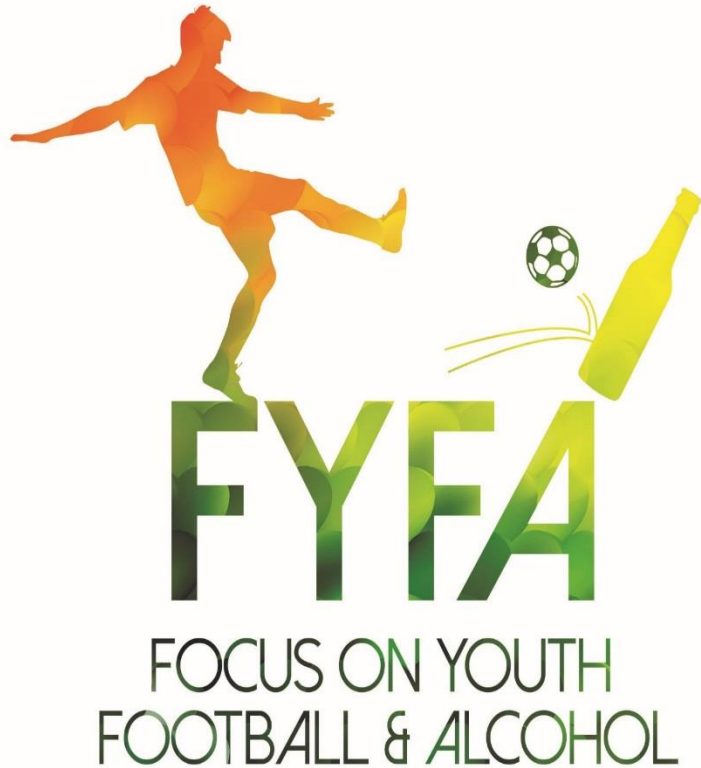


Expert meeting,  
Warsaw

21<sup>th</sup> May 2019



## Work Package 5:

REVIEW OF NATIONAL POLICIES AND  
PRACTICE IN SIX MEMBER STATES RELATED  
TO ALCOHOL, YOUNG PEOPLE, SPORT,  
MARKETING AND FOOTBALL

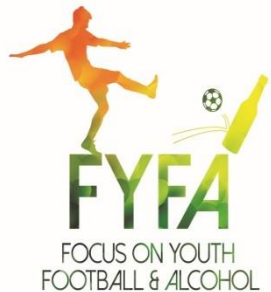
**Work package leader: Istituto Superiore di Sanità', Rome, Italy**

**Work package staff: Emanuele Scafato, Claudia Gandin**



Co-funded by  
the Health Programme  
of the European Union

# FYFA partners



European Alcohol Policy Alliance



International Youth Health Organization (YHO)



Fundatia Romtens (Romtens), Romania



Scottish Health Action on Alcohol Problems (SHAAP) - Royal College of Physicians of Edinburgh, United Kingdom



Polish State Agency for Prevention of Alcohol-related Problems (PARPA), Poland



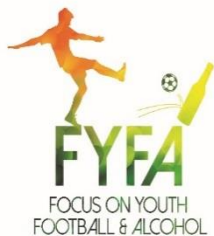
Istituto Superiore di Sanità (ISS), Italy



Ehkäisevä päihdetyö (EHYT), Finland



Vereniging voor Alcohol en andere Drugproblemen vzw (VAD), Belgium



# FYFA Working team



- Eurocare, Belgium: Mariann Skar, Aleksandra Kaczmarek, Sandra Tricas-Sauras
- VAD, Belgium: Johan Jongbloet, Astrid De Schutter
- EHYT, Finland: Leena Sipinen
- ISS, Italy: Emanuele Scafato, Claudia Gandin
- YHO, Slovenia: Urša Šetina, Lukas Galkus, Špela Jenko, Jan Peloza, Andrej Martin Vujkovic
- PARPA, Poland: Krzysztof Brzózka, Katarzyna Okulicz, Jolanta Terlikowska, Mariusz Morawski
- Romtens, Romania: Theodor Haratau
- SHAAP, United Kingdom: Eric Carlin, Briege Nugent

**Task 5.1:** To review the policies/practices related to young people, alcohol, marketing and sport (particularly football): the status quo of the policies to reduce alcohol consumption and harms to young people at national level and in the sport setting into the FYFA collaborating countries

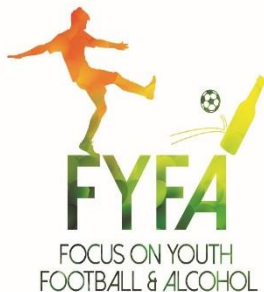
**Task 5.2:** To conduct a survey with relevant national stakeholders:

- To explore the attitudes, feasibility and acceptability of preventing programmes aimed at reducing alcohol related harm to youth in the sport setting (and perceived obstacles)
- To allow sharing information, good practices of preventing programmes/strategies to youth in sport setting between countries
- To identify future research needs for reducing alcohol-related harm to youth in sports settings
- To influence policy and practice to support preventing alcohol-related harm to youth in the sports settings.

# The common areas of data collection for all FYFA WPs:



1. **Policies** (summaries of strategical documents and experts' opinions) particularly related to **football** contexts, but consideration for **other team sport contexts** have been included (genders representation and taking into account the popularity of sports between countries)
2. **Level of implementation (Active practices)** for the identification of **barriers** and for sharing **facilitators** within countries
3. **Prevention strategies** (e.g. interventions and programmes, good practice schemes, etc.) exploring measures in place for preventing alcohol-related harm in the **sports environment with focus on young people**



## The FYFA WP5 questionnaire

- A semi-structured questionnaire by the ISS starting with what merged from the WP4 medline activities
- The questionnaire analysed **25 questions (q)** distributed across **3 key sections**):
  - 1. Prevention of alcohol-related harm to youth** among national sport associations / federations (**8q**)
  - 2. Implementation of alcohol policies to youth in sport settings** at the national level (**9q**)
  - 3. Intervention strategies** (good practices) **effective** in reducing alcohol consumption and harm to youth within national sporting associations / federations (**8q**).

# The identification of key informants

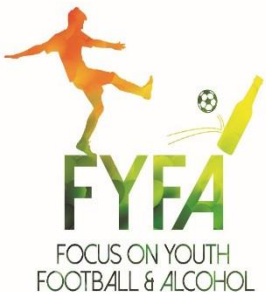


- At least 10 in each FYFA participating countries (expecting **different level of knowledge** for the different topics mainly for the questions for which the validity of the **answers rely on personal opinion**)
- The **selection of key informants** has been based on their **expertise in:**

1. **addressing alcohol prevention**

2. **the sports field (including football)**

(governmental and non governmental, such as, Ministry of sports, Ministry of health, Ministry of education, Sports Medicine Federation, National Olympic Committee, National Sports Federations, Associated National Sports Disciplines, Sports promotion bodies.....)

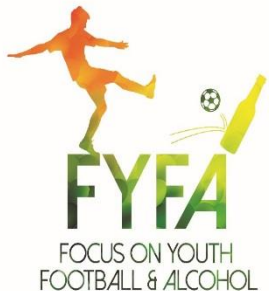


# The steps of the data collection



The **sequence for the data collection** of the WP5 protocol has been the following:

- to **approve** the questionnaire
- to **translate** the questionnaire into national language if considered appropriate
- to send the questionnaire by **email** to selected key informants or to complete it through the organization of **ad hoc meetings** with individual key informants (even **in collaboration with scientific societies**)
- to divide the questionnaire (if necessary) into **separate sections** to be completed by **different key informants according to different expertise**
- **to include sections for document references** of laws, regulations and programmes (if available) at national level regarding alcohol, sports (including football), marketing, young people (and a summary in english)
- **to collect the information of key informants into only one final report at country level**
- **to provide the name and the affiliation of the key informants** (annex provided)



Furthermore, an **online survey** has been proposed and adopted by Belgium, Slovenia and Finland

# The final report (deliverable D5.1)

- The final report will be soon available and linked in the FYFA webpage
- In the report, findings are presented for **each FYFA country** partner including **two main parts**:
  1. Legislations and policies on alcohol, sports and young people
  2. Analysis of survey responses
- **Each country report is credited to named authors**
- **The report ends by summarising the main conclusions arising from the six FYFA countries activities (this presentation is the preliminary summary)**
- **A quick-to-read alcohol policy summary at each national level will be included (waiting for an approval at country level)**



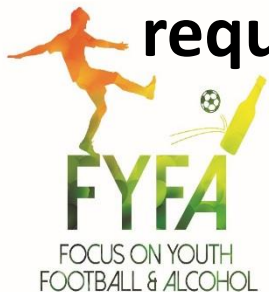
**Claudia Gandin and Emanuele Scafato** on behalf of the FYFA Work Package WP5 working team\*

Istituto Superiore di Sanità, Rome, Italy

# Results



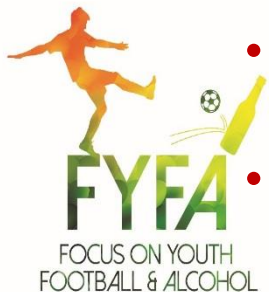
- A total of **82 experts** has been interviewed:
  - ✓ Belgium 10
  - ✓ Finland 13
  - ✓ Italy 13
  - ✓ Poland 13
  - ✓ Slovenia 19
  - ✓ United Kingdom 14
- **Adaptations of the methodological approach at country level** have been reported by each FYFA countries
- **Anonymity of key informants** has been **guaranteed (if requested)**



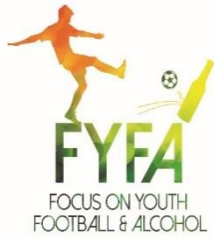
# Data analysis



- **Caution is recommended** in the use of the information for official purposes, since it reflects the **personal experts opinion** but it can be helpful as an orientation towards the explored issue
- For 17 questions, a **Likert scale** (from 0 to 10) has been used
- In **interpreting ratings**, the following are the **definitions adopted**:
  - • **strong agreement** with a statement for a score from 8 to 10 (the darker blue in the figures and maps)
  - • **an intermediate level of agreement** for a score from 4 to 7
  - • **strong disagreement** for a score from 0 to 3 (the lighter blue)



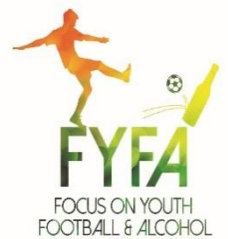
- **The modal interval** will be presented for each country (maps)
- **The distribution of the three level of agreements up to 100%** (figures).



The first part of the interview

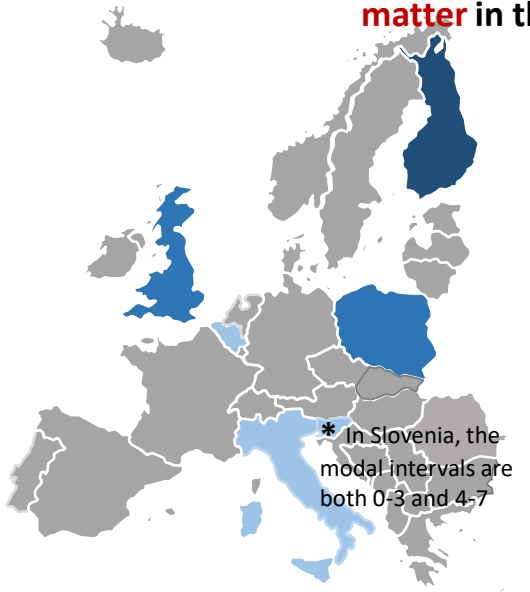
Prevention of alcohol related harm to youth  
among sport associations/federations

# 1. Prevention of alcohol related harm to youth among sport associations/federations



- Modal intervals are shown for each country
- 1. **strong agreement** with a statement for a score from 8 to 10 (the darker blue in the figures)
  - 2. **an intermediate level of agreement** for a score from 4 to 7
  - 3. **strong disagreement** for a score from 0 to 3 (the lighter blue)

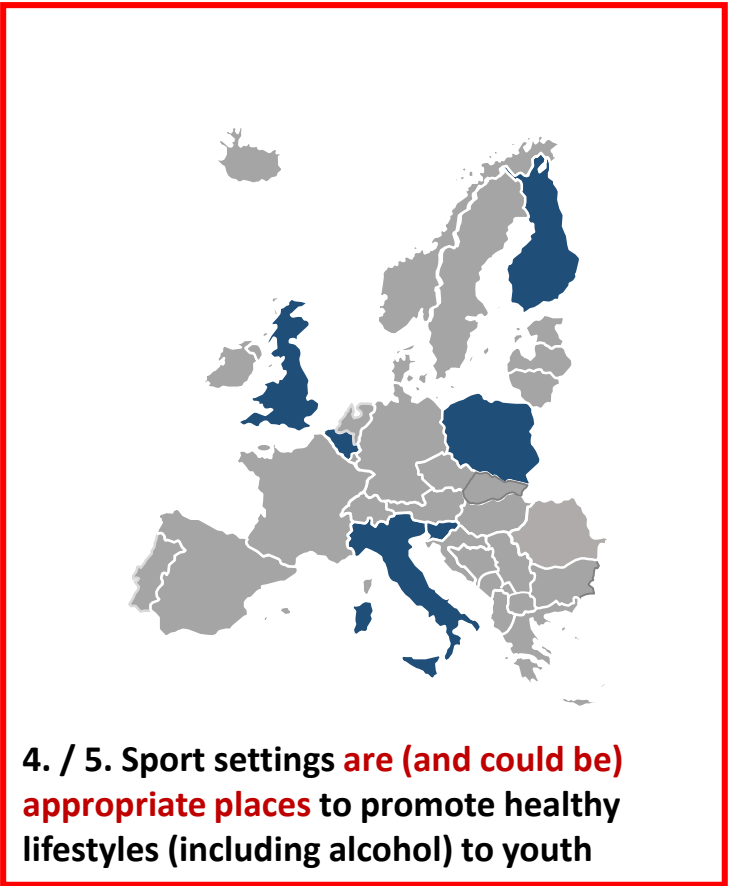
1. Alcohol and youth **is an important matter** in the sport setting



2. Preventing alcohol-related harm to youth **is currently a priority** of national sporting bodies

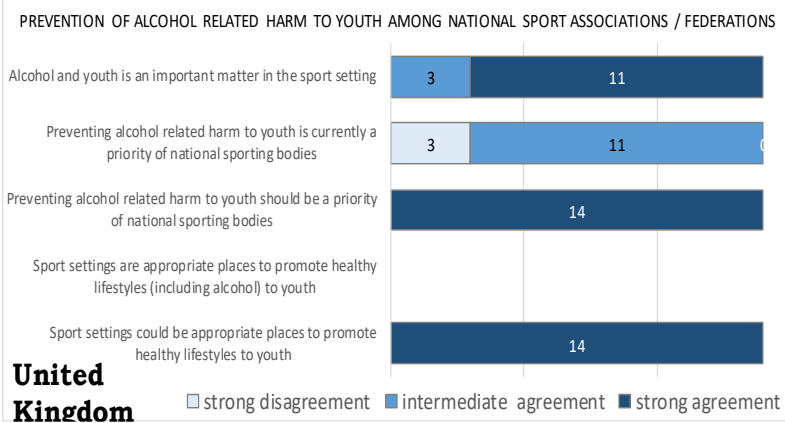
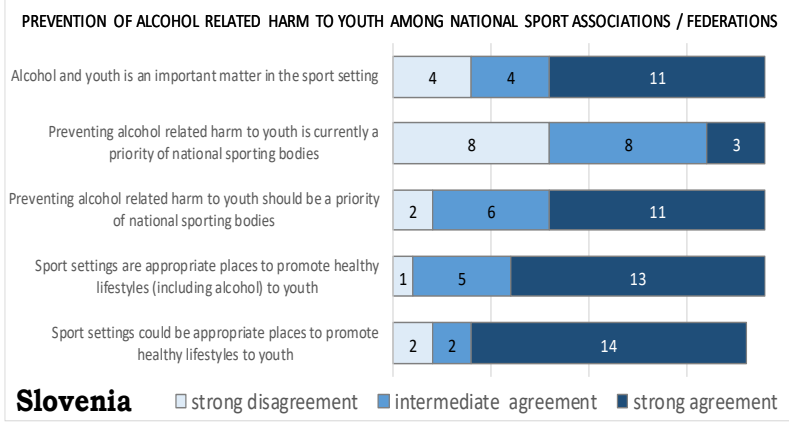
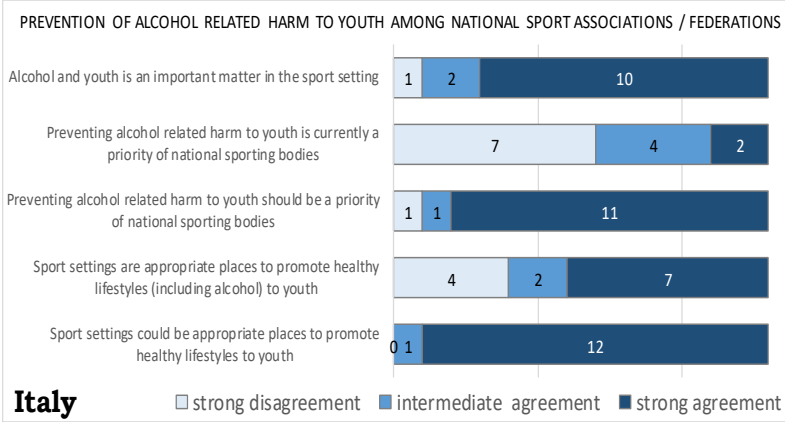
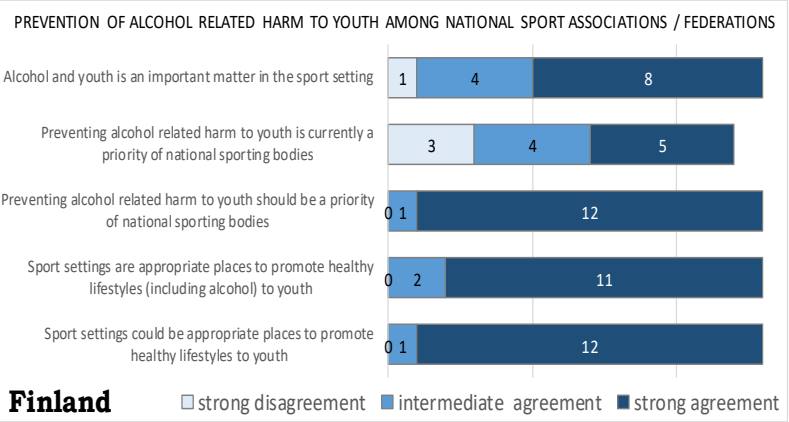
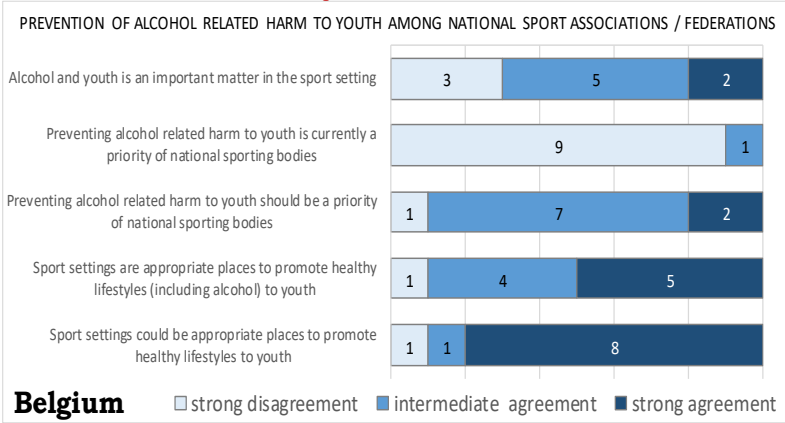
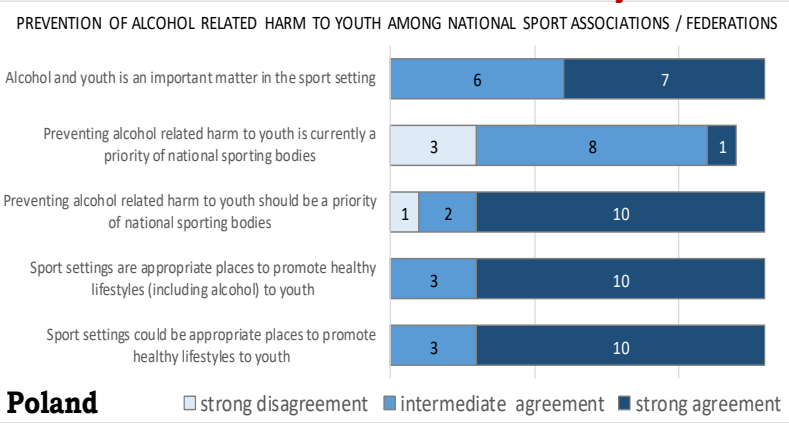


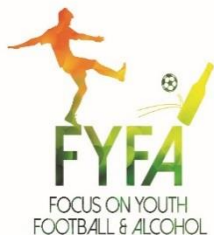
3. Preventing alcohol-related harm to youth **should be a priority** of national sporting bodies



4. / 5. Sport settings **are (and could be) appropriate places** to promote healthy lifestyles (including alcohol) to youth

# 1. Prevention of alcohol related harm to youth among sport associations/federations





# Target audience of alcohol prevention initiatives / programmes in the sport settings



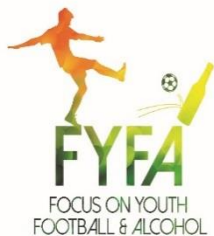
- The 4 most frequent target audience of alcohol prevention initiatives / programmes in the sport settings indicated by the experts are:

✓ **Players, Coaches/training staff**

✓ **Spectators/fans, Bar staff**

Belgium	Coaches/training staff	Players	Bar staff
Finland	Parents to youth players	Players	Coaches/training staff
Italy	Spectators /fans	Players	Coaches/training staff
Poland	Spectators/fans	Players	Bar staff
Slovenia	Coaches/training staff	Spectators/fans, Committee members/administrators of sporting bodies	Parents to youth players Bar staff
United Kingdom	Players, Bar staff	Spectators/fans	Coaches/training staff

- The lowest agreement for most of participants is for **Referees**



# Additional information



- A different opinion by experts from the preventing and the sport fields (Italy, Poland, Slovenia): attitude, awareness, level of knowledge on alcohol and alcohol-related harms
- A common agreement between experts from different fields on the importance to activate initiatives for preventing alcohol-related harm to youth directed to different sportpeople (particularly evident in Italy and Poland)
- The promotion of healthy lifestyles (including alcohol) as a part of a more comprehensive strategy (Slovenia, United Kingdom)
- Alcohol prevention initiatives not segmented, but directed to different groups of sports people as a whole group (Slovenia, experts from the preventing field)
- The contribution of each target group of sportspeople to reduce alcohol-related harm in their daily work (Slovenia)

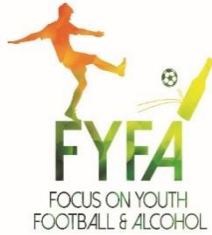
# Results



The second part of the interview

Implementation of alcohol policies to youth  
in sport settings

# Implementation of laws/regulations aimed to prevent young people from risky alcohol consumption at national level



- **Not effective, not implemented:** Italy, Belgium and Poland
- **Nearby effective and implemented:** Finland and UK: (all agreed but not one in Finland, three in UK)
- **An intermediate level of effectiveness and implementation:** Slovenia (effective for half of participants, implemented to a lesser extent, but in any case not well known)

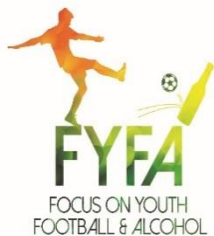


*...current laws and regulations are effective for preventing young people from risky alcohol consumption at national level?*



**Modal intervals are shown for each country**

*....current laws and regulations are implemented at national level for preventing young people from risky alcohol consumption?*



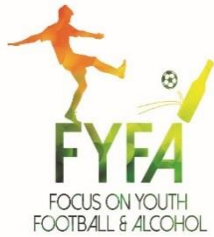
# Implementation of alcohol advertising regulations



- Different Regions of the same country and different (but similar) regulations
- Many regulations (statutory and not statutory) in the same country
- Ban for advertising for all alcoholic beverages or only for specific products
- With and without health warning
- Direct and indirect ban but..... permitted in the public events such as festival and sporting events

## But

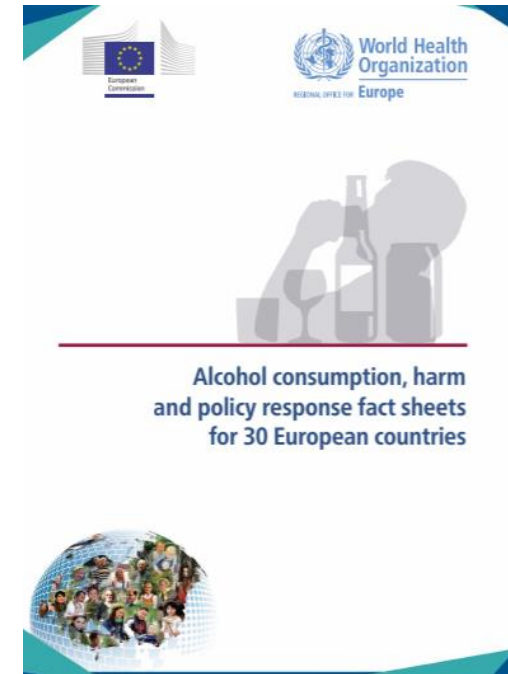
- **A review of alcohol advertising regulations is needed**
  - **Low level of enforcement**
- **Not well known particularly in the sporting settings**



# Implementation of sponsorship regulations



- **There is an urgent need of national sponsorship regulations**
  - ✓ **Belgium, Italy, Slovenia and UK:** No ban on sponsorship of sport events and of sponsorship of youth events
  - ✓ **Finland and Poland:** ban on sponsorship of sport events and of sponsorship of youth events only for spirits



## MARKETING

Ban on Internet/social media



Ban on below-cost promotion

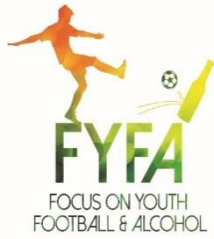


Ban on sponsorship of sports events



Ban on sponsorship of youth events



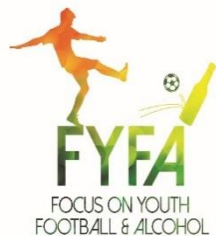


# Restrictions on alcohol consumption during sporting events



- Self-regulated : **Italy**, at municipal level
- Not regulated: **Belgium**
- Regulated : **Poland, UK, Slovenia and Finland**

- **Ban of alcohol consumption for all alcoholic beverages**
  - **Ban of selling alcohol**
  - **Ban of serving alcohol**



# Implementation of the **safety and security regulations** during a sporting event

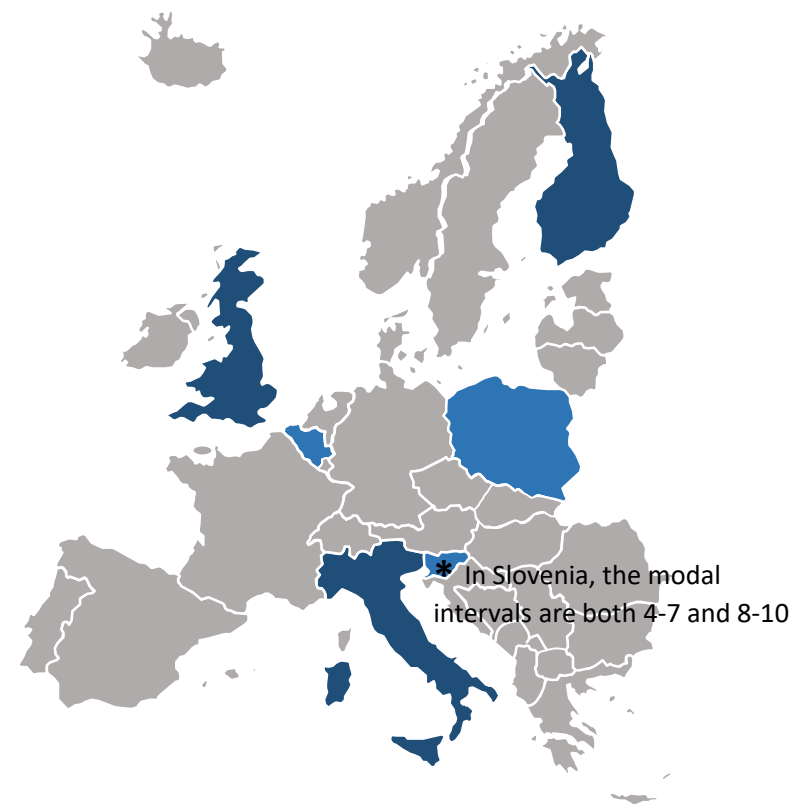


Questions derived from the International FIFA regulations

([https://www.fifa.com/mm/document/tournament/competition/51/53/98/safetyregulations\\_e.pdf](https://www.fifa.com/mm/document/tournament/competition/51/53/98/safetyregulations_e.pdf))



**“stewards deny access to or remove any persons** who cannot prove their right to be in the stadium/arena/ground”



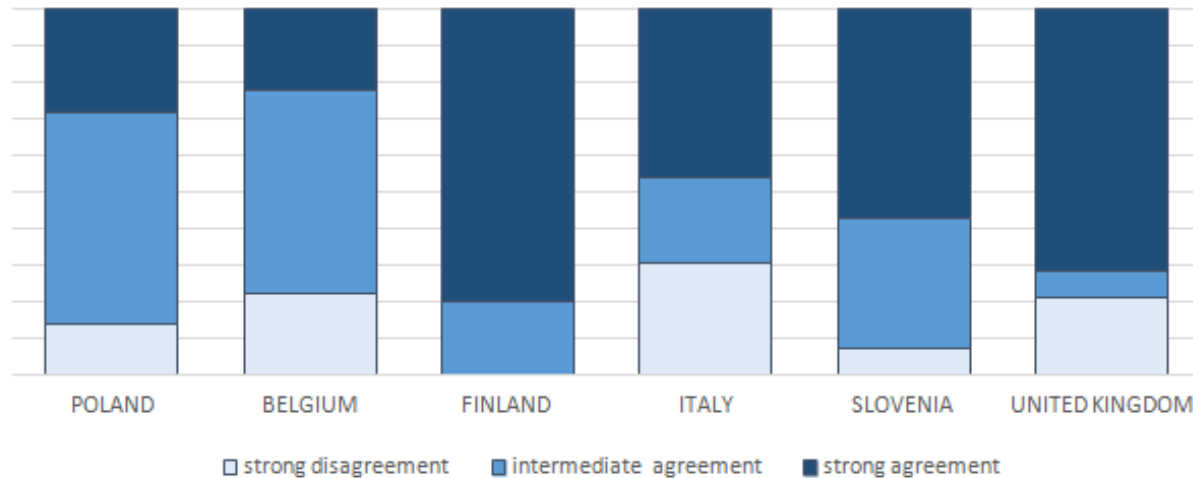
\* In Slovenia, the modal intervals are both 4-7 and 8-10

**“security checks** are carried out at the national level **on persons and vehicles at the entry points** of the outer and inner perimeters to control the possession of any unauthorised alcoholic beverages or intoxicating substances or drugs (including alcohol)”

# Implementation of the FIFA regulations for the **safety and security** regulations during a sporting event

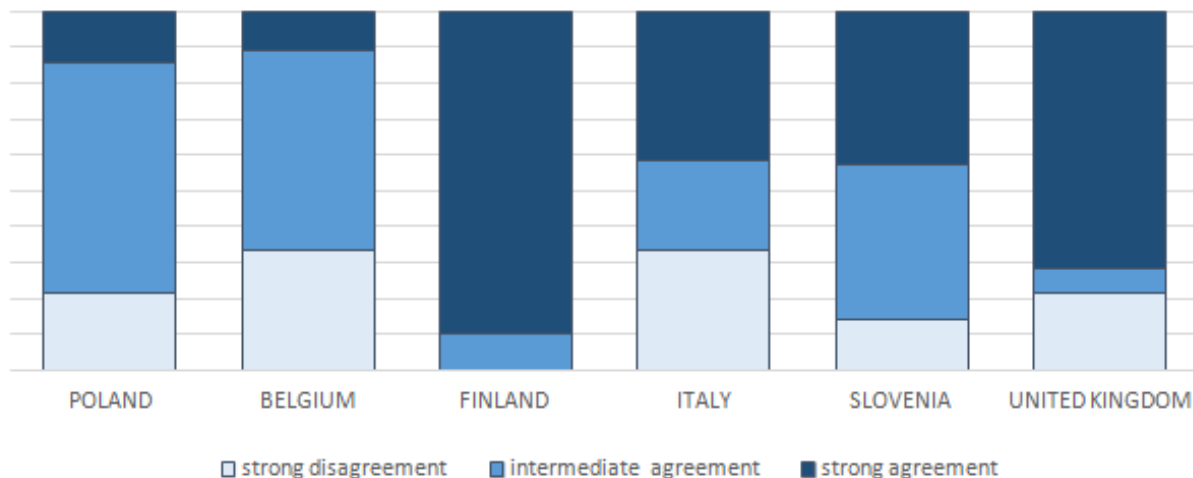


...stewards deny access to or remove any persons who cannot prove their right to be in the stadium/arena/ground



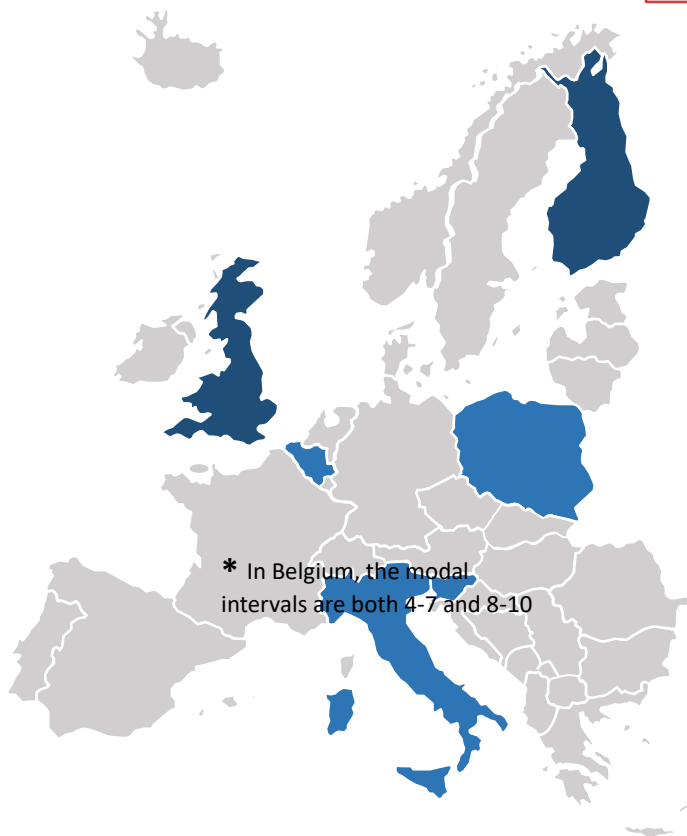
- **Nearby fully implemented:** Finland
- **Implemented:** UK and Slovenia (in Slovenia with a less extent for security checks)
- **Not implemented:** Belgium and Poland
- **An intermediate level of agreement:** Italy

...security checks are carried out at the national level on persons and vehicles at the entry points of the outer and inner perimeters to control the possession of any unauthorised alcoholic beverages or intoxicating substances or drugs (including alcohol)

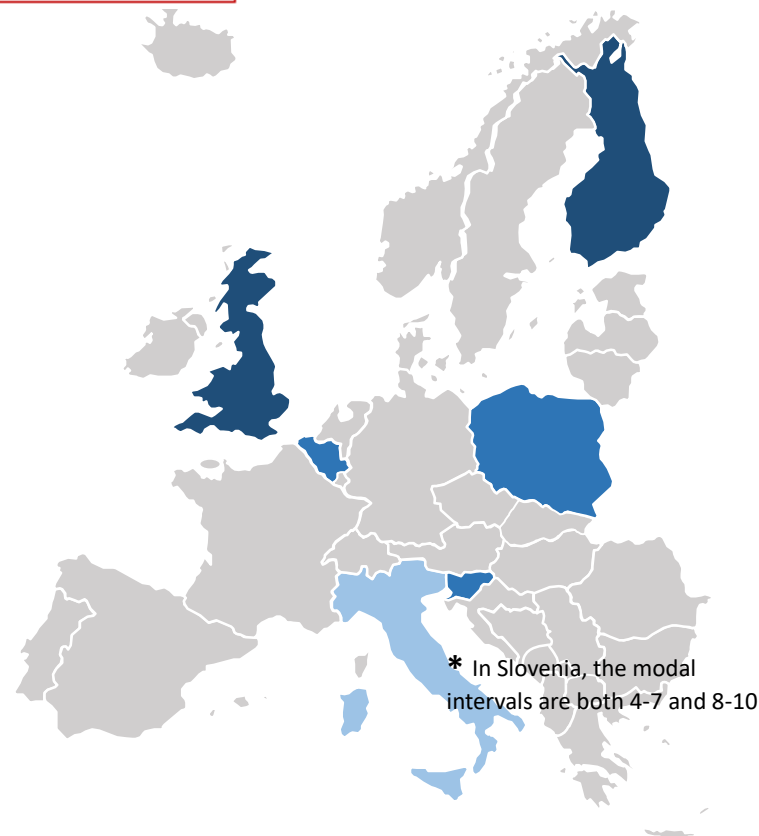


## Modal intervals are shown for each country

1. **strong agreement** with a statement for a score from 8 to 10 (the darker blue in the figures)
2. **an intermediate level of agreement** for a score from 4 to 7
3. **strong disagreement** for a score from 0 to 3 (the lighter blue)

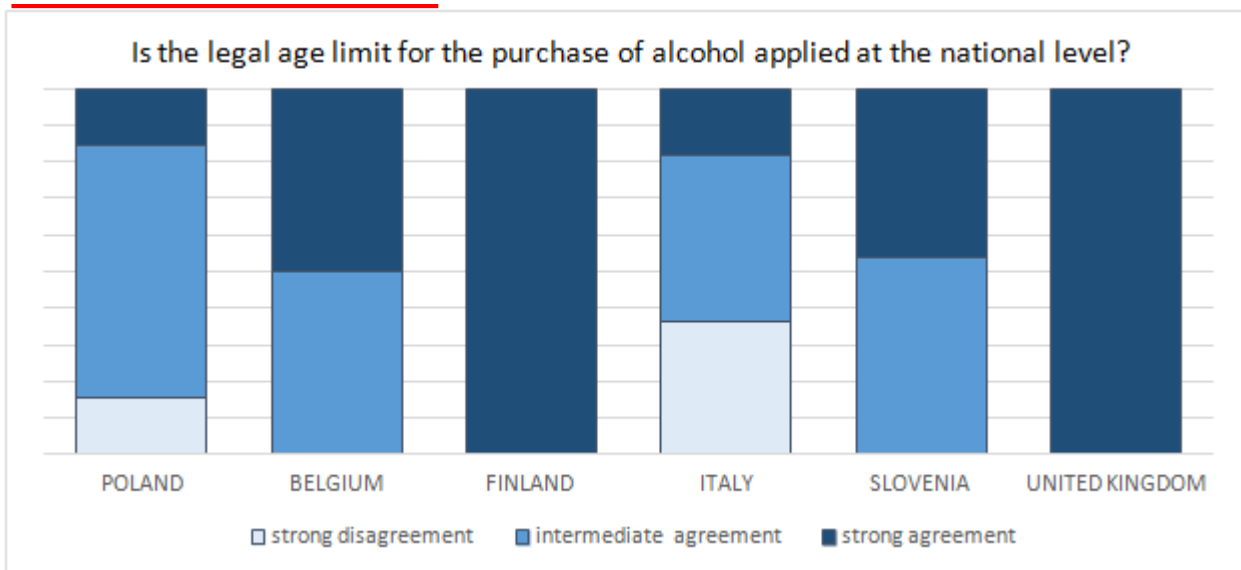


*“Is the **legal age limit for purchase of alcohol** applied **at the national level**?”*



*“Is the **legal age limit for purchase of alcohol** enforced **in the sport settings**?”*

# Implementation of the legal age limit for the purchase of alcohol at national level

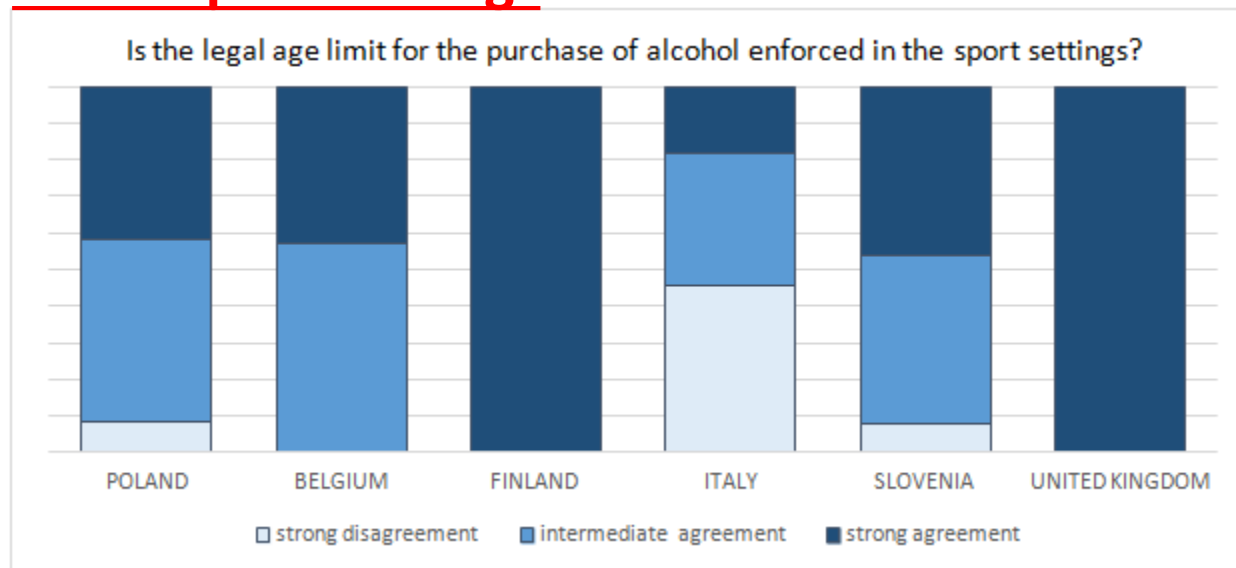


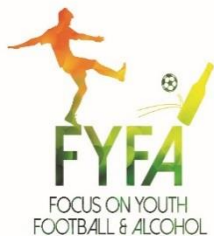
**Italy and Poland:** not implemented on a regular basis either at national level and in the sport settings (in Italy: no different opinion between experts from the prevention and the sport settings; in Poland: for experts from the sport settings these laws and regulations are better implementation but far to reach a consensus between experts)

**United Kingdom and Finland:** fully implemented either at national level and in the sport settings

**Slovenia and Belgium:** implemented but with less consensus between experts (in Belgium: better implementation at national level than in the sport settings)

## in the sport settings





# Implementation of alcohol consumption FIFA regulations during a sporting event

1. *“restrict the sale and distribution of alcohol to that by authorised personnel”*



3. *“prohibit the admission of any individual who appears to be drunk”*

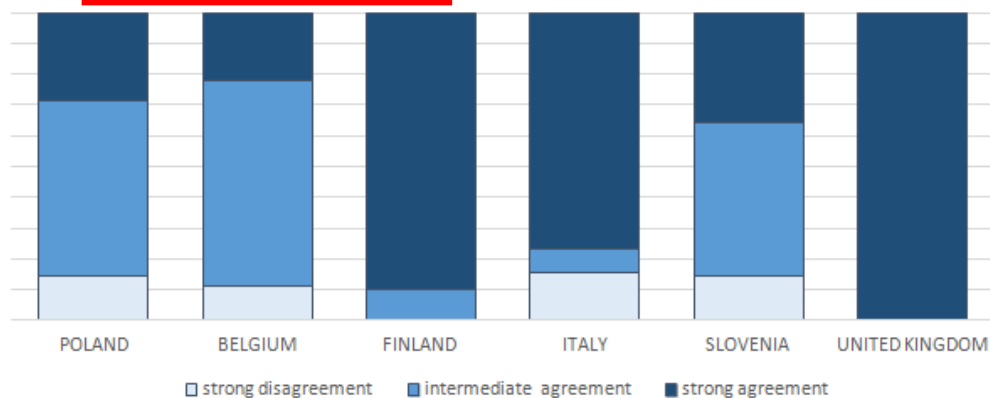


4. *“prohibit the possession and distribution of glass, cans or any closed portable containers that may be thrown and cause injury”*

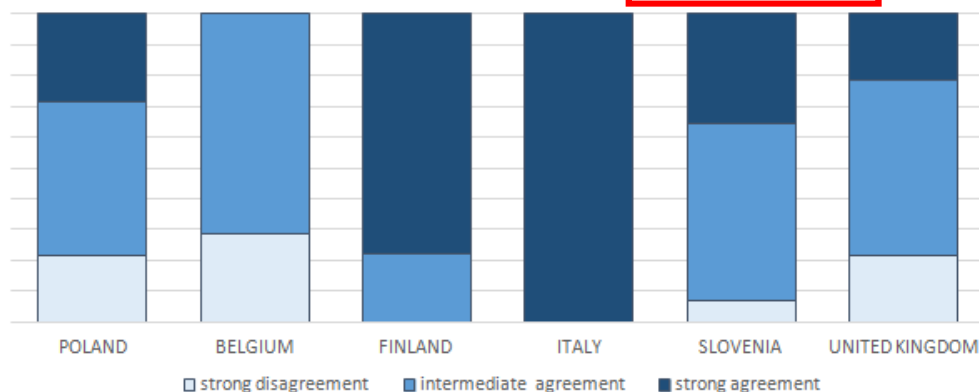
2. *“prohibit the possession and distribution of alcohol at the stadium/arena/ground premises or in the stadium itself by any unauthorised individuals”*

# Implementation of the international FIFA alcohol consumption regulations during a sporting event

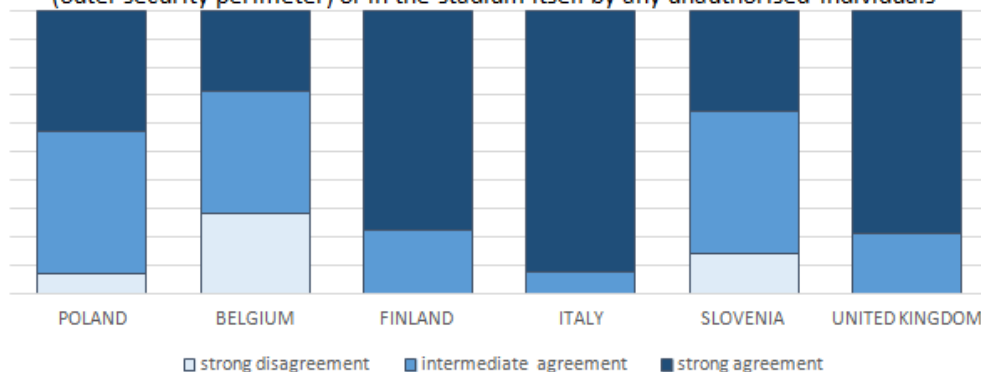
"restrict the sale and distribution of alcohol to that by authorised personnel"



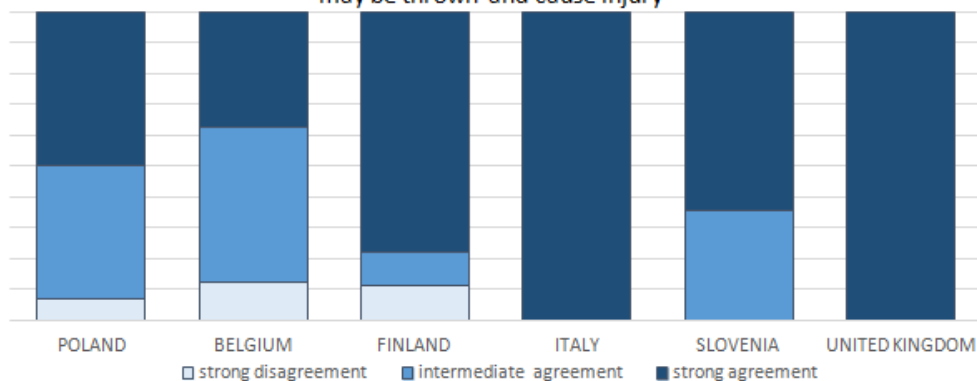
"prohibit the admission of any individual who appears to be drunk"



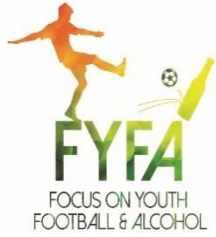
"prohibit the possession and distribution of alcohol at the stadium/arena/ground premises (outer security perimeter) or in the stadium itself by any unauthorised individuals"



"prohibit the possession and distribution of glass, cans or any closed portable containers that may be thrown and cause injury"



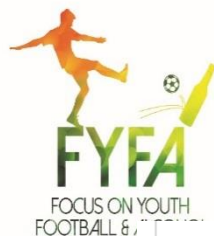
# Results



The third part of the interview

Intervention strategies (example of good practices)  
effective in reducing risky alcohol consumption and  
alcohol related harms to youth within national sporting  
associations / federations

# Barriers for the effective implementation of alcohol laws and regulations for youth in the sport settings



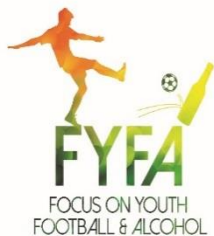
## The lack of:

<b>Italy</b>	<u>Alcohol consumption</u> policies for young players within the sport settings	<u>Training</u> of bar staff on responsible serving of alcohol	<u>Monitoring controls</u> in the sporting bodies by the government	<u>Knowledge</u> on alcohol laws and regulations of sport professionals
<b>Slovenia</b>	Training of bar staff on responsible serving of alcohol	Knowledge on alcohol laws and regulations of sport professionals	Monitoring controls in the sporting bodies by the government	Alcohol consumption policies for young players within the sport settings
<b>Poland</b>	Training of bar staff on responsible serving of alcohol	Alcohol consumption policies for young players within the sport settings	Knowledge on alcohol laws and regulations of sport professionals	Regulations on alcohol sponsorship (and advertising) linked to youth and sports in the
<b>Belgium</b>	Regulations on alcohol <u>sponsorship</u> linked to youth and sports in the sporting bodies	Regulation on direct/indirect alcohol advertising in the sport setting addressed to young people	Training of bar staff on responsible serving of alcohol	Financial incentives
<b>UK</b>	Financial incentives	Regulation on direct/indirect alcohol advertising in the sport setting addressed to young people	Regulations on alcohol sponsorship linked to youth and sports in the sporting bodies	
<b>Finland</b>	"The experts couldn't find many barriers. On the other hand this doesn't mean that situation is ideal when it comes to the alcohol and youth in sport setting, but it's hard to find any specific reason because there are so many actions taken place in Finland both in society (laws and regulation) and in sports associations and clubs"			

# Conclusion

- The prevention of alcohol-related harm to youth among national sports associations / federations **is an important matter** within the sport settings for all FYFA countries (but not so much for Belgium).
- **Preventing alcohol related harm to youth should be a priority of national sporting bodies** (but not for Belgium)
- **Sport settings could be appropriate places** to promote healthy lifestyles (including alcohol to youth) for all FYFA countries
- The 4 most frequent **target audience** in the sport settings for initiatives to be activated to prevent alcohol harms to youth are:

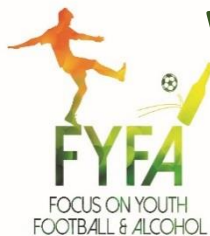
- ✓ **Players, Coaches/training staff**
- ✓ **Spectators/fans, Bar staff**



# Conclusion

- The **sporting setting** itself is an **added value** to promote healthy lifestyles, including activities for preventive alcohol-related harms to the most vulnerable population target: young people

- Despite the presence of **laws and regulations** to protect youth from the alcohol harm, **there is an overall low level of knowledge and enforcement, either at national level and in the sport settings**
- There is the need of a **cooperation between different settings**, including the sport setting, for implementing alcohol policies for youth
- With reference to the sport settings, more efforts and resources are needed to overcome the **main obstacles for the alcohol policy implementation that are the lack of:**
  - ✓ **regulations** on alcohol **advertising and sponsorship** linked to youth and sports in the sporting bodies
  - ✓ **bar staff training** on *responsible serving* of alcohol
  - ✓ **alcohol consumption policies for young players** within the sport setting
  - ✓ **knowledge** on alcohol related-harm and **on laws and regulations** on alcohol and youth of sport professionals
  - ✓ **monitoring controls** in the sporting bodies by the government



# WP5 suggestions and research needs

## Influence policy dialogue



- To implement/support/enforce communication and information strategy on the health and social alcohol impact **in the sport settings**
- To implement/support/enforce alcohol prevention initiatives and training programmes on alcohol-related harm for different **target audience in the sport settings**
- To encourage and support **a dialogue between sporting and prevention settings**
- To support the adaptation and the availability of training materials on alcohol and alcohol-related harm for the sport settings and for different targets within the sport settings aimed at ensuring the prevention of alcohol related harm and networking of skills between sporting clubs
- To extend the FYFA survey to other European countries



**THANK YOU FOR  
YOUR ATTENTION**



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