**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

<table>
<thead>
<tr>
<th>TASK COMPLETED</th>
<th>KEY FINDINGS</th>
</tr>
</thead>
</table>
| Pilot study of the EuroFIT programme in England | - Men engaged well with the programme overall - SitFIT and MatchFIT were well received.  
- There were things we could improve:  
  - coaches and men did not fully understand that increasing physical activity and decreasing sedentary behaviour are not the same;  
  - coaches needed more training on how to deal with group dynamics;  
  - coaches needed to de-emphasise competition and provide more self-referential, positive feedback;  
  - weight loss became the primary focus of the programme, instead of physical activity and sedentary behaviour.  
- We refined the programme materials before starting the main study to address these points. |
| SitFIT design finalised and device validated | - Laboratory and real-world validation of SitFIT devices showed that the measures of both physical activity and sedentary behaviour are accurate.  
- We completed the pilot study comparing SitFIT devices that display sitting time or standing time - participants reduced sedentary time successfully and it made no difference whether they were shown sitting or standing time - the final device presents sitting time. |
| Final version of MatchFIT app developed and trialled | - Retention was good, men usually uploaded their data weekly.  
- MatchFIT was seen as an extension of SitFIT, allowing men to visualise their data. |
| Multinational trial of EuroFIT programme underway | - Recruitment and baseline measures completed in England, Portugal and the Netherlands, and programmes are underway.  
- Recruiting men in England was more difficult than in the Netherlands, Portugal, perhaps because of other health interventions already run through clubs.  
- Recruitment has started in Norway. |
CURRENT WORK

- **EuroFIT Randomised Controlled Trial (RCT):** Participants have been successfully recruited in the Netherlands, England and Portugal. The RCT is underway in these countries, with baseline measurements completed and the first sessions already delivered. Norway has started to recruit for their sessions, which will start in early 2016.

- **Replication:** After the RCT, we will replicate the programme in novice clubs in our four partner countries. We have now started to plan for this phase of the project, and how we will assess implementation of the programme in the novice clubs.

DISSEMINATION

- **Media Coverage:** EuroFIT has received excellent local media coverage on radio, TV and in print media in the United Kingdom, Portugal, the Netherlands and Norway.

  - **Dissemination:** Our research has been presented at a number of conferences, including the International Society for Behavioural Nutrition and Physical Activity (ISBNPA) annual meetings. Our first publication ‘Interventions with potential to reduce sedentary time in adults: systematic review and meta-analysis’ has been published in the British Journal of Sports Medicine.

PROJECT TIMELINE

- **Develop and test SitFIT device**
- **Best practice to change sedentary behaviour**
- **Develop and test MatchFIT app**
- **Deliver the EuroFIT programme in 15 clubs in Portugal, NL, Norway and UK**
- **Ethics**
- **Long term follow up**
- **Short term follow up**
- **Sustainability, Growth, Replication**

2013 2014 2015 2016 2017 2018

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 Eurofitfp7.eu