

## 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
Follow-up audit of club resources and experience to deliver the trial	<ul style="list-style-type: none"> <li>Most clubs had staff experienced in delivering health/physical activity programmes, all clubs have access to teaching room and outdoor training facility</li> <li>Training needed in aims/structure of the programme, behaviour change and motivation techniques, healthier eating, how to facilitate group interaction and SitFIT device</li> <li>Availability of facilities at appropriate times and participant recruitment and retention are potential concerns but clubs are confident the programme can be delivered</li> </ul>
Development of programme materials for coaches and participants	<ul style="list-style-type: none"> <li>Positive feedback from coaches and clubs on the coach manuals and on the participant materials from men in our target group</li> <li>The team decided that a pilot of the materials and their delivery would be useful to find out if all elements of the programme can be delivered in their allotted time, how coaches prepare for delivery, what features are most helpful for men/coaches</li> </ul>
Feasibility study completed in UK, Portugal and Netherlands	<ul style="list-style-type: none"> <li>Men were unable to accurately self-report sedentary behaviour via questionnaire - only self-reported BMI &gt; 27 will be used for inclusion</li> <li>Physical Activity Readiness Questionnaire for Everyone (PAR-Q+) excluded men who could benefit without risk - a modified PAR-Q+ will be used</li> </ul>
Improved version of MatchFIT released	<ul style="list-style-type: none"> <li>Indirect comparison through averages and in-team communication enables MatchFIT to retain and use the football match metaphor without violating motivational theory</li> </ul>
SitFIT device improved based on user trials	<ul style="list-style-type: none"> <li>If the previous day's step count and upright or sedentary time was not recorded on the day, the information was lost to the user - a screen of previous day's totals was added</li> <li>Vibration feature added to alert user to long sitting bouts - no need for user to remove device to monitor sitting duration</li> <li>Counting sitting bouts does not take into account their duration - new metric (Sedentary Index) developed that provides a comparable score that makes users aware of long sitting bouts and is independent of time of day</li> </ul>



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no602170. For further information, please contact the project coordinator at [Sally.Wyke@glasgow.ac.uk](mailto:Sally.Wyke@glasgow.ac.uk) or visit us online at [Eurofitfp7.eu](http://Eurofitfp7.eu)



Pintail



Radboudumc



Edinburgh Schools of Sport Sciences



PALtechnologies





## CURRENT WORK

- **Pilot study:** We started a pilot study of the full programme at Everton football club in the United Kingdom in May 2015.
- **SitFIT pilot study:** The SitFIT pilot study is nearing completion - based on the results, we will decide whether it's more effective to display sitting time or standing time. The pilot study will also include field validation of the devices to support our lab validations. Men in the Everton feasibility study have received SitFIT devices.
- **MatchFIT:** The app is being finalised - it will display data from SitFIT, and allow men to form teams to play 'matches' between clubs. We are trialling the app in Everton.
- **EuroFIT trial:** Ethical approval has been achieved in two countries and recruitment has kicked off. Other countries are about to come on stream.



## CHALLENGES & OPPORTUNITIES

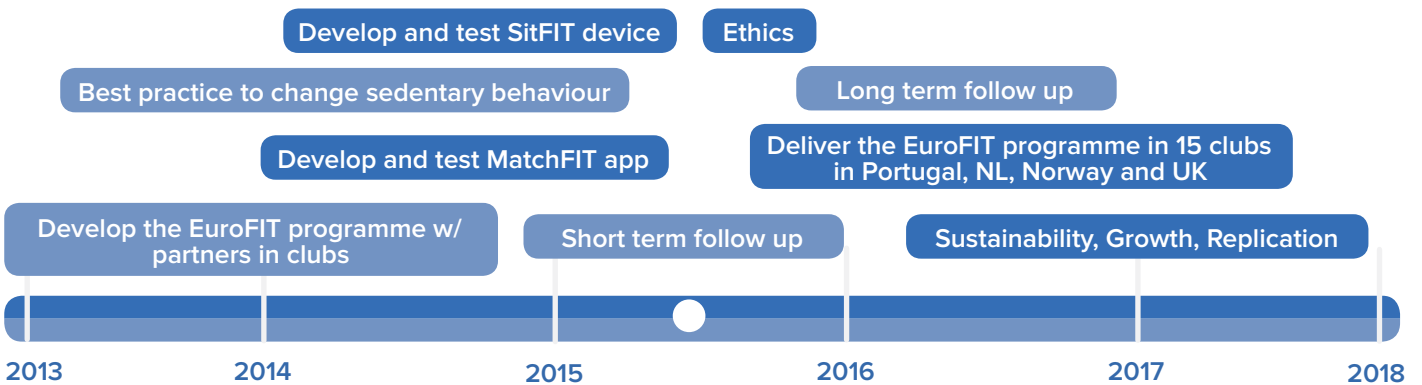
- **Recruitment:** Making sure that we recruit enough 'men like me', who will benefit most from change, in time for the planned trial sessions.
- **Trial delivery:** Ensuring that all components (technology, resources, materials, etc.) are in place to meet the trial timelines.
- **Implementation study:** Ensuring that we capture the right information to allow us to replicate the programme in new clubs.



EuroFIT Club Partners meeting in Arsenal March 2015



## PROJECT TIMELINE



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no602170. For further information, please contact the project coordinator at Sally.Wyke@glasgow.ac.uk or visit us online at Eurofitp7.eu

