

Title

Symposium - Increasing physical activity in overweight football fans: From developing and evaluating intervention programs to wider implementation in practice

Abstract

This symposium will discuss two gender sensitized, health and lifestyle programs for overweight male football fans: Football Fans In Training (FFIT) and European Fans in Training (EuroFIT). Both intervention programs use the allegiance that many men have for top professional football clubs to attract at-risk men to a lifestyle change program. FFIT has already been shown to be a highly effective intervention (Lancet 2014), and has since been rolled out across Scotland and partly in Germany.

Following and based on FFIT, the EU funded EuroFIT intervention program was developed, which has a primary focus on increasing physical activity and reducing sedentary behaviour, rather than having a primary focus on weight loss (as FFIT had). EuroFIT is evaluated in a randomized controlled trial (n=1113) involving 15 professional football clubs from England, the Netherlands, Norway and Portugal.

The goals of this symposium are to:

- 1) Present the successful process from effectiveness evaluation towards wider implementation in practice of the FFIT intervention program.
- 2) Present the results from the EuroFIT trial with regard to intervention fidelity and effectiveness as well as the role of motivational theory.
- 3) Encourage debate on the public health and policy impact of both programs.

The symposium chair: Sally Wyke.

Four presentations: Kate Hunt, Femke van Nassau, Hidde van der Ploeg, and Marlene Silva.

Funding

EuroFIT: European Union's Seventh Framework Program for research, technological development and demonstration (#602170).

FFIT: Scottish Executive Health Department Chief Scientist Office; UK MRC and CSO (5TK50/25605200-68094 and MC_UU_12017/12; SPHSU-12); UK NIHR Public Health Research Programme (09/3010/06 and 13/99/32); Glasgow University Knowledge Exchange fund.