



The EuroFIT Project: Promoting Physical Activity and Reduced Sedentary Time in Football Clubs

Pedro J. Teixeira, Cindy M. Gray, Kate Hunt, Hidde van der Ploeg, Glyn Roberts, Christopher Bunn, Femke van Nassau, Eivind Andersen, Marlene N. Silva, Sally Wyke






Social innovation to improve physical activity and sedentary behaviour through elite European football clubs

FP7-HEALTH.2013.3.3-1-GA602170; 5.957.168€
Principal Investigator: Sally Wyke, Ph.D.

<http://eurofitp7.eu/>
<http://www.eurofit.pt>





77% insufficiently active in Portugal (adults)




2014

Update from 2016 Lancet PHYSICAL ACTIVITY Series

"Evidence of an increasing trend in global physical activity was **absent**."

Thus, the **global pandemic of physical inactivity remains**, and the capacity for nations to respond is improving too slowly."



Sallis et al Lancet, 2016;388: 1326-1336

Scaling up physical activity interventions worldwide: stepping up to larger and smarter approaches to get people moving

Call for studies assessing the impact of **real world, scalable interventions**

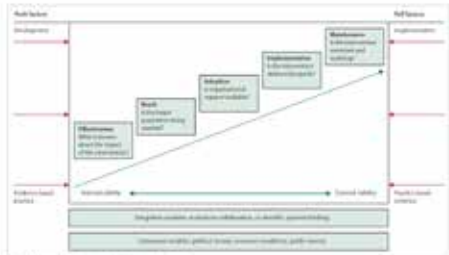


Figure 3 Framework for scaling up physical activity interventions

THE POWER OF FOOTBALL

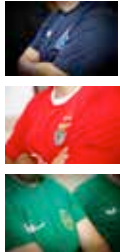
- ✓ Each week, across Europe, around 20.2 million people, **mostly men**, attend **football** matches in the top 50 leagues;
- ✓ **Allegiance to club/team** is often **lifelong** and cross-generational



Group Research Theory, Research, and Practice
2004, Vol. 10, No. 4, 272-286
Copyright 2004 by the American Psychological Association
0893-3200/04/\$12.00 DOI: 10.1037/1089-2615.10.4.272

Understanding the Positive Social Psychological Benefits of Sport Team Identification: The Team Identification-Social Psychological Health Model

Daniel L. Wann
Marquette University



“team identification, defined as a consumer’s perceived connectedness to a sport team (...) found to be a strong predictor of numerous spectators’ affective, cognitive, and behavioral reactions”



European Fans in Training (EuroFIT)

Partners listed on the right side of the page include: University of Glasgow, RETechnologies, Healthy Stadia, Stirling VU-VUMC, Norges Idrettskole, Universitat de Lleida, Pirelli Ltd, University of Aberdeen, University of Dundee, University of Birmingh, KU Leuven.



AIM:

(...) to develop a **programme** that engages **inactive men** aged **30-65**, with BMI ≥ 27 in becoming **more active**, **sitting less** and **eating a healthier diet**.

England



The Netherlands



Portugal



Norway





European Fans in Training (EuroFIT)

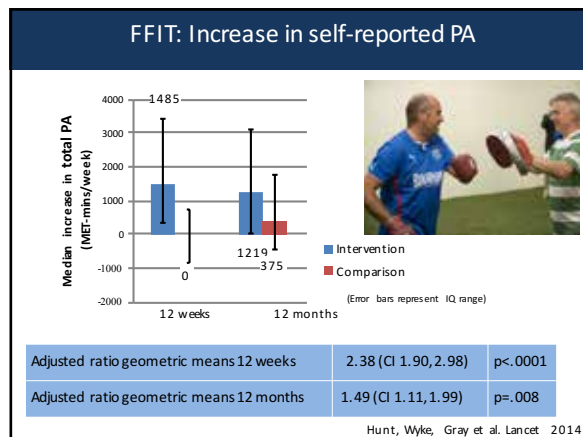
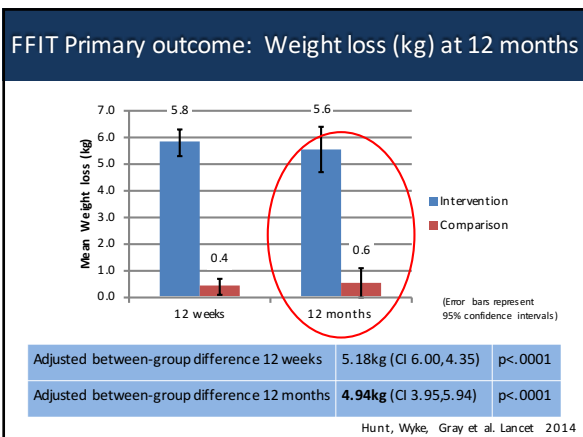
Participating clubs listed by country:

- The Netherlands:** PSV, FC Groningen, Vitesse, ADO Den Haag
- Portugal:** FC Porto, SL Benfica, Sporting CP
- England:** Arsenal FC, Everton FC, Newcastle FC, Stoke City FC, Manchester City FC
- Norway:** Vålerenga FC, Rosenborg, Strømsgodset FC



FOOTBALL FANS IN TRAINING

Partners listed at the top include: TRUST, Football Pools, University of Glasgow, UMC, University of Aberdeen.



FFIT-Football Fans in Training

Attract overweight and obese men to a program delivered through the top football clubs in Scotland...

Abstract
 Football Fans in Training: the development and optimization of an intervention delivered through professional sports clubs to help men lose weight, become more active and adopt healthier eating habits

Background
 Do weight management programmes delivered at professional football clubs attract and engage high risk men? A mixed-methods study

Conclusions
 The FFIT programme has been shown to be an effective and engaging weight management programme for overweight and obese men.

FFIT in the media

FFIT is now widely delivered

Continuing partnership with SPFL Trust

- Train the Trainers Program
- Licensing agreement - SPFLT applies for money in Scotland, trains, quality assures delivery and reports back
- FFIT now rolled out to 33 clubs across Scotland, and other football clubs in England and Germany
- **In 2015/16, 647 men in Scotland completed FFIT and lost an average of 5.9kg post-program**

EuroFIT seeks to extend FFIT by ...

- Appealing to an even **wider audience** across Europe
- Introducing a **focus on lowering sedentary time**, in addition to improving physical activity and eating habits
- **Objectively** measuring PA/SB changes
- Applying **behavior change** and **social science theory**;
- **Focusing on maintenance** of change in long-term;
- Developing a model for long-term **implementation** and roll out

van Nassau et al. BMC Public Health (2016) 16:1018
 DOI 10.1186/s12874-016-0250-y

BMC Public Health

STUDY PROTOCOL Open Access

Study protocol of European Fans in Training (EuroFIT): a four-country randomised controlled trial of a lifestyle program for men delivered in elite football clubs

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EuroFIT

EuroFIT: Study Design

A two-arm, stratified, individually **randomized within clubs, pragmatic, controlled trial***

→ 3-month intervention with a 12-month follow-up

*The comparison group is a 'wait list' group, received the EuroFIT intervention after the 12 months measurement.



- **Cost-effectiveness** will be assessed
- **Process Evaluation** will be conducted


EuroFIT

Primary Outcomes*

Baseline, post-program (3 months); long-term (12-months)

*Objectively measured with ActiPAL

- **total sedentary time** (targeting a decrease of at least 25 minutes sitting per day)
- **total physical activity** (targeting an increase of at least 1000 steps per day)




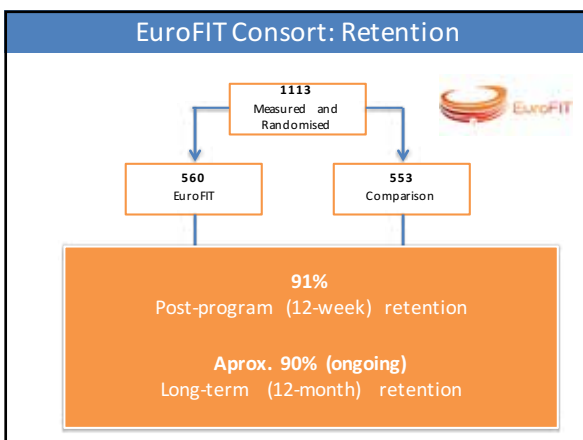
Assessments occurred at football stadiums (great facilities/premium rooms with stadium view)

EuroFIT

Secondary outcomes

baseline, post-program (3months); long-term (12-months)

- Objectively measured bodyweight, BMI,
- CVD risk factors (waist circumference, diastolic and systolic blood pressure, cardio-metabolic disease risk biomarkers related to glucose, insulin, HbA1c, lipids and liver function),
- self-reported physical activity and sedentary time,
- self-reported food intake,
- general physical health, wellbeing, self-esteem, vitality and quality of life.

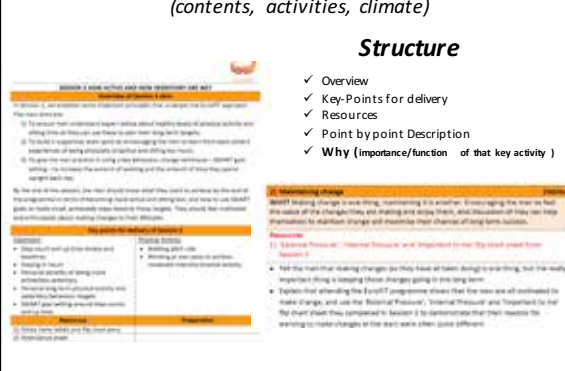



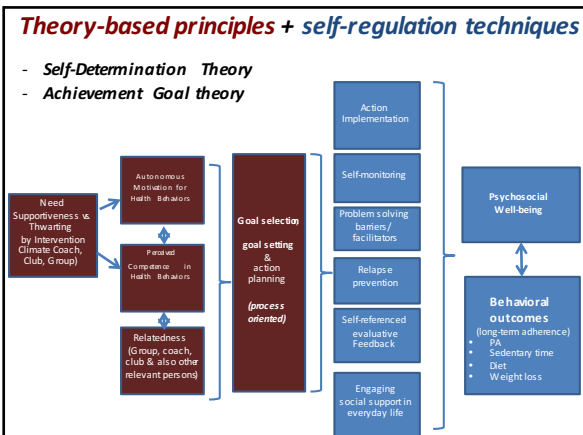
Session-by-session Coach Manual

(contents, activities, climate)

Structure

- ✓ Overview
- ✓ Key-Points for delivery
- ✓ Resources
- ✓ Point by point Description
- ✓ Why (importance/function of that key activity)





Implementing SDT Theoretical Principles:

Examples within the EuroFIT intervention

Theory based principles	Key Processes Targeted	Intervention Techniques
Autonomy Support	Raise self-awareness regarding different type of reasons for behavior change/maintenance	Identify reasons to engage in the program and try to classify them in more external/internal (first session) Identify reasons to stay in the program (session 6) Compare them and reflect on differences...
	Increase autonomous motivation for behaviors and reduce the relative importance of controlled motives	Prompt participants to link behavior changes to other important values/goals (e.g. playing with kids) Reflect on potential sources of pressures to act in certain ways (e.g. to eat, drink etc.) and develop plans to cope with that
	Increasing personal value and meaning by encouraging the selection of self-relevant goals	Allow participants to set their own goal/changes based on individual preferences for PA and diet, and coherent with current lifestyles
	Provide choice around how participants make changes	Discuss rationale for each potential behavior change (e.g. information about PA, eating) Provide menu of options within a set of behaviors (e.g. PA, eating)



SitFIT – a concept realised...

- SitFIT, pocket-worn device people can use to track sedentary time
 - developed with input from real users
 - tested in the lab and real-world (pilot study)

MatchFIT

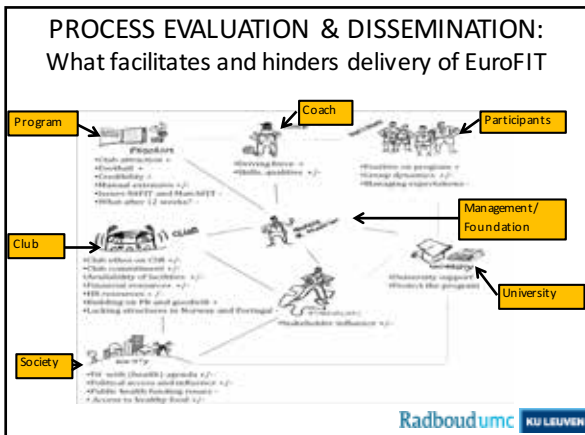
- Interactive, game-based app (EuroFIT league!)
 - Players join their club-based EuroFIT group
 - Play against other teams
 - Track their physical activity and sedentary time (via SitFIT data upload)

Presently...

... (almost) analysing the results of the trial - analyse how well it works and by which mechanisms it works...

... also we are analysing models to make the programme sustainable and support roll out to new clubs –

TARGET: widespread replication & dissemination



Physical Activity Strategy for the WHO European Region 2016-2025

Mission: To inspire governments and stakeholders to work towards increasing physical activity for all

GUIDING PRINCIPLES:

- Reduce inequities
- Promote a life-course approach
- Empower people and communities
- Use evidence-based strategies
- Promote integrated, multisectoral, sustainable and partnership-based approaches
- Ensure adaptability of physical activity programs

The European Healthy Stadia Network

“Supports sports clubs, stadia operators and governing bodies of sport to DISSEMINATE AND MONITOR health promoting policies and practices at stadia that contribute to improved levels of public health amongst fans, stadia workforces and local communities”.

Overarching role:

→ advocate for sports stadia to become health promoting environments

<http://www.healthystadia.eu/>

Formal partnership to roll out the EuroFIT programme

Portuguese Health Ministry + Portuguese Football Federation + University of Lisbon | FMH

CONTEÚDOS DESTACADOS

- EUROFIT PORTUGAL
- EUROFIT ESCOLAS
- EUROFIT SAÚDE

<http://eurofitfp7.eu/>

International Team

Portuguese Team

IMPROVING HEALTH & LIFESTYLES THROUGH THE POWER OF FOOTBALL

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