

# THE TEAM

This project is a collaboration between a number of different European Research Organisations, supported by leading football clubs.



University of Glasgow,  
UK (coordinating)



PAL Technologies Ltd,  
UK



European Healthy Stadia  
Network CIC Ltd, UK



VU University Medical Centre  
Amsterdam, Netherlands



Radboud University  
Nijmegen, Netherlands



Norwegian School of Sport  
Sciences, Norway



University of Lisbon,  
Portugal



Pintail Ltd,  
Ireland



University of Aberdeen,  
UK



University of Dundee,  
UK



University of Edinburgh,  
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# PROJECT INFO



EuroFIT is funded by the European  
Community's Framework Programme  
Seven (FP7) under contract #602170.

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# EuroFIT

## IMPROVING HEALTH & LIFESTYLES THROUGH THE POWER OF FOOTBALL

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# THE PROJECT



**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 that harness the power of football to deliver an innovative public health programme. The project will create new social partnerships between football clubs, fans, local resources, and researchers to address the problems of physical inactivity, sedentary behaviour, and poor diet.

## 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 SUPPORTERS



## CLUBS & ORGANISATIONS

**EuroFIT** is funded by the EU's Framework Programme Seven, and is supported by leading professional football clubs including the Dutch Eredivisie, English Premier League, Portuguese Primeira Liga, and Norwegian Tippeligaen. The project bid was developed by the consortium over 12 months and received backing from UEFA and the World Heart Federation.

Through the support of these clubs, the **EuroFIT** project will help engage fans to improve their physical activity levels, decrease the amount of time they spend sitting down, and improve their diet so that their lives will be healthier. Healthy fans make healthy clubs.



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# TACKLING THE ISSUES

## HIGH LEVELS OF PHYSICAL INACTIVITY, SEDENTARY BEHAVIOUR, AND POOR DIETS

In the WHO European Region physical inactivity accounts for around a million deaths per year (about 10% of the total). High levels of sedentary behaviour are associated with adverse health outcomes and increased mortality. Inactivity and sedentary behaviour cluster together with other risk factors for ill health such as poor diet and obesity.

**EuroFIT** will design tailored health and fitness programs to improve physical activity, sedentary time and diet. It will develop low cost sensors that will measure sedentary as well as physical activity to provide real-time feedback and enhanced motivation for change.

## LACK OF TOOLS TO CHANGE PHYSICAL ACTIVITY & SEDENTARY BEHAVIOUR

Key enablers for a programme to increase activity and reduce sedentary time are low-cost devices that allow self-monitoring and provide real-time feedback for users.

In **EuroFIT**, we will develop two technologies. The first is a novel device (SitFIT) that allows self-monitoring of objectively measured sedentary time and physical activity, combined with real-time feedback. The second is the use of mobile phone 'apps' to stimulate social interaction and peer support among participants in the **EuroFIT** programme, and to broaden our impact beyond the project.

## LACK OF MALE INVOLVEMENT

Men are less likely to engage in positive lifestyle change, and represent only 10-30% of participants in current lifestyle change programmes across Europe.

**EuroFIT** will harness the already established loyalty and attachment many men feel towards their football clubs to encourage maximum participation. By offering men-only programmes, **EuroFIT** encourages on-going participation and peer-support.