

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
EuroFIT programme delivery in England, Netherlands, Portugal and Norway and 12 week measures in England, Netherlands and Portugal	<ul style="list-style-type: none"> Men liked the idea of EuroFIT - 3,274 men expressed interest, 2,226 were eligible. We achieved great retention to post-programme measurements (89% intervention group, 93% control group) . We needed to be flexible and plan post-programme measurements well - we used home visits, extra club sessions and longer sessions to capture as many men as possible. Men like using tablets to complete questionnaires at the measurement sessions. Men were enthusiastic about the programme and many have continued to meet up post-programme.
Implementation study protocol development	<ul style="list-style-type: none"> We interviewed coaches/clubs and held focus groups with participants to find out potential barriers and facilitators for implementation of the programme in the UK, the Netherlands and Portugal. We identified potential funding mechanisms, including national/European funding from a variety of agencies and sponsorship. We explored potential delivery models, including a body that will licence the delivery of the programme to clubs, leagues or other groups.
EuroFIT programme focus groups with participants, coaches and clubs	<ul style="list-style-type: none"> Men liked being able to track their activity and sitting time using SitFIT and MatchFIT. Coaches can find it challenging to keep physical activities to a moderate level but doing so is important for inclusivity. We can improve the format of the manual and participant materials (smaller size, electronic version). Coaches need on-going training and support after their initial training. Men, coaches and clubs want to see an on-going programme and/or annual EuroFIT events.



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



Pintail



Radboudumc



Edinburgh Schools of Sport Sciences



PALtechnologies





CURRENT WORK

- **EuroFIT Randomised Controlled Trial (RCT):** 12 week measurements will start soon in Norway and in all countries, we are already planning for the 12 month follow-up measurement sessions, starting in Sept 2016.
- **Data analysis:** We are currently analysing data related to the process evaluation to inform the implementation study in novice clubs. Analysis of programme effectiveness will follow the 12 month measurements in all countries (June 2017).



FC Porto participant video



Post-programme match between Vitesse and ADO Den Haag teams, Netherlands

- **Replication:** We will continue to explore barriers and facilitators to wider implementation of the programme through interviews and focus groups in Norway, as well as with new clubs and stakeholders later this year. We will also develop a programme and training package to facilitate a sustainable replication of the program. We will further explore post-project delivery models and funding mechanisms, based on the implementation study and stakeholder feedback.
- **Other groups:** We are also starting to plan taster sessions of the programme for other groups, such as women and families.



DISSEMINATION

- **Dissemination:** We continue to disseminate the project results to other researchers. For example, we have shared our results at a Health Evidence webinar and at the 11th National Congress on Health Psychology.
- **EU-linked meetings:** Prof. Wyke attended a meeting of the EU Platform for Action on Diet, Physical Activity and Health. Members of the consortium also participated in a Public Health Research Workshop with other EU-funded projects.
- **Media Coverage:** EuroFIT was featured on euronews and Porto Canal with footage of sessions, as well as interviews with researchers, coaches and participants.

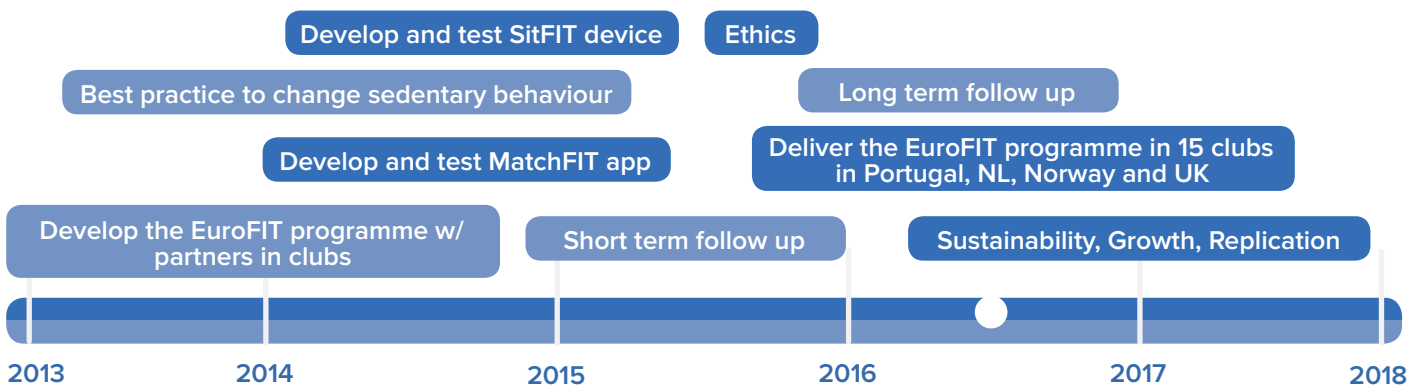


CHALLENGES & OPPORTUNITIES

- **Trial delivery:** We will work hard to get high retention at 12 months - our goal is over 90%.
- **Implementation study:** We will capture the right information to allow us to replicate the programme in new clubs.
- **Process evaluation:** We will collect solid data across each country and harmonise analyses in different languages.
- **Sustainability:** With stakeholders, we will develop a sustainable post-project delivery model that makes sure that men experience a programme true to the original.



PROJECT TIMELINE



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