a small scale intervention.

In order to ensure that the outputs of WP1 remain useful for the overall project, there has been close collaboration with WP3, where the EuroFIT programme development is on-going.

RECENT ACHIEVEMENTS

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review and meta analysis</td>
<td>Systematic review and meta analysis of interventions to reduce sedentary is almost complete and a draft manuscript prepared. Mean reduction in sedentary time is around 30 minutes/day.</td>
</tr>
<tr>
<td>SitFIT device developed</td>
<td>The SitFIT device has been developed. Testing of reliability and validity is underway.</td>
</tr>
</tbody>
</table>

WP1 TIMELINE

Receive SitFIT evaluation report
Final draft of manuscript for peer review publication
Report on systematic review
Intervention design and ethical approval application
Small scale SitFIT intervention


Professor Nanette Mutrie leads WP1. Nanette is Chair of Physical Activity for Health, and is director of the Physical Activity for Health Research Centre (PAHRC), within Moray House School of Education and the University of Edinburgh. Nanette is an expert in physical activity for public health and interventions to improve physical activity and sedentary behaviour.

The tasks in WP1 are being carried out through ongoing involvement from University of Glasgow, Stichting VU-VUMC, Universidade de Lisboa, and PAL Technologies Ltd.
WP2 AIM

WP2 - Game-based, smartphone, application to support increased physical activity

WP2 will create, deploy and evaluate an interactive, game-based smartphone application (app) that uses the competitive environment of the football league fixture list to promote socially supported achievements of personal physical activity goals among football fans throughout Europe.

CURRENT WORK

• Created a prototype app for iOS (iPhones) that enables users to play together as part of a team. When the team's combined step count reaches a threshold the team scores a goal.
• WP2 released the prototype over a four week period in Summer 2014. Over 3,000 people downloaded the app.
• Collected usage statistics about the app, and conducted user interviews. We are using this quantitative and qualitative data to improve the design for the next release.
• In the next version of the game we will support team communication.

RECENT ACHIEVEMENTS

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>App development</td>
<td>Prototype game created for iOS (iPhone).</td>
</tr>
<tr>
<td>User trial</td>
<td>Prototype trialled with 3,000 users in Summer 2014.</td>
</tr>
<tr>
<td>Design improvement</td>
<td>Feedback from user trial used to improve the game.</td>
</tr>
</tbody>
</table>

CHALLENGES & OPPORTUNITIES

• Negotiation of league and club branding for use in the game.
• Creating a compelling, long-term game experience.
• Creating a game that encourages people to move and exercise more.
• Creating a game that supports positive and supportive communication.

WP2 TIMELINE

- Game development
- Collect data about uptake
- Report on the app


Dr Matthew Chalmers leads WP2. Matthew leads the Social/Ubiquitous/Mobile (SUM) group in the School of Computer Science at the University of Glasgow. Matthew is an expert in human computer interaction (HCI), ubiquitous computing, and information visualisation. SUM are responsible for the software development and oversight of the collection and analysis of WP2 feedback data.

The WP2 results are also being driven by Healthy Stadia, Stichting VU-VUMC, Universidade de Lisboa, and Norges Idrettsfagskole - who convene co-design groups, moderate Facebook discussion, and gather qualitative data.
WP3 AIM

WP3 - EuroFIT programme design
WP3 is developing a culturally- and gender-sensitised programme (EuroFIT) to increase physical activity, decrease sedentary behaviour and improve diet among male supporters of professional football clubs in England, the Netherlands, Portugal and Norway.

RECENT ACHIEVEMENTS

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scoping Review and Audit</td>
<td>Confirmed that football clubs have high potential to recruit hard-to-reach population groups (like men) to health promotion programmes.</td>
</tr>
<tr>
<td>EuroFIT Programme components</td>
<td>Form and function of previous programmes mapped, and first draft of EuroFIT components circulated to expert working group for comment.</td>
</tr>
<tr>
<td>Participant Materials</td>
<td>Not yet started.</td>
</tr>
<tr>
<td>Coach Training</td>
<td>Not yet started.</td>
</tr>
</tbody>
</table>

CURRENT WORK

Findings from the scoping review and audit have been incorporated into the first draft of the EuroFIT programme core components. This first draft has also drawn on expertise within the EuroFIT consortium in:
- developing healthy lifestyle programmes for delivery within the professional sports club setting in the UK (e.g. Football Fans in Training – FFIT) and;
- psychological theories of health behaviour change (self-determination theory and achievement goal theory).

These core components are currently being refined following further input from the EuroFIT consortium WP3 expert working group, and from the cohort of coaches and participants who have been involved in the FFIT programme in Scottish Professional Football League Clubs.

CHALLENGES & OPPORTUNITIES

WP3 presents an unparalleled opportunity to combine cutting-edge sociological and psychological theory to develop a programme that aims to support men to make sustained improvements to their physical activity, sedentary behaviour and diets.

The main challenges are to:
- develop programme materials based on the EuroFIT core components that are culturally-sensitised for each country;
- and ensure full buy-in across all participating clubs.

WP3 TIMELINE

Dr Cindy Gray leads WP3. Cindy is a Lord Kelvin Adam Smith Fellow in Health and Wellbeing Behaviour Change. She is a member of the Institute of Health and Wellbeing, within the University of Glasgow. Cindy is an expert in social innovation to engage in socially disadvantaged groups and qualitative methods for user-centred design.

The University of Glasgow has unique expertise in developing and evaluating interventions in professional football club settings. In WP3, they are working with Healthy Stadia (scoping review) and Norges Idretts-hogskole (coach training materials) as well as consortium members in each partner country (for co-design of the programme).
WP4 - EuroFIT Trial Protocol: Measuring effectiveness and assessing experience.

The aim of WP4 is to develop a protocol for use in the randomised controlled trial of whether participation in the EuroFIT programme is effective and cost-effective in improving lifestyle and health.

### WP4 AIM

### RECENT ACHIEVEMENTS

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Design</td>
<td>Decisions on measurement instruments and inclusion criteria (recruit ‘men like me’).</td>
</tr>
<tr>
<td>Protocol</td>
<td>First draft of protocol and manual including description of standard operating procedures.</td>
</tr>
<tr>
<td>Ethics</td>
<td>Submission of ethical approval for feasibility study.</td>
</tr>
<tr>
<td>Training</td>
<td>September 2nd training of PIs and trial managers for execution of feasibility study.</td>
</tr>
</tbody>
</table>

### CURRENT WORK

- Finalising protocol and training manual for the feasibility study.
- Finalising research materials for the feasibility study.
- Harmonization of the assessment of outcome measures in the four countries delivering the trial.
- Preparation execution of feasibility study in clubs.

### WP4 TIMELINE

- Recruitment feasibility study
- Baseline measurement feasibility study
- Ethics application feasibility study
- Training feasibility study
- Follow-up measurement feasibility study
- Development final protocol and manual

### CHALLENGES & OPPORTUNITIES

Based on results of feasibility study, final decisions on protocol and manual can be made:
- How is participants burden for all measurements, including wearing the activPAL?
- Will we recruit enough men for the feasibility study and what recruitment strategies to use?
- How comprehensible and effective are the in- and exclusion criteria?
- Are adaptations to the protocol necessary in different country/cultural settings?

Dr Hidde van der Ploeg leads WP4. Hidde is a Senior Research Fellow at EMGO+ (EMGO Institute for Health and Care Research), within the VU University Medical Center, Amsterdam. Hidde is an expert on physical activity, sedentary behaviours, and public health. EMGO+ is VU’s largest research institute that brings together all the fields of research that are relevant to EuroFIT - health economics, sport, physical activity, and sedentary behaviour research as well as conducting RCTs of complex interventions and health economic evaluations. The WP4 team works closely with the Scientific and Partners’ Advisory Group (SPAG).
WP5 AIM

WP5 - Delivery of EuroFIT programme and Randomised Controlled Trial
The WP5 aims are to:
• Deliver the EuroFIT programme in 15 football clubs across Europe.
• Carry out a randomised controlled trial to determine its effectiveness and cost-effectiveness.
• Investigate how best to refine the programme for other groups including women and families.

CURRENT WORK

• Finalising study protocol and procedures for WP4 (EuroFIT Trial protocol).
• Discussing recruitment protocols within team and with clubs.
• Discussing best ways to assess whether the programme is suitable for women.
• Developing and testing the web portal for data entry.

RECENT ACHIEVEMENTS

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment of chair of TSC</td>
<td>Prof. Lars Bo Anderson has agreed to chair the TCS (Trial Steering Committee).</td>
</tr>
<tr>
<td>Data Management web portal</td>
<td>Development of the web portal for data management started.</td>
</tr>
<tr>
<td>Economic Analysis design</td>
<td>'Resource use' and 'Quality of Life' questionnaires drafted.</td>
</tr>
</tbody>
</table>

TRAINING AT FOOTBALL CLUB

CHALLENGES & OPPORTUNITIES

• Developing good working relationships with all clubs.
• Supporting flexibility for delivery of programme within set protocols.
• Ensuring all arrangements in place for recruitment from clubs.

WP5 TIMELINE

1st participant enrolled, 3 countries
Web Portal finalised
Club meeting in London
Draft statistical analysis plan
Recruitment Plan
Recruitment report submitted
Final measurement
Taster session for other groups

2013 2014 2015 2016 2017 2018

Professor Sally Wyke leads WP5. Sally is an Interdisciplinary Professor of Health and Wellbeing, and is Deputy Director of the Institute of Health and Wellbeing, within the University of Glasgow. Sally is a social scientist with 30 years experience in developing/evaluating complex interventions and in user-focused approaches to intervention design.

The RCT is managed by the University of Glasgow (Robertson Biostatistics Centre undertake data management and statistical analysis, the Institute of Health and Wellbeing manage the trial). The venue of the trial is the intervention sites at the University of Glasgow, Stichting VU-VUMC, Norges Idrettshogskole and Universidade de Lisboa.
WP6 AIM

WP6 - Sustainability, growth and replication
Without careful consideration of what is necessary for widespread replication and implementation, public health programmes are unlikely to be widely taken up or if they are, they are less likely to be successful. WP6 plans for replication and implementation to tackle this common shortcoming from the outset. This is done by identifying facilitating and hindering factors, and then developing and piloting implementation strategies that take account of these factors. Thus, we will produce a tested and workable plan for wide-scale replication and implementation of EuroFIT across Europe.

DIRECTIVE

WP6 TIMELINE

Enrollment of 1st participant EuroFIT trial
Overview of best practice clubs
Deliver report on good practices (facilitators & barriers) and use implementation strategies
Novice clubs recruited to try out EuroFIT and use implementation strategies
Implementation strategies drafted
Validated implementation plans for sustainable delivery of EuroFIT

2014
2015
2016
2017
2018
2019

WP6 - Sustainability, growth and replication
Without careful consideration of what is necessary for widespread replication and implementation, public health programmes are unlikely to be widely taken up or if they are, they are less likely to be successful. WP6 plans for replication and implementation to tackle this common shortcoming from the outset. This is done by identifying facilitating and hindering factors, and then developing and piloting implementation strategies that take account of these factors. Thus, we will produce a tested and workable plan for wide-scale replication and implementation of EuroFIT across Europe.

CURRENT WORK

• Preparing the implementation study and writing draft protocol, part of which will be interwoven with the trial protocol (WP5).
• Writing and submit ethics application.
• Deciding which (implementation) measurements have to be included in the assessment battery in the trial (WP5).

CHALLENGES & OPPORTUNITIES

• Considering how to define and select best practice settings among the 15 trial clubs: how to select clubs with superior results as compared to others?
• Preparing a study protocol that is fit for purpose and that captures setting specific implementation differences across Europe.

RECENT ACHIEVEMENTS

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WP6 Preparation</td>
<td>WP6 has not yet started, but preparations are being made.</td>
</tr>
</tbody>
</table>

Katholieke Universiteit (KU) Leuven, led by Dr Theo van Achterberg, deliver input on WP6 implementation science issues as well as providing support for implementation (planning, strategy design) of the EuroFIT programme after the trial.
WP7 - Dissemination & Exploitation

The aim of WP7 is to disseminate the work undertaken in EuroFIT to our key stakeholders, including:
- football fans, clubs and governing bodies,
- national health bodies and policymakers,
- primary care health professionals,
- general public and the media, and
- other health researchers and relevant health projects.

**Recent Achievements**

<table>
<thead>
<tr>
<th>TASK</th>
<th>PROGRESS / FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Website</td>
<td>The website was launched at <a href="http://www.eurofitfp7.eu">www.eurofitfp7.eu</a> in November 2013. Regularly updated with news from our consortium and from the FFIT project.</td>
</tr>
<tr>
<td>Social Media</td>
<td>Twitter, Facebook and YouTube, established in November 2013, and are regularly updated.</td>
</tr>
<tr>
<td>Promotional Brochure</td>
<td>Created after the project launch, and updated in June 2014.</td>
</tr>
<tr>
<td>Coverage in the Popular Press</td>
<td>Press release Oct 2013. Coverage since has been widespread across Europe and internationally. Prof Wyke interviewed on German TV.</td>
</tr>
<tr>
<td>European Forum of Men’s Health</td>
<td>Briefing paper about EuroFIT was distributed to the Forum.</td>
</tr>
<tr>
<td>Flash Report</td>
<td>One-page flash report, July 2014. Circulated to the SPAG and other EuroFIT stakeholders.</td>
</tr>
</tbody>
</table>

**Current Work**

- Finalising the project publication policy in preparation for our first academic publications and conference presentations.
- Maintaining and updating the project website.
- Producing local (country-specific) websites.
- Growing our social media following.
- Publishing future flash reports and expanding/maintaining the mailing list.
- Working with clubs on within-club/fans dissemination strategies.

**Challenges & Opportunities**

Reaching our key target audiences is key to delivering impact, and represents our greatest dissemination challenge and opportunity. As the project begins the feasibility study, we will continue to look for opportunities to communicate our activities through the project website, social media and other channels. We will also assess the success of the mechanisms we have used to date.

A major challenge is keeping clubs engaged and satisfied with the level and type of dissemination and communication initiatives in EuroFIT. Clubs are sensitive to how they are perceived by the community, media, etc. including by comparison with “rival” clubs (some also involved in EuroFIT). Well-coordinated dissemination initiatives will be key to keeping participating clubs positively involved.

**Task Progress/Findings**

- Project Website
  - Regularly updated with news from our consortium and from the FFIT project.

- Social Media
  - Twitter, Facebook and YouTube established in November 2013 and regularly updated.

- Promotional Brochure
  - Created after the project launch and updated in June 2014.

- Coverage in the Popular Press
  - Press release Oct 2013. Coverage since has been widespread across Europe and internationally. Prof Wyke interviewed on German TV.

- European Forum of Men’s Health
  - Briefing paper about EuroFIT was distributed to the Forum.

- Flash Report
  - One-page flash report, July 2014. Circulated to the SPAG and other EuroFIT stakeholders.

**Professor Pedro Teixeira leads WP7. Pedro is Full Professor of Exercise and Health at the University of Lisboa, Faculty of Human Kinetics where he leads the Physical Activity, Nutrition, and Obesity (PANO) research group. Pedro is an expert in adherence to physical activity and healthy behaviours.**

Pintail also contribute to the dissemination and exploitation work of WP7, focusing on strategic planning to reach target audiences, as well as effective IP planning. WP7 is led in close collaboration with other partners to ensure effective communication and dissemination of EuroFIT and its findings.