



SUPPORT TOOLKIT FOR THE FOOTBALL FAMILY

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USE THESE TO NAVIGATE!



WHAT IS WORLD HEART DAY?

World Heart Day is celebrated on 29 September each year and is an initiative of the World Heart Federation (WHF). It is the world's biggest platform for raising awareness of Cardiovascular Disease (CVD), which includes heart disease and stroke.

In May 2012, world leaders committed to reducing premature global mortality from non-communicable diseases (NCDs) by 25% by 2025. CVD is accountable for nearly half of all NCD deaths, making it the world's leading cause of death claiming 17.9 million lives prematurely.

World Heart Day aims to inform people that making small changes to your lifestyle, such as reducing tobacco use, eating a balanced diet and taking regular physical activity, at least 80% of premature deaths from heart disease and stroke can be avoided.

World Heart Day is a global event during which individuals, families, organisations and governments around the world participate in activities to take charge of their heart health and that of others.

Through this campaign, WHF wants to unite people from all countries and backgrounds in the fight against the CVD burden and inspires and drives international action to encourage heart-healthy living across the world.

Background information on World Heart Day, CVD and latest campaign news can be accessed at: <https://www.world-heart-federation.org/world-heart-day>

17.9m

Deaths per year
from CVD

1 in 10

Aged 30-70 die
from CVD

31%

Of all deaths are
from CVD

BACKGROUND TO TOOLKIT

World Heart Day is organised by the World Heart Federation (WHF) and supported by UEFA and their football and social responsibility partner for health, Healthy Stadia. In 2019, UEFA is specifically encouraging the football family to support World Heart Day 2019 (WHD2019) by raising awareness of heart health and healthier lifestyles through its Member Associations, League Operators and domestic clubs.

This toolkit is designed to help your football association/federation and domestic clubs to promote WHD2019 through key communications channels, such as website, social media and PR.

In addition, Healthy Stadia have also provided guidance on how to develop simple actions in support of WHD2019 in the weeks preceding and immediately after Sunday 29 September. The main aim of developing these activities is to make stadium environments 'heart health promoting' i.e. environments that make it easier for fans, visitors and staff to make

healthier lifestyle choices.

This year, we are asking UEFA Member Associations to consider how they can have a positive impact on heart health through Matchday Actions, Community Actions and Organisational Actions.

By changing our lifestyle we can actually have a huge impact on our health. Aligned to four lifestyle 'risk factors' – common health behaviours that can have a negative impact on heart health – this toolkit details how your Association / Federation can encourage people to spend less time sitting and be more physically active, to eat more healthily, to consume alcohol in moderation and to help people quit smoking.

WHEN TO SUPPORT WHD2019

Please note that any media outputs, matchday or community actions can take place on World Heart Day itself or in the lead up to or during [Matchday 7](#) of the forthcoming European Qualifiers (10-12 October).

HOW CAN YOU SUPPORT WORLD HEART DAY?

There are a number of ways that the football family can support World Heart Day this year.

The first and most simple way is using your digital communications channels (Level 1 Support) to promote the campaign. These activities are best conducted on World Heart Day itself – Sunday 29 September.

Your UEFA Member Association may also wish to consider additional support such as promoting your existing work around heart health or facilitating matchday, community and organisational actions in support of heart health – these are defined as Level 2 Support and level 3 Support respectively. These activities can be conducted on either World Heart Day or your forthcoming European Qualifiers.

LEVEL 1 SUPPORT:

Communications and media support using digital and social media channels

LEVEL 2 SUPPORT:

Promoting existing work on heart health, e.g. interviews and stories about heart health

LEVEL 3 SUPPORT:

Matchday, Community and Organisational Actions

LEVEL 1 SUPPORT: Communications and Media Support

There are lots of simple ways the football family can promote World Heart Day and spread the message about making small changes to your lifestyle that can help to prevent the onset of CVD.

A full range of support tools such as the World Heart Day logo (available in 18 languages), template press release and social media content can be accessed by clicking the buttons below.

ORGANISE A PHOTOSHOOT

This year we are asking all participating UEFA Member Associations to organise a photoshoot during your international training camps for **Matchday 5 & 6** in early September. Taking photos, videos or quotes from current players, legends or VIPs is a great way of delivering key messages on leading healthier lifestyles. Any content generated can then be shared both on World Heart Day and in the run-up to **Matchday 7**.



WHD LOGO

PRESS RELEASE

SOCIAL MEDIA

WORLD HEART DAY LOGO

.EPS



.PNG



The WHD logo and images for social media are available in several languages to help spread heart health messages to a broader audience. The World Heart Day logo is currently available in the languages listed below – click the boxes above to download vector or image files. If the World Heart Day logo is not currently available in your language, please contact: rachel.shaw@worldheart.org



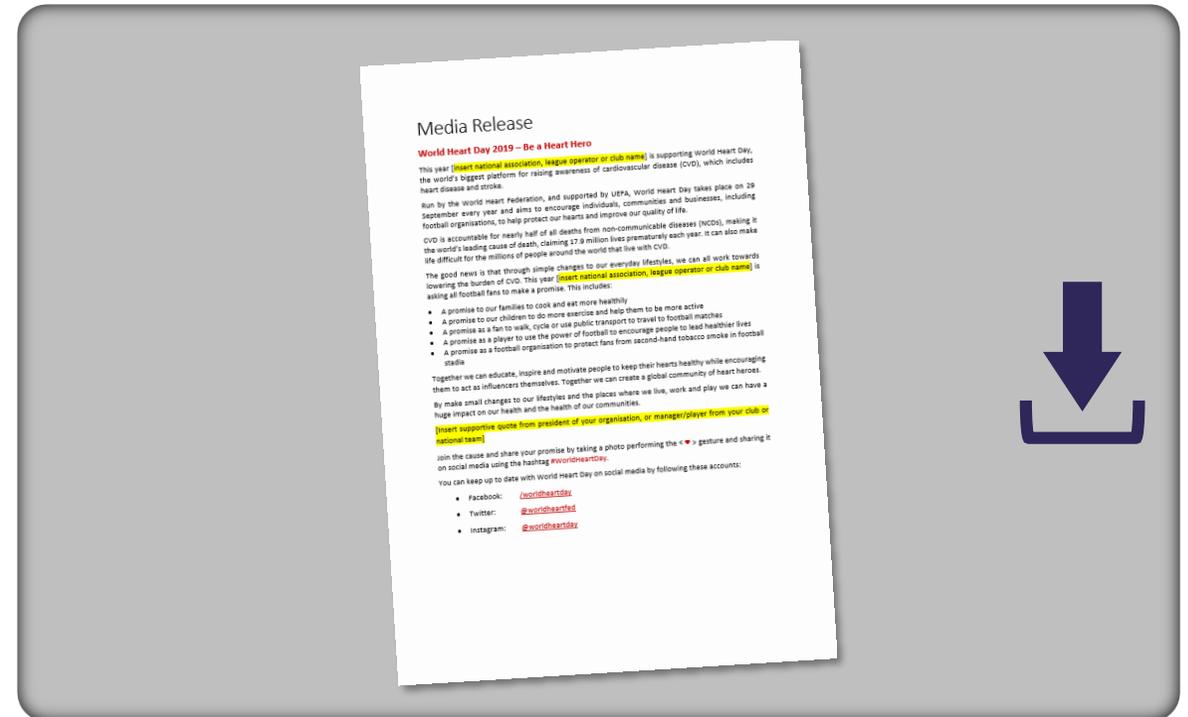
PRESS RELEASE

DOWNLOAD



Healthy Stadia and World Heart Federation have put together a template press release for UEFA Member Associations in support of World Heart Day.

UEFA Member Associations, league operators and individual clubs can then translate the copy and adapt the content to reflect the activities being carried out before posting on your website. Click the box opposite to download the press release.



SOCIAL MEDIA

One of the easiest ways to support World Heart Day is on social media. Whether you use Facebook, Twitter, Instagram, Snapchat, YouTube or a combination of channels, social media is a simple way of reaching huge numbers of people.

We have prepared a number of generic images for your channels but we would strongly encourage you to generate your own content using photographs of your players, fans and coaching staff.

Last year, the Portuguese Football Federation posted a series of photographs on Instagram which attracted over 89.000 likes!

CASE STUDY:

Portuguese Football Federation



DOWNLOAD



Healthy Stadia, UEFA and World Heart Federation will aim to amplify any digital and social media outputs from the football family around World Heart Day.

In order to do this, please share all content using the hashtag [#WorldHeartDay](#) and tag the following accounts:

| Organisation | Twitter | Instagram | Facebook |
|----------------|--------------------------------|--------------------------------|--------------------------------|
| Healthy Stadia | @healthystadia | @healthystadia | |
| UEFA | @UEFA | @uefa_official | /uefa |
| WHF | @worldheartfed | @worldheartday | /worldheartday |

CASE STUDY:

Portuguese Football Federation / Federação Portuguesa de Futebol

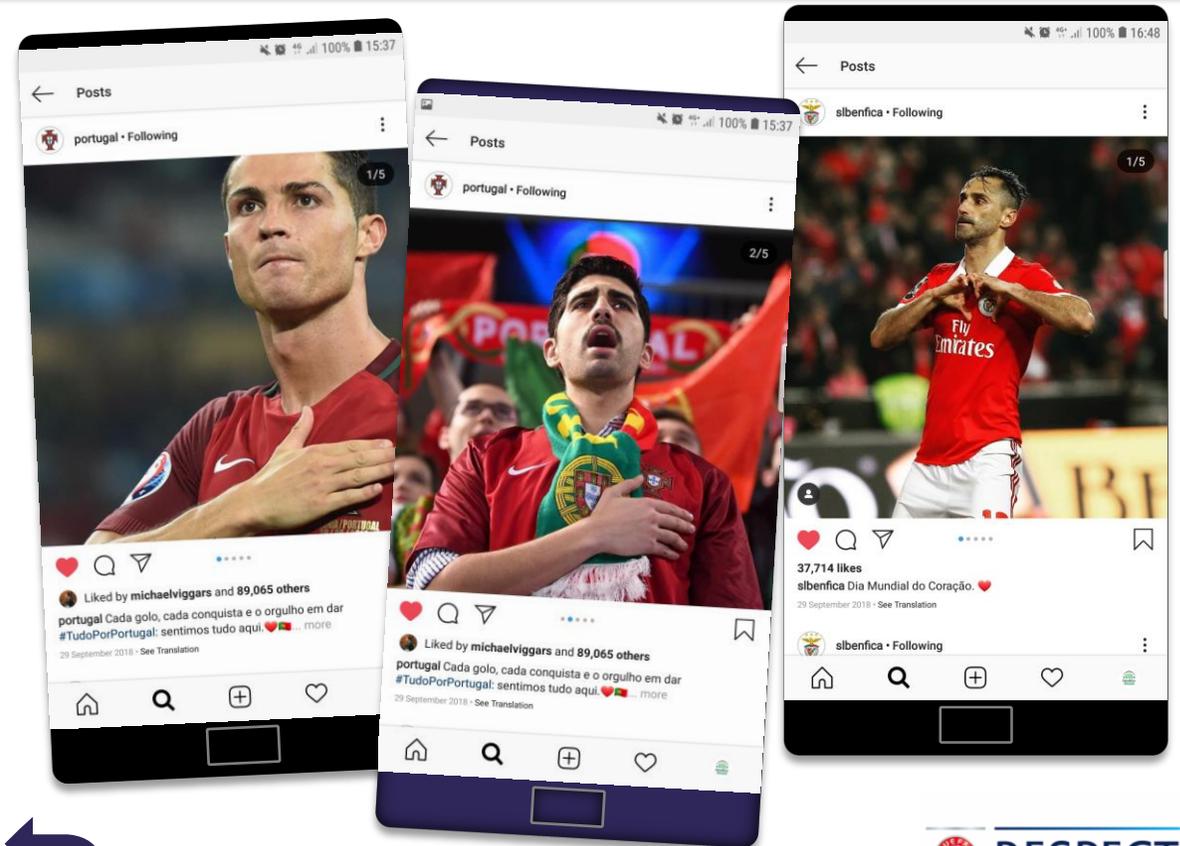


For World Heart Day 2018, the Portuguese Football Federation posted a series of photographs on Instagram, including Cristiano Ronaldo, fans singing the national anthem and other players from the senior men's and women's international teams celebrating scoring for Portugal.

These images had one thing in common – each individual placed their hand over their heart to represent their commitment to their country.

This very simple idea attracted over 89.000 likes! Benfica also posted similar content attracting over 37.000 likes!

- https://www.instagram.com/p/BoUBMe7n41_/
- <https://www.instagram.com/p/BoT3hWLI53q/>



LEVEL 2 SUPPORT:

Promoting your existing work on heart health

UEFA Member Associations may wish to use World Heart Day as a platform to promote the work of their association / federation in relation to heart health.

There are a broad range of topics that are suitable to be discussed and promoted during World Heart Day. Some of these include:

- Training of players and staff in resuscitation techniques
- Installation of defibrillators in training and academy settings

- Screening players for heart conditions (arrhythmias)
- Health checks for staff including blood pressure checks
- Walking football programmes for older / inactive / overweight football fans
- Physical activity programmes for children and young people
- Football-focussed health research

Please click the buttons below to access a series of example content created by UEFA Member Associations in 2018.

BELGIAN FOOTBALL ASSOCIATION

Resuscitation
Techniques (CPR)

CROATIAN FOOTBALL ASSOCIATION

Resuscitation
Techniques (CPR)

DANISH FOOTBALL UNION

'Football Fitness' for
Women

ENGLISH FOOTBALL ASSOCIATION

Defibrillators: Saving
Lives

GERMAN FOOTBALL ASSOCIATION

Walking Football for
Older Men

ROYAL BELGIUM FOOTBALL ASSOCIATION

Resuscitation Techniques (CPR)



KBVB produced two videos for WHD 2018, one in Flemish language and one in French language, detailing how to perform CPR and when to use Automated External Defibrillators (AEDs).

Key players from the men's national team feature in the two videos including Vincent Kompany, Thibaut Courtois and Eden Hazard.

Each video provides step-by-step instructions on how to approach an unconscious individual, to ascertain what assistance they need and how to respond. The players communicated well, bringing humour to the productions. The videos have been viewed over 38.000 times on Twitter:

<https://twitter.com/BelRedDevils/status/1045976484991635457>

<https://twitter.com/BelRedDevils/status/1045976483494342658>



CROATIAN FOOTBALL FEDERATION

Resuscitation Techniques (CPR)



In 2018, the Croatian men's national team players and staff members undertook a training course led by Boban Dangubić, doctor of HNK Rijeka and the national team, on the importance of cardiovascular health and were trained to deliver CPR in May 2018.

The Croatian Football Federation then used WHD 2018 as a platform to inform fans and the general public of the training undertaken by players and staff.

They also provided links to online resources where fans and the general public could learn about CPR and sudden cardiac arrest on the FIFA website.

<https://hns-cff.hr/news/18843/program-zdravstvene-komisije-hns-a/>



DANISH FOOTBALL UNION

'Football Fitness' for Women



DBU used WHD2018 to link to a piece of research conducted by Professor Peter Krstrup of South Denmark University (SDU) and published on the Danish Heart Association's website.

The article discussed how 'football fitness' has been used to improve the health and wellbeing of women aged 16 to 65. Women took part in twice-weekly football training for 12-16 weeks and found noticeable improvements in their fitness, and their blood pressure, and women also lost 1-3kg in weight.

The researchers concluded that 'football fitness' is suitable for the prevention of lifestyle diseases such as CVD, hypertension and type 2 diabetes in young and middle-aged women.

<https://hjerteforeningen.dk/2018/01/forskning-fodboldfitness-gavner-kvindes-hjertesundhed/>



ENGLISH FOOTBALL ASSOCIATION

Defibrillators: Saving Lives



In 2017, the FA joined up with the British Heart Foundation to fund the installation of hundreds of defibrillators at grassroots clubs across the country to help save more lives from cardiac arrests.

Later that year, just before a local derby between Essex clubs Haverhill Rovers and Haverhill Borough, a supporter in his 60s fell ill and collapsed.

Haverhill Borough player Tommy Hardwick, a trained fire fighter with first aid training, alongside welfare officer Lisa Shulver, were able to respond to the incident and save the man's life by performing chest compressions and delivering an electric shock using an AED.

<http://www.thefa.com/news/2018/sep/28/haverhill-heroes-290918>



GERMAN FOOTBALL ASSOCIATION

Walking Football for Older Men



Walking football is now common in many European countries and has been put forward as intervention that can help overweight and obesity individuals and/or those who do not exercise regularly. But for those returning to football after a period of inactivity, the risk of injury, particularly in knee and ankle joints, is high.

Professor Tim Meyer, head of the DFB's medical commission and Germany national team doctor, was interviewed for his thoughts on how to minimise the risk of injury through warm-up activities and the benefits in terms of physical health and mental wellbeing for both men and women in the short- and long-term.

<https://www.dfb.de/en/news/detail/a-persons-biological-age-is-the-deciding-factor-193300/>

<https://www.dfb.de/news/detail/meyer-biologisches-alter-ist-entscheidend-193281/>



LEVEL 3 SUPPORT: Matchday, Community and Organisational Actions

The health of individuals is affected by a number of different things such as education, personal choices, biology, genetics, income and social status. However, the physical, social and cultural environment in which we live, work and play also has an impact on our health.

For example, if you visit a restaurant and there are only unhealthy options on the menu, how can you make a healthy choice? Similarly, if you are watching football in a stadium and someone decides to

smoke next to you, you have no choice other than to inhale their tobacco smoke or leave; and for those who love football this is no choice at all.

We've put together a series of matchday, community and organisational actions for your UEFA Member Association to consider to help create healthier football environments for your players, staff, fans and local communities.

**MATCHDAY
ACTIONS**



**COMMUNITY
ACTIONS**



**ORGANISATIONAL
ACTIONS**



MATCHDAY ACTIONS

Bespoke activities to support the health of your fans on a matchday

UEFA EURO 2020 qualifiers, domestic fixtures and cup matches are all excellent opportunities to engage your fans with heart-healthy messages. Matchday actions can be as simple as bringing a World Heart Day Banner on to the pitch, showing messages on the big screen or having your players wear World Heart Day branded t-shirts during the pre-match ceremony.

However, you may also want to consider some specific actions that will do more than simply raise awareness of the importance of heart health.

We have provided four examples of activities that several UEFA Member Associations have engaged with in previous years for World Heart Day for your consideration.

These include encouraging your fans to include an 'active' component in their journey; providing healthier food options at concessions at half-time; implementing a partial or complete No Smoking policy and encouraging fans to consume alcohol responsibly. Click on the buttons below to find out more.

**PROMOTING
WALKING AND
CYCLING**

**HEALTHIER
CATERING**

**SMOKE-FREE
STADIA**

ALCOHOL POLICY

MATCHDAY ACTIONS

Promoting Walking and Cycling

DOWNLOAD



Walking and cycling for everyday trips can play a big part in helping people maintain recommended levels of physical activity, and organisation such as professional sports clubs and their stadia can help by encouraging their fans, visitors and staff to choose to walk or cycle to the match rather than using a private vehicle.

Walking and cycling hold great potential as inexpensive, accessible ways in which fans and members of stadia workforces can reduce their risk from chronic diseases by being physically active on their way to the match. In addition to health, active travel brings other benefits such as reducing congestion and easing pressure on car parking. Fewer cars also benefits the environment through a reduction in air pollution and CO₂ emissions.

Clubs and stadium operators can easily develop active travel plans for fans visiting the stadium on matchdays, and Healthy Stadia has developed [step-by-step guidance](#) on how to promote walking and cycling to stadia.

A simple action to implement around the period of World Heart Day is the idea of organising

an official fan walk or cycle group to the stadium. This practice can either be organised by a club or through representative from fans groups, with groups meeting at a specified locations (perhaps a local train station or well-known landmark) at a suitable time well ahead of a 'home match'. This collective approach to active travel will hopefully encourage participants to try walking and cycling to domestic fixtures throughout the season.

The picture below features a fan walk organised by the ÖFB (Austrian FA) in conjunction with Austrian football fans for World Heart Day in 2017.



MATCHDAY ACTIONS

Healthier Catering

It may seem difficult for catering providers at sport venues to engage in the idea of healthier food and drink options, as they will be concerned that this will have an impact on sales and profits. However, clubs and caterers are in a strong position to deliver simple messages on maintaining a healthier diet, and there are some very simple actions that can be implemented in support of World Heart Day – but also integrated into standard matchday operations.

- Offer free drinking water, and ensure that healthier drinks such as fruit juice and no/low sugar carbonated drinks are available for purchase at a lower price than high-sugar drinks.
- Do not provide optional salt (e.g. salt sachets or salt pourers) at catering outlets

- Promote a healthier snack option such as dried fruit bags (dates, figs, apricots, raisins) or unsalted nuts and seed bags (almonds, brazil nuts, cashew nuts etc.) – these items have a long shelf-life so will not have to be sold over the course of one match, reducing waste.



MATCHDAY ACTIONS

Smoke-free Stadia

DOWNLOAD



Many football stadia across Europe have already been declared as 'smoke-free' environments, either through national legislation that covers the stadium environment (e.g. Russia), or specific clubs who have decided to implement a club-led policy under their own mandate (e.g. FC Barcelona).

Even when clubs have enforced a 'smoke-free' policy at their stadium, it is sometimes the case that this does not cover all stands, offices and communal areas at the club, whilst there may still be sale of tobacco products within the perimeter of the stadium.

For World Heart Day, we are asking all UEFA Member Associations to consider declaring their stadia spaces as completely smoke-free. We appreciate that this is likely to be more difficult for those countries who do not have tobacco control legislation that covers stadia environments, but clubs and stadium operators do have the ability to include a policy prohibiting use of tobacco within their stadium regulations and ticket sale conditions.

Healthy Stadia has developed a range of free tools for football organisations to use to help them implement a successful smoke-free policy at their stadium. These tools consist of an in-depth guidance document covering engagement of stakeholders, communicating the policy, enforcement of the policy by stewards and how to monitor the policy.

The guidance document is available in: English, Russian, French, German and Flemish. There is also an additional short-form document available in Spanish and Italian. To download these resources, please visit:

<http://bit.ly/HS-TFSG>

In addition to the guidance documents, we have also developed a template training module to assist stewards in enforcing the policy. Healthy Stadia would be very happy to offer support for any football organisations interested in implementing a smoke-free policy to coincide with World Heart Day.

MATCHDAY ACTIONS

Alcohol Policy

We recognise that the vast majority of football fans who consume alcohol do so sensibly and in moderation, and many fans enjoy an alcoholic drink before or after attending a match as part of a social occasion.

However, football is also in a strong position to draw attention to the short-term and long-term benefits of drinking in moderation, and this can be promoted to fans on matchdays through a number of mechanisms:

- Have an information campaign at a match close to World Heart Day promoting the benefits of moderate or 'responsible' drinking. This can be featured on an organisation's website or in a matchday programme. Try to partner with your local or national alcohol awareness provider for country specific information.
- Raise awareness of responsible drinking at matchday beverage concessions selling alcohol by having information posters keeping rehydrated by choosing a non-alcoholic

drink after each alcohol drink. This can be reinforced through a price promotion on non-alcoholic beer, or on low/no sugar soft drinks and water.

- Always ensure that free drinking water is available at matches, in particular for those who have been consuming excess levels of alcohol.



COMMUNITY ACTIONS

Bespoke activities to support the health of members of your local community

Many UEFA Member Associations, leagues and clubs organise community programmes to positively impact the health of various groups of vulnerable people.

These programmes typically involve sport and physical activity as they are inherently linked with health. Increasingly, however, the power of sport is being

leveraged to promote healthy eating, to help people quit smoking, and even to reduce the negative impacts of over-consumption of alcohol.

Click the buttons below for some ideas of what your football organisation can do to positively impact the health of your local communities during World Heart Day 2019.

**PHYSICAL ACTIVITY
PROGRAMMES**

**PROMOTING
HEALTHY EATING**

**SMOKING
CESSATION**

**ALCOHOL
AWARENESS**

COMMUNITY ACTIONS

Physical Activity Programmes

Sport is intrinsically linked with health and football is a near perfect mechanism to encourage people to get active. This is one of the reasons why UEFA and its Member Associations are committed to boosting the number of people from different backgrounds who play football on a regular basis.

Arranging a grassroots tournament for different population groups for World Heart Day, for example a schools-based competition for children with disabilities; an introductory 5-a-side tournament for women; or a walking football tournament for those who are less over the age of 60 and are less mobile is one way you can demonstrate your organisation's commitment to developing physically active populations.

You could also consider arranging a long-distance walk or cycle ride in support of your local or national heart charity or allow access to your training and/or gym facilities for the general public during times they are not being used by your players.

Portuguese Football Federation (FPF) adopts EuroFIT – the gold-standard physical activity programme

EuroFIT, or '[European Fans in Training](#)', is a 12 week physical activity programme for overweight male football fans delivered by club community coaches in professional sports stadia. The programme has been extensively tested throughout Europe and is designed to help male football fans to lose weight and get active.

In April 2017, A formal partnership to roll out EuroFIT was signed between the Portuguese government's Directorate-General for Health and the Portuguese Football Federation. The partnership positioned EuroFIT as a core component of Portugal's national physical activity strategy.

EuroFIT is administered by Healthy Stadia. For more information about the programme and to register your interest, please email: michael.viggars@healthystadia.eu

COMMUNITY ACTIONS

Promoting Healthy Eating

Football organisations are in an excellent position to promote the benefits of a healthier diet to fans and local communities through communications channels and outreach work with schools and community groups.

Many clubs now run community-based healthy eating programmes and cookery classes for young people or whole families, whilst other clubs have developed wide-reaching communications campaigns to promote healthier eating.

Professional players and ex-players can be used to great effect to promote a balanced and healthy diet, and you may want to consider how you can use your own national or club players to promote healthier messages, e.g. eating fresh fruit and vegetables, lowering salt consumption, remaining hydrated through water, etc.

The Azerbaijani Football Association promoted healthier eating messages for World Heart Day in 2017, encouraging fans to have five fruits and vegetables a day.



COMMUNITY ACTIONS

Smoking Cessation

Football organisations and sports stadia have great potential to speak to local communities about the health hazards presented by smoking, the dangers of second-hand smoke to non-smokers, in particular children, and the benefits of accessing stop smoking services.

UEFA Member Associations and clubs can try to partner with national heart associations or stop smoking services near to World Heart Day to:

- Deliver a media campaign on the benefits of accessing stop smoking services
- Using their stadium as a non-matchday location for a stop smoking 'drop-in' service



COMMUNITY ACTIONS

Alcohol Awareness

Football organisations can impact on people's attitudes towards consumption of alcohol through communications actions and community outreach interventions. Current or ex-professional football players can also help raise awareness of drinking in moderation as a number of players completely abstain from alcohol as it inhibits preparation, performance and recovery from games.

- Develop an information campaign to activate near to World Heart Day promoting the benefits of moderate or 'responsible' drinking. Try to partner with your local or national alcohol awareness provider for country specific information and think about filming with current or ex-players who can provide content on why they don't drink alcohol.
- For football organisation that are involved in community outreach programme, in particular with programmes engaging teenagers and young people, try to educate on some of the health harms of drinking alcohol excessively and promote the benefits of an alcohol-free lifestyle.



ORGANISATIONAL ACTIONS

Bespoke activities to support the health of your staff

Alongside Matchday and Community actions, your football organisation may also want to consider implementing some organisational actions in support of heart health.

Work and office environments are not always conducive to a healthy and active lifestyle but there are several things that your organisation can do to positively impact on the health of employees and visitors.

These include, but are not limited to, encouraging staff to cycle to work; offering healthier menu options in your staff canteen; enforcing a No Smoking policy in all internal office spaces; and encouraging staff to go alcohol-free for a set period.

Click the buttons below for more information.

**BIKE TO WORK
SCHEMES**

**HEALTHIER STAFF
CANTEEN**

**NO SMOKING
POLICY**

**ON-SITE ALCOHOL
CONSUMPTION**

ORGANISATIONAL ACTIONS

Bike-to-work Schemes

Football organisations are in an excellent position to promote physically active lifestyles for their own employees. Promoting a physical active workforce will benefit staff health and wellbeing, lower levels of absenteeism, and can add to overall productivity amongst the workforce.

There are lots of ways to support physical activity within the workforce, some ideas for which are presented below that you can promote around the time of World Heart Day:

- Walk or cycle to work day
- 5-a-side football and/or walking football
- Walking meetings
- Office-based yoga
- Open training and gym facilities for non-player staff usage

In terms of a more long-term approach, football organisations should consider speaking to their HR department about encouraging both full-time and part-time members for your workforce to either walk or cycle to your stadium as their primary mode of transport.

As a means of encouraging this, you may want to think about offering incentive to staff towards the purchase of a bike, or investigate national or local schemes, e.g. Bike to Work, to help employees buy a new bike that is part-subsidised.



ORGANISATIONAL ACTIONS

Healthier Staff Canteen

Football organisations are in a great position to build on their CSR profile by providing staff with healthy menus in their staff canteens than can coincide with World Heart Day and beyond.

If your organisation has a work canteen, discuss with your head of catering how they can celebrate World Heart Day by offering a range of healthier meal options that are lower in calories and have a high vegetable content or provide staff with free fruit around World Heart Day.

You could also consider bringing in nutrition staff that support your professional players to talk about the importance of a balanced diet.



ORGANISATIONAL ACTIONS

No Smoking Policy

Football organisations are also in a strong position to support smoke-free lifestyles to their own employees. There is a huge amount to gain for an organisation's workforce in maintaining a completely smoke-free office environment, in particular the protection of all staff against the known dangers of second-hand smoke.

In addition to ensuring that all organisational offices and buildings are completely smoke-free, organisations should make sure that any designated smoking areas are positioned in completely open-air locations which are a minimum of 15m from any building.

- Ensure that your organisation's office spaces are completely smoke-free
- Extend this smoke-free policy to all training areas
- Try and partner with your national or local smoking cessation provider to offer direct support.



ORGANISATIONAL ACTIONS

On-site Alcohol Consumption

Football organisation across Europe are likely to have varying policies regarding alcohol at workplaces, with some completely prohibiting alcohol consumption during work hours, whilst other may even supply alcohol within their own staff canteen.

Irrespective of the organisation's policy, World Heart Day can be used as a focal point for discussing alcohol consumption with staff, and communicating simple information on drinking in moderation.

- Use World Heart Day as a driver to ensure that your organisation has a policy in place concerning alcohol, and the workforce are made aware of this policy.
- Develop information materials for use within the workplace on sensible levels of drinking, and include further advice on how to access local or national services for people who want support on reducing their consumption of alcohol.
- Set a workplace challenge for staff to commit to giving up alcohol for a set period of time (e.g. 2 weeks) ahead of World Heart Day on 29th September.



EUROPEAN HEALTHY STADIA NETWORK

GO TO



"HEALTHY STADIA ARE THOSE WHICH PROMOTE THE HEALTH OF VISITORS, FANS, PLAYERS, EMPLOYEES AND THE SURROUNDING COMMUNITY... PLACES WHERE PEOPLE CAN GO TO HAVE A POSITIVE HEALTHY EXPERIENCE PLAYING OR WATCHING SPORT."

Healthy Stadia is UEFA's associate partner for health and wellbeing within its Football and Social Responsibility portfolio (2017-21). We offer a wide range of support to assist UEFA Member Associations, leagues, clubs and venue operators in the development of football organisations as health-promoting settings. We break this work into three core areas:

- Development of stadium policies and practices in support of health (e.g. healthier food options, tobacco-free stadia, promotion of walking and cycling on a matchday).
- Design and implementation of evidence-based community / fan intervention projects (e.g. physical activity programmes for overweight men)
- Initiatives helping to improve club and / or stadium workforce health (e.g. annual health checks, bike to work schemes, staff running / walking clubs).

Support for football organisations:

- Benchmarking of health policies and practices at clubs and stadia with follow-up recommendations and action planning
- Direct support for sports stadia, clubs & governing bodies in the design and implementation of health policies & practices at sports venues, e.g. Respect Your Health Programme at UEFA EURO 2020
- Development of guidance documents and toolkits such as support for Tobacco-free Stadia and dissemination of health-promoting practices, e.g. active travel case studies
- Advocate for policy change and legislation to improve levels of health through sports settings e.g. evaluation of sponsorship deals involving brands that promote products and services that could have a detrimental impact on health, e.g. gambling companies
- Regular newsletters, workshops and hosting of a biennial Healthy Stadia Conference to share good practices with European stakeholders.
- Healthy Stadia is the license administrator for the ground-breaking EuroFIT programme – a 12-week physical activity programme for inactive, middle-aged, male football fans. The programme is currently being run in several clubs across Europe.



If you have any questions on World Heart Day and the information in this toolkit, please contact either the European Healthy Stadia Network or World Heart Federation.

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