



Co-funded by  
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## WHAT IS FYFA?

FYFA is a joint initiative aiming to reduce underage drinking and heavy episodic drinking among young people, as both strongly affect the health and welfare of Europe's population.

Sport is one of the most popular activities for young people in Europe, but is under appreciated as a target for policy and behavioural change. Sport reaches many different societal groups –peer leaders as well as vulnerable young people.

The promotion of alcohol through sporting sponsorships has established a platform for strong marketing, linking alcohol to sporting loyalties and positive experiences. We believe that decision-makers and sport leaders haven't been attentive enough to the harm done by alcohol, or acknowledged that sponsorship links alcohol consumption with the health and vigour associated with professional sports.

Coaches, club officials and community leaders should have the best possible practices available to reduce underage drinking amongst the people in their charge.



## WHAT ARE THE OBJECTIVES?

To generate good practices targeting the reduction of heavy episodic drinking among young people and develop guidelines regarding alcohol for youth sport clubs across EU.

FYFA will study youth clubs' delivery of messages on one important risk factor – alcohol – towards preventing non-communicable diseases. FYFA will facilitate networking to build EU and national capacities.



## WHAT DO WE DO?

FYFA will review policies related to young people, sport, marketing and alcohol with particular focus on football at international, national and local levels. Relevant stakeholders and decision makers will be interviewed at all levels. We will identify one local youth football club in six Member States, where young people aged 13-15 participate in regular sporting activities, and interview football club management to find out: attitudes, strategies to reduce drinking and harm for young people.

Finally FYFA will organise an international conference on Alcohol, Sport and Youth – launching the project findings and recommendations.



## HOW CAN I GET INVOLVED?

If your organisation is interested in becoming a Collaborating Partner please contact [info@eurocare.org](mailto:info@eurocare.org)

A collaborating partner has no contractual relationship with the awarding authority nor can you receive any EU funding. However, we are seeking collaborating partners who can increase the technical and scientific capacity of the project, as well as help with the dissemination of the findings. Partners from all countries are possible.

If you run a sports club for young people and are willing to be involved, please let us know at the above email address.



# COORDINATOR

European Alcohol Policy Alliance (Eurocare)

# eurocare

European Alcohol Policy Alliance

## PARTNERS



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