

# USE

**WORLD HEART DAY 2020:**  
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 largest 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 (including football clubs, stadia and national associations) 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. We and our members believe in a world where heart health for everyone is a fundamental human right and a crucial element of global health justice.

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

# CARDIOVASCULAR DISEASE AND COVID-19



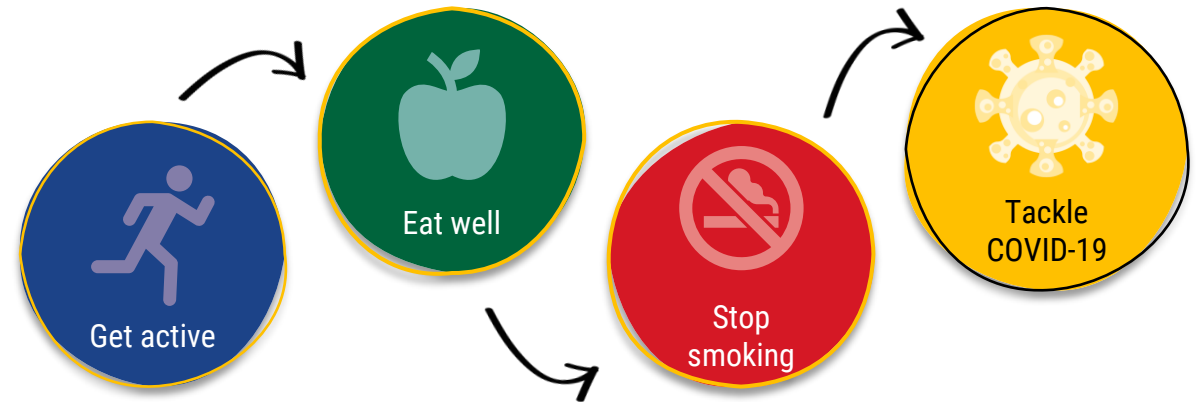
**This year's campaign has special significance due to ongoing efforts to tackle the COVID-19 pandemic around the world. Research has identified links between underlying health conditions, such as heart disease and stroke, and worse health outcomes associated with coronavirus making it vitally important that we all protect our hearts.**

Many countries have noted a dramatic drop in individuals seeking routine care and accessing emergency services for non-COVID related issues. It is essential that those living with heart disease or other chronic illnesses have the confidence to seek out medical advice should they fall ill.

The good news is that through simple changes to our lifestyles, we can all work towards lowering the burden of cardiovascular disease and reduce the likelihood of poor outcomes associated with coronavirus.

This year Healthy Stadia and World Heart Federation is asking all football fans to take more exercise more often and to eat a balanced diet including at least five portions of fruit and vegetables a day. It is also important to stop smoking and support others to kick the habit as tobacco use is associated with increased severity of disease in COVID-19 patients.

By make small changes to our lifestyles and the places where we live, work, and play we can have a huge impact on our health and the health of our communities.



## BACKGROUND TO TOOLKIT

**In 2020, UEFA is specifically encouraging the football family to support World Heart Day 2020 (WHD2020) 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 WHD2020 through key communications channels such as website, social media and PR.

Healthy Stadia and World Heart Federation have produced a range of materials that you can use to promote the messages of World Heart Day. These includes a template press release, the World Heart Day logo (which comes in several languages) and a range of template social media messages across Facebook, Twitter and Instagram.

All of these communications focus on how we can make small changes to our lifestyles, such as getting active, eating a balanced diet and stopping smoking, can help to protect us against heart disease and tackle the COVID-19 pandemic.

In addition, Healthy Stadia is also encouraging the European football family to consider how existing projects are having a positive impact on heart health. This could include:

- Targeted programmes, e.g. weight loss programmes for football fans
- Walking football for older adults
- Walking and cycling initiatives for staff
- Healthy eating projects in schools.

We are also asking the European football family to consider introducing new organisational policies that can also have a positive impact on heart health and indeed efforts to tackle the COVID-19 pandemic.

### **WHEN TO SUPPORT WHD2020**

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 3** of the forthcoming UEFA Nations League matches (10 & 11 October).

## HOW CAN YOU SUPPORT WORLD HEART DAY?

### **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:**

Organisational actions that can have a positive impact on staff health and wellbeing

## 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 consider organising a photoshoot during your international training camps for **Matchday 1 & 2** of the UEFA Nations League 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 3** (10 & 11 October).



**WHD LOGO**

**WEB CONTENT**

**SOCIAL MEDIA**

# WORLD HEART DAY LOGO

**ZIP**

The World Heart Day logo is available in several languages to help spread heart health messages to a broader audience. If the World Heart Day logo is not currently available in your language, please contact: [rachel.shaw@worldheart.org](mailto:rachel.shaw@worldheart.org)





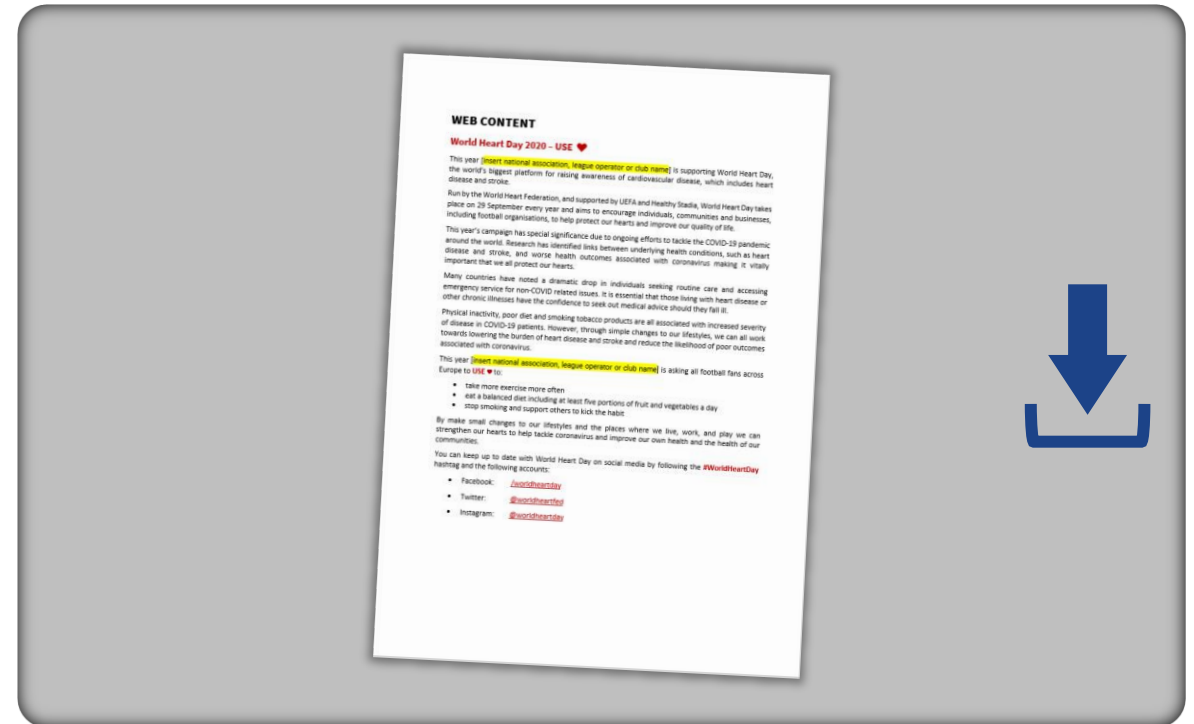
## WEB CONTENT

## DOWNLOAD



Healthy Stadia and World Heart Federation have put together template web content for UEFA Member Associations to post 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 and situation in your country before posting on your website. Click the box opposite to download the web content.



# SOCIAL MEDIA



Healthy Stadia has developed bespoke World Heart Day social media content for use by UEFA Member Associations in four colours. These messages are focussed on how making small changes to our lifestyles, such as getting active, eating a balanced diet and stopping smoking can help to reduce our risk of heart disease but also our risk of worse outcomes associated with COVID-19.

# SOCIAL MEDIA

# SOCIAL MEDIA MESSAGES



*CLICK TO DOWNLOAD*

*TAG POSTS WITH THESE ACCOUNTS*

Please click the social media icons opposite to download social media content for each individual platform.

We have also provided the image templates in PowerPoint for you to translate the messages if you so wish. Simply edit the text, adjust the icons, save the image and you're ready to post.

ORGANISATION	TWITTER	INSTAGRAM	FACEBOOK
Healthy Stadia	<a href="#">@healthystadia</a>	<a href="#">@healthystadia</a>	n/a
UEFA	<a href="#">@UEFA</a>	<a href="#">@uefa_official</a>	<a href="#">/uefa</a>
World Heart Federation	<a href="#">@worldheartfed</a>	<a href="#">@worldheartday</a>	<a href="#">/worldheartday</a>

## LEVEL 2 SUPPORT:

### Promoting your existing work on heart health

**DOWNLOAD EXAMPLES**



**This year, we are encouraging all UEFA Member Associations to use World Heart Day as a platform to promote their own work around 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 cardiopulmonary 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 adults
- Weight loss programmes for football fans
- Physical activity programmes for children and young people
- Football-focussed health research

You can download our case study document above which explores some of the best World Heart Day content produced by UEFA Member Associations over the past few years for some content ideas. Please do get in touch with Healthy Stadia if you would like further support in terms of developing ideas for content.



## LEVEL 3 SUPPORT: Organisational actions

In light on the renewed focus on public health due to COVID-19, you may want to consider implementing some organisational actions in support of heart health for your employees and beneficiaries.

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 29<sup>th</sup> 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 (2017-22). 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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