



# #FYFAlcoholYouth

Reducing alcohol related harm in the sport setting: The F.Y.F.A project

**FYFA project webinar - Sport, youth and alcohol prevention**

**28 May 2020 10am – 12:30pm**



Co-funded by  
the Health Programme  
of the European Union



# Introduction

- Underage drinking and heavy episodic drinking of alcohol is of concern in Europe
  - related to the health and welfare of the population.
  - scientific literature: connections between alcohol use by young people to several problems such as: risky sexual behavior, fights, accidents and health problems.
  - clear evidence of connection between alcohol use in adolescence and damaging structural changes to the brain.
  - (acute) effects of excess alcohol consumption include vomiting, injury, coma and hypothermia.





# The choice of young people and sport environment

- Sports: one of the most popular organized activities for young people in Europe.
  - Arena that reaches many different groups (peer elders and vulnerable youth)
  - Relationships with reliable and stable adult youth leaders : important for many vulnerable young people, so there is a potential for prevention/health promotion and the leisure arena is potentially important for shaping attitudes and behaviour change.
  - Over the years: sports sponsorships have been used to promote alcohol and marketing. Platform for strong marketing, loyalties and experiences.



# Aims of the project

## Main aims



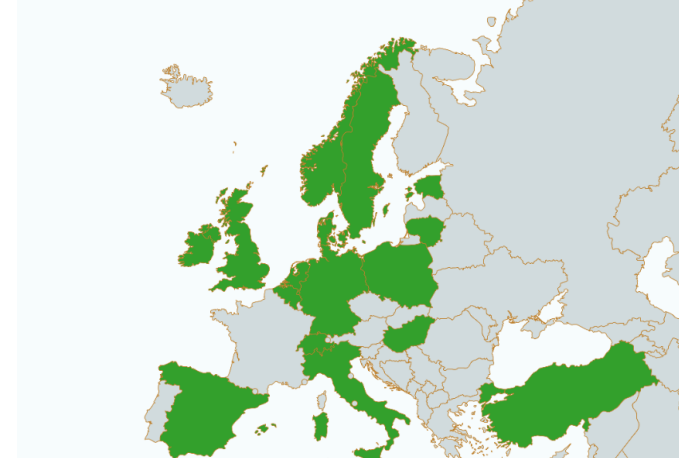
To generate good practices targeting the reduction of heavy episodic drinking among young people



To develop recommendations for youth sport clubs regarding alcohol across EU focusing on international, national and local levels



# Methodology



- Multimethod design (Creswell & Plano Clark, 2007).
- Comprehensive structure: 9 main strands (working packages) towards efforts to reduce alcohol related harm on younger populations.
- 36 months
- 8 main partners are involved
- 15 collaborating stakeholders (8 countries) associated



# Specific objectives

1. To review policies related to young people, sport, marketing and alcohol with particular focus on football on international, national and local level.
2. To interview relevant stakeholders and decision makers at international, national and local level regarding young people, sport, marketing and alcohol.
3. To identify local youth football clubs in six Member States, where young people (13-15 years old) participate in regular sporting activities.
4. To interview football club management to find out: attitudes, strategies to reduce drinking and harms for young people.
5. To conduct semi-structured interviews with eight young people in six countries to discuss and to make recommendations to policy makers regarding young people, sport, marketing and alcohol.
6. To make a video in three countries, including six young women and six young men aged between 13-15.
7. To compile the country videos into one main (sub-titles for different countries) which will be produced and disseminated accordingly.
8. Strengthening capacity of the stakeholders and partners involved through EU networking and favour good practice exchange.
9. To hold an international conference on Alcohol, Sport and Youth – launching the project video where the F.Y.F.A. project findings and recommendations will be shared and discussed.

# FYFA partners



European Alcohol Policy Alliance



International Youth Health Organization (YHO)



Fundatia Romtens (Romtens), Romania



Scottish Health Action on Alcohol Problems (SHAAP), UK



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

# Collaborating Partners

Temperance Movement (Estonia)

Alcohol Action Ireland (Ireland)

Institute of Alcohol Studies (UK)

Monash University (Australia)

Alcohol and Society (Denmark)

ACTIS (Norway)

Sociodrogalcohol (Spain)

Centre for Healthy Hungary (Hungary)

German Centre on Addiction Issues (Germany)

Dutch Institute for Alcohol Policy (The Netherlands)

Lithuanian National Tobacco and Alcohol Coalition (Lithuania)

Eurocare Italy (Italy)

IOGT-NTO (Sweden)

Addiction Info Switzerland (Switzerland)

Turkish Green Crescent Society (Turkey)

International Federation Blue Cross





## Work Package 4: Review of International Policies and Practices

Eric Carlin and Briege Nugent  
Scottish Health Action on Alcohol Problems (SHAAP) - Royal College  
of Physicians of Edinburgh,



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# Methodology

- Literature Review.
- Analysis of 135 International Sporting Bodies Websites.
- In-depth search of 36 International Federations. Emails also sent to seek further information.
- Interviews and questionnaires with 10 International Bodies.
- Thematic Analysis.





# Findings: Literature Review, A Game of Two Halves

- Higher levels of risky consumption of alcohol in student athletes in comparison to the general student population (Kingsland et al. 2016).
- Higher levels of alcohol consumption at sporting events linked to higher odds of aggressive and anti-social behaviour (O'Briena et al. 2018).
- Drinking norms within certain sporting contexts influence levels of violence (Scholes et al. 2016).
- Exposure to alcohol marketing associated with higher alcohol consumption (Brown, 2016).



# Findings: Literature Review

- Global alcohol sponsorship \$6 billion (Fenton, 2018).
- Budweiser and AB InBev reported highest sales of beer in stadiums in this World Cup.
- However, **sport has and can be a really positive influence on young people's health and a way of achieving social inclusion** (Morgan and Parker, 2017; Lubens et al. 2016).



# Findings: Literature Review

- Regulation of alcohol sponsorship currently inconsistent (Alcohol Concern and Alcohol Research UK, 2018).
- Prevalence of alcohol marketing and 'alibi' marketing (Purves et al. 2017).
- Alcohol advertising should not be linked to driving but F1 racing has the highest level of alcohol brand exposure of any sports event (Eurocare, Institute of Alcohol Studies and University of Monash, 2015)



# Findings: Interviews with International Sporting Bodies

- Of 36 federations, 13 had 'no policy' on young people and alcohol but doesn't necessarily mean no affiliation e.g. rugby and Heineken.
- Aquatics and the Luge are the only federations where alcohol advertising is prohibited.



# Findings: Interviews with International Sporting Bodies

- FIFA, World Rugby and UEFA – key message is that alcohol use should be moderate and is a personal choice.
- Positive developments by FIFA, UEFA, SportandDev, Olympic Committee, Commonwealth Games Federation across the world. Sport as a means to further education, health, development and even peace - e.g. UEFA's Foundation for Children, Homeless World Cup, Sport Network in Cameroon.
- Many programmes to support young people shows awareness of the negative impact of alcohol, and yet relationship through marketing continues.
- The message about alcohol harm to young people is unclear and inconsistent.



# Findings: Interviews with Stakeholders

- Alcohol related harms to youths is not a priority for international sporting bodies.
- UEFA have now backtracked on 'Rule 36'
- There are no specific programmes for young people in sports directly related to the prevention of alcohol harms.
- The biggest challenge is that the relationship between the alcohol industry and sporting bodies is about money.



# Recommendations

**What would help support the implementation of policies and programmes that aim to reduce underage drinking and/or alcohol related harms to youths at an international level?**

- Campaigns educating about the dangers of alcohol
- Responsible partnerships - e.g. Scottish Women's Football
- Education and making everyone aware of the role they play
- Regulating the sale of alcohol.
- Make non-alcohol drinks more attractive.
- Serve low strength alcohol.



# Need for firm resolve and to be evidence led...

- Despite the research about the negative impact, the links between alcohol and football have strengthened, e.g. Russia and Qatar lifting bans for the World Cup, UEFA's change in stance.
- WHO (2018):  
***'Marketing and sponsorship of health-harming products has no place in sport.'***
- Yet, in a video campaign targeting World Cup football fans produced by WHO, Ministry of Health of the Russian Federation and the 2018 World Cup Russia Local Organising Committee, there is no mention of alcohol.





# Conclusions

- Under-researched area and this review provides unique insights.
- Of 36 sports federations, only Aquatics and the Luge have prohibited alcohol advertising.
- Regulation of alcohol marketing and sponsorship within football is *really* reliant on industry self-regulation, with bans circumvented by the alcohol industry.
- Alcohol and sport is a financial partnership.
- Sport can be a hook for change and has a positive impact, but this is compromised by this partnership.



# Conclusions

- There is a need for the evidence base on this area to grow and for Governments to ban alcohol advertising and enforce it.
- This is about more than finances, this is about appealing to international sporting bodies to be more responsible, to think more carefully about the partnerships developed, and recognise the influence they have on young people.
- **Sport can be a powerful tool for the positive and that includes the messages it decides to promote.**



## Healthy result for girls' game



SHAAP @SHAAPALCOHOL · Mar 7

Scottish Women's Football rejecting alcohol sponsorship is worth celebrating  
[scotsman.com/sport/football...](https://scotsman.com/sport/football...) @ScotWFootball @RCPEdin @fyfaproject  
@ericcarlin2 @vivienne7 @SubMisuseGcu @AlcoholFocus @InstAlcStud  
@EPAH\_EU @scotgovhealth @JoeFitzSNP @LouiseFeenie @cshevills  
@UK\_AHA



Scottish Women's Football rejecting alcohol sponsorship is worth celebr...  
When Scottish Women's Football chose to reject alcohol sponsorship,  
SHAAP (Scottish Health Action on Alcohol Problems) Director Eric Carlin...  
[scotsman.com](https://scotsman.com)

STAFF REPORTER  
Email

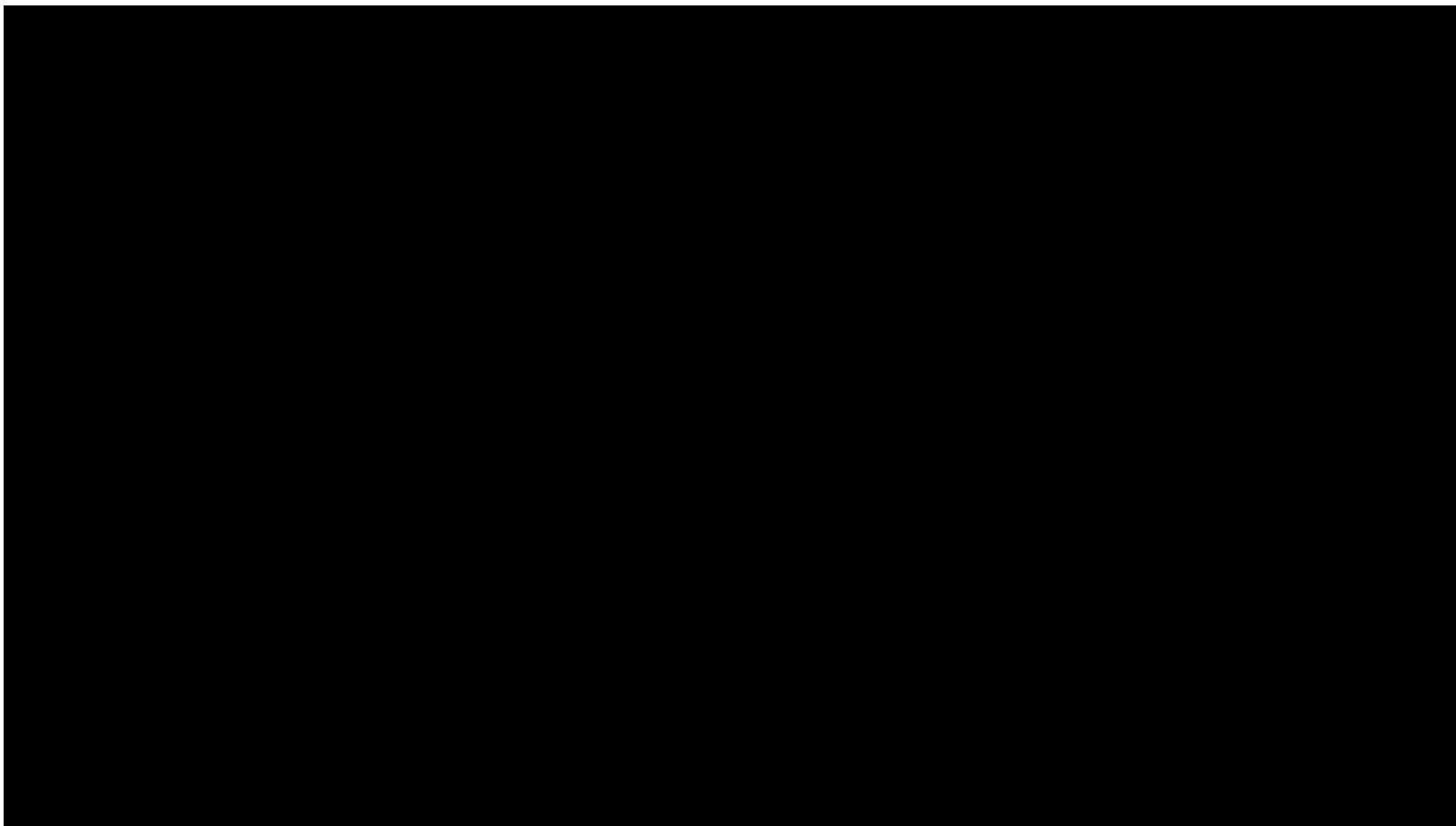


Alcohol Problems (SHAAP) has teamed up with Scottish Womens Football  
rship move..

Share this article



Published: 13:58  
Thursday 25 April 2019





## Work Package 5: Review of National Policies and Practices

Emanuele Scafato, Claudia Gandin  
Istituto Superiore di Sanità



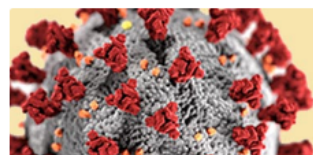
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# The COVID-19 emergency AND the alcohol emergency

## Coronavirus

English (Inglese)



## SARS-CoV-2

### Consulta i dati

#### Dati epidemiologici

- Infografica
- Infographic
- Nota metodologica
- Report esteso
- Appendice con dettaglio regionale

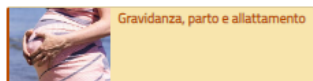
#### Analisi sui decessi

- Infografica settimanale (web)
- Infografica settimanale (pdf)
- Report in English (pdf)

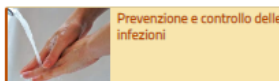
#### Indagine nelle RSA

- Rapporto RSA

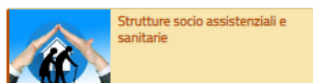
### COVID-19: focus



Gravidanza, parto e allattamento



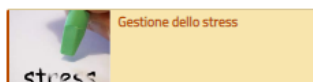
Prevenzione e controllo delle infezioni



Strutture socio assistenziali e sanitarie



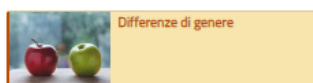
Stili di vita



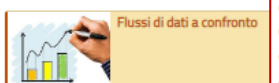
Gestione dello stress



Dipendenze



Differenze di genere



Flussi di dati a confronto

### Approfondimenti

- Inquinamento atmosferico e diffusione del virus SARS-CoV-2
- Pandemia COVID-19 in Africa: un evolversi pieno di incognite
- Infezione da SARS-CoV-2 tra gli animali domestici
- Vaccinazioni durante la pandemia da COVID-19
- Artroprotesi e COVID-19
- SARS-CoV-2 e persone in prigione o in altri posti di detenzione
- SARS-CoV-2 e popolazione migrante

## Alcol e COVID-19: l'infografica OMS

Al fine di limitare la pandemia da nuovo coronavirus e la gravità fondamentale affiancare le strategie igieniche di prevenzione a 14 aprile l'Organizzazione Mondiale della Sanità (OMS) ha pubblicato "Alcohol and COVID-19: what you need to know" contenente informazioni sul consumo di alcol e il COVID-19 tra la popolazione domiciliare.

Di seguito sono riportati i punti essenziali tradotti e adattati dall'Alcol, Centro Collaborativo OMS sull'alcol e le problematiche alcol-correlate. L'Istituto Superiore di Sanità integrati da evidenze scientifiche preliminari, laddove suddette informazioni hanno inoltre lo scopo di fare chiarezza sulla disinformazione che si sta diffondendo attraverso i social media (e altri canali di comunicazione COVID-19).

Di fronte alla pandemia di COVID-19 (malattia da coronavirus 2019), il mondo si trova a intraprendere azioni decisive, che vanno dall'utilizzo esteso di test di rilevamento, al distanziamento sociale, alla quarantena, al lockdown - blocchi della comunità - per rallentare e arrestare la diffusione. In queste circostanze critiche, è essenziale che tutti siano informati sui pericoli per la salute al fine di mantenere uno stato di buona salute.

## Alcoldipendenza e COVID-19

Nel 2016, nel mondo, più di 3 milioni di persone sono morte a causa del consumo dannoso di alcol: è quanto riferisce l'Organizzazione Mondiale della Sanità (OMS) nel rapporto "Global status report on alcohol and health 2018". Il dato corrisponde a 1 decesso ogni 20 e, per più di tre quarti, ha interessato il sesso maschile. Nel complesso il consumo dannoso di alcol causa oltre il 5% dell'impatto globale di tutte le patologie (indicato in inglese come Global Burden of Disease - GBD). La Regione europea dell'OMS è la quella con i consumi di alcol più alti e la più alta prevalenza di disturbi del consumo di alcol tra uomini e donne.

Durante la pandemia da COVID-19 l'OMS sottolinea l'importanza di informare la popolazione che bere alcolici non protegge da COVID-19 e incoraggia i governi a far rispettare le misure che limitano il consumo di alcol.

In Italia, nel 2017, 67.975 persone sono state prese in carico dai servizi per l'alcoldipendenza. Il 27,1% erano nuovi utenti e restante persone già in carico presso i servizi o rientrate nel corso dell'anno dopo aver sospeso un trattamento precedente. Tuttavia, l'Osservatorio Nazionale Alcol dell'Istituto Superiore di Sanità stima che oltre il 90% di chi ha un consumo dannoso richiederebbero un intervento o un trattamento, non vengono intercettati dai servizi per l'alcoldipendenza (per approfondimenti "L'alcol in Italia: priorità, nuove culture del bere tra fake news e prevenzione").

Alcol: gli atteggiamenti consigliati e quelli da evitare in questo periodo di crisi da COVID-19

- Evita del tutto l'alcol in modo da non compromettere il tuo sistema immunitario e la salute e non rischiare la salute degli altri.
- Resta sobrio in modo da poter rimanere vigile, agire rapidamente e prendere decisioni a testa lucida, per te stesso, per gli altri nella tua famiglia e per la tua comunità.
- Se bevi, mantieni il tuo consumo al minimo ed evita di ubriacarti.
- Se fumi, tieni presente che si tende a fumare di più se si bevono alcolici, e il fumo è associato a una progressione più complessa e severa di COVID-19. Ricorda inoltre che il fumo passivo in casa è comunque dannoso per gli altri e dovrebbe essere evitato.
- Assicurati che i bambini e i giovani non abbiano accesso all'alcol e non lasciare che ti vedano consumare alcolici: sii per loro un modello.
- Discuti con i bambini e i giovani i problemi associati al consumo di alcol e il COVID-19, come le violazioni della quarantena e del distanziamento sociale, che possono far peggiorare la pandemia.
- Monitora il tempo dei tuoi figli davanti ai dispositivi elettronici (inclusa la TV) poiché i contenuti multimediali sono inondati di pubblicità e promozioni sull'alcol e sono un veicolo di disinformazione che può portare ad avviare precocemente il consumo di alcol e/o ad aumentarlo.
- Non mescolare mai l'alcol e i farmaci (neanche rimedi erboristici o da banco) in quanto ciò potrebbe renderli meno efficaci o potenziarne l'effetto tossico e dannoso.
- Non consumare alcolici se si assumono farmaci che agiscono sul sistema nervoso centrale (ad es. antidolorifici, sonniferi, antidepressivi, ecc.) così come l'alcol potrebbe interferire con la funzionalità epatica causando insufficienza epatica e altri gravi problemi (quali ad esempio l'encefalopatia epatica).

## Le fake news su alcol e COVID-19

**Falso:** Il consumo di alcol distrugge il virus che causa la malattia da COVID-19.

**Verità:** Il consumo di alcol non distrugge il virus e può aumentare i rischi per la salute se la persona è infettata dal virus. L'alcol (a una concentrazione di almeno il 60% in volume) funziona come disinfettante della cute, ma non ha tale effetto quando ingerito all'interno dell'organismo.

**Falso:** Un consumo pesante di alcol uccide il virus nell'aria inalata.

**Verità:** Il consumo di alcol non uccide il virus nell'aria inalata, non disinfetta la bocca e la gola, e non dà alcun tipo di protezione contro il COVID-19.

**Falso:** L'alcol (birra, vino, distillati alle erbe, ecc.) stimola l'immunità e la resistenza al virus.

**Verità:** L'alcol ha un effetto dannoso sul sistema immunitario e non stimola l'immunità e la resistenza al virus.

## Alcol e COVID-19

### Dipendenze

### Fumo

### Droghe

### Gioco d'azzardo

### Alcol

### Disturbi dell'alimentazione

L'Italia sta vivendo uno dei momenti più difficili in una cornice sociale e sanitaria in cui il distanziamento sociale influenza abitudini e comportamenti. Tutti i fattori di rischio legati agli stili di vita sono sostanzialmente alterati dall'effetto del prolungato isolamento e da livelli di stress da molti canalizzati verso comportamenti che, in tempi di Coronavirus, subiscono anche l'influenza delle fake news le quali, con l'incrementato uso dei social, trovano facile appiglio in un terreno già predisposto a distrarsi, anche solo per "relax", verso stili di vita non salutari.

Per la prevenzione dell'infezione da virus SARS-CoV-2 le misure restrittive via via più stringenti, che hanno aumentato la quantità di tempo che trascorriamo a casa, hanno agito da volano per i fattori di rischio comportamentali legati all'uso di fumo e di alcol, in forte incremento in tutto il mondo.

Dal consumo di un bicchiere di vino a tavola, contestualmente ai pasti, che è per molti parte integrante dell'alimentazione e di una vita sociale oggi impedita, a quello di quantità maggiori e sempre crescenti di consumo di alcol testimoniate dall'incremento delle vendite di alcolici e superalcolici (+180%), anche con consegne a domicilio, il passo è stato (ed è) brevissimo, imprudente e inconsapevole dei rischi a cui si è maggiormente esposti.

The last Decree of the President of the Council of Ministers (May 17<sup>th</sup> 2020)



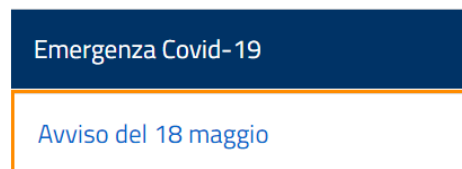
Emergenza Covid-19

## Avviso del 18 maggio

Pubblicato nella Gazzetta Ufficiale Serie Generale n. 126 del 17 maggio 2020 il [Decreto del Presidente del Consiglio dei ministri del 17 maggio 2020](#).

Le disposizioni in esso contenute si applicano dal 18 maggio 2020, in sostituzione di quelle del decreto del Presidente del Consiglio dei ministri del 26 aprile 2020 e sono efficaci fino al 14 giugno 2020.

- ✓ **Basic sporting activity** carried out in gyms, swimming pools, sport centers and clubs **are allowed starting from May 25th 2020** (in compliance with the rules of social distancing) (the beginning of the lockdown in Italy has been March 8<sup>th</sup>).
- ✓ **Sporting events and competitions of all kinds and disciplines are still suspended.**





# 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



# FYFA WP5: Key facts

- ✓ **Young people** are the most vulnerable group of population in terms of alcohol related harm.
- ✓ There is the need to support strategies / priorities for an integrated alcohol policy for young people cooperating between relevant actors and settings including the sports and to enforce laws and regulations (the European strategies of the last 20 years and more) such as the 18-year minimum legal age for consumption of all alcoholic beverages across European countries
- ✓ The status quo of policies implementation to reduce alcohol consumption and harm to young people and; the attitudes, feasibility and acceptability of prevention programmes aimed at reducing alcohol related harm and perceived obstacles in sport settings have not been explored sufficiently.

# FYFA WP5: Background



The challenge of FYFA WP5, coordinated by the **Istituto Superiore di Sanità, Italy**, has been the following:

- **to share information and good practice** of prevention programmes and strategies between countries,
- **to identify future research needs** for reducing alcohol-related harm to youth in sports settings and
- **to influence policies and practices** to support preventive programmes to youth in sports settings.



# FYFA WP5: Methodology of work



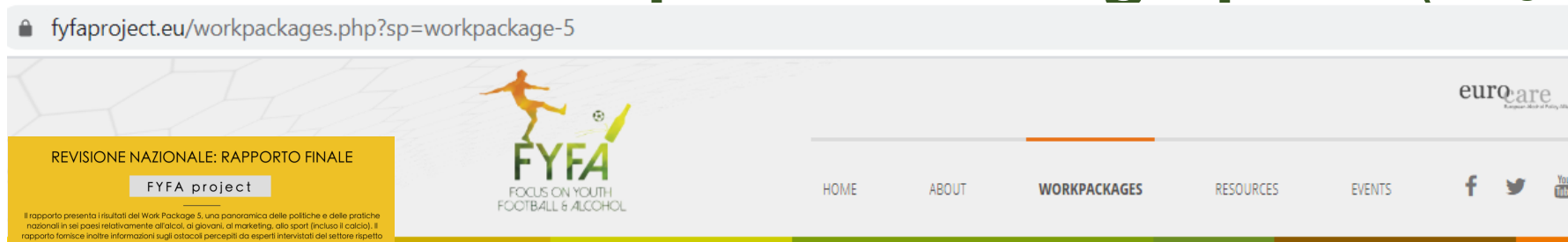
- The FYFA “WP5” team includes **8 European partners from 6 countries** (Belgium, Finland, Italy, Poland, Slovenia and the United Kingdom).
- **A data collection** has carried out at national level **by a survey**, using a semi-structured **questionnaire** to relevant stakeholders.
- The questionnaire analysed different dimensions in **three key sections**:
  - 1. Prevention of alcohol related harm** to youth in sports settings;
  - 2. Implementation of alcohol policies** to youth in sport settings at the national level;
  - 3. Intervention strategies** (example of good practices) **effective** in reducing alcohol-related harm to youth in sport settings.



# The common areas of data collection for all FYFA WPs

1. **Alcohol policies** (status quo: 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** for the identification of barriers and for sharing facilitators within countries
3. **Alcohol 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 WP5 final report and infographics (9 languages)



## REVISIONE NAZIONALE: RAPPORTO FINALE

### FYFA project

Il rapporto presenta i risultati del Work Package 5, una panoramica delle politiche e delle pratiche nazionali in sei paesi relativamente all'alcol, ai giovani, al marketing, allo sport (incluso il calcio). Il rapporto fornisce inoltre informazioni sugli ostacoli percepiti da esperti intervistati del settore rispetto all'implementazione di strategie rivolte a ridurre i danni alcol-correlati tra i giovani nei contesti sportivi.

www.fyfaproject.eu

## REVISIÓN DE POLÍTICAS NACIONALES: INFORME FINAL

### Proyecto FYFA

Este informe presenta los resultados del Paquete de trabajo 5, WPS, una descripción general de las políticas y prácticas nacionales en seis países relacionadas con el alcohol, los jóvenes, el deporte, el marketing y el fútbol. Este informe también proporciona información sobre los obstáculos percibidos para promover estrategias dirigidas a reducir el daño relacionado con el alcohol entre los jóvenes dentro del entorno deportivo.

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## NATIONAL POLICIES REVIEW: FINAL REPORT

### FYFA-prosjektet

Denne rapporten presenterer funnene fra Work Package 5, et overblikk over nasjonal politikk og praksis i seks land relatert til alkohol, unge, sport, markedsføring og fotball. Denne rapporten gir også innikt i det som oppfattes som hindringer for å fremme strategier for å redusere alkoholerelaterte skader blant unge innen idrettsmiljøet.

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## KANSALLISET TOIMINTAPOLITIIKAT: LÖPPURAPORTTI

### FYFA-projekti

Raportissa esitetään luokitelt työpaketistä numero viisi, joka on katkaissu kuuden maan kansallisiin linjoihin ja käytäntöihin liittyen alkoholiin, nuoriin, urheiluun, mainontaan ja jalkapalloon. Raportissa tuodaan esille myös mitä esitteli nuorten kokemien alkoholihaittojen vähentämiseksi urheiluympäristössä käytettiin.

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## EXAMEN DES POLITIQUES NATIONALES : RAPPORT FINAL

### Projet FYFA

Ce rapport présente les résultats du Work Package 5 : Un aperçu des politiques et pratiques nationales dans six pays concernant l'alcool, les jeunes, le sport, le marketing et le football. Ce rapport donne également un aperçu des obstacles perçus pour promouvoir des stratégies visant à réduire les méfaits liés à l'alcool chez les jeunes dans le milieu sportif.

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## PREGLED NACIONALNIH POLITIK: KONČNO POROČILO

### Projekt FYFA

Poročilo predstavlja ugotovitve Delovnega sklopa 5 - pregled mednarodnih politik in praks, povezanih z alkoholom, mladino, športom, marketingom, športom, marketingom in nogometom. Poročilo vsebuje tudi podatke o težavi, s katerimi se države soočajo pri uveljavljanju strategij za zmanjšanje škod zaradi uživanja alkohola med mladimi v športnem okolju.

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## PRZEGLĄD POLITYK KRAJOWYCH: RAPORT

### FYFA project

Niniejszy raport przedstawia wyniki 5 pakietu roboczego, czyli przegląd rozwiązań politycznych i praktycznych w sześciu krajach w obszarze alkoholu, młodzieży, sportu, marketingu i piłki nożnej. Raport zawiera również informacje na temat przeszkód w promowaniu strategii ograniczających szkody związane z alkoholem wśród młodych ludzi w środowisku sportowym.

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## NATIONAL POLICIES REVIEW: FINAL REPORT

### FYFA project

This report presents the findings from Work Package 5, an overview of national policies and practices in six countries related to alcohol, young people, sport, marketing and football. The report also provides insights on the perceived obstacles to promote strategies aimed at reducing alcohol related harm among young people within the sports setting.

www.fyfaproject.eu

## OVERZICHT NATIONAAL BELEID: EINDRAPPORT

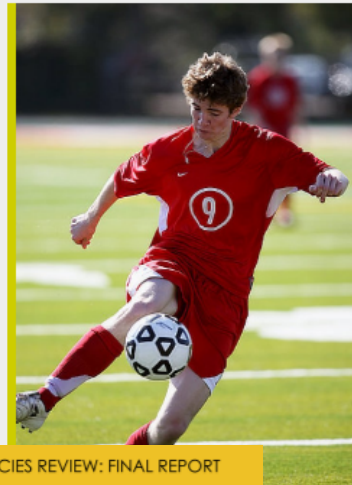
### FYFA-project

Dit rapport presenteert de bevindingen uit werkpakket 5, een overzicht van nationale beleidsmaatregelen en praktijken in zes landen met betrekking tot alcohol, jongeren, sport, marketing en voetbal. Dit rapport biedt ook een overzicht van de gesignaleerde barrières met betrekking tot het promoten van preventiestrategieën die gericht zijn op het verminderen van alcohol gerelateerde schade bij jongeren binnen de sport setting.

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## Work-packages

Deliverables from them project will be updated as they are finalised.



## WORKPACKAGE 5

Lead by ISS

The aim of the WPS was to determine the status quo of the policies and practices to reduce harm from drinking related to under age people, alcohol and sport at national level.

The final report presents the findings from the knowledge, attitudes and perceptions of expert settings across the countries, and from the health prevention area on alcohol consumption and related harms and sports and youth.

This also provides insights on the perceived obstacles to promote strategies aimed at reducing related harm with a special focus on youth drinking.

## REPORTS

- FI Infographic summary... (pdf 2 MB)
- NL Infographic summary... (pdf 2 MB)
- NO Infographic summary... (pdf 2 MB)
- SI Infographic summary... (pdf 2 MB)
- FR Infographic summary... (pdf 2 MB)
- ES Infographic summary... (pdf 2 MB)
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- IT Infographic summary... (pdf 2 MB)
- WPS Report National... (pdf 4 MB)
- EN Infographic summary... (pdf 2 MB)



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

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# Results

## The prevention of alcohol-related harm to youth in the sport settings

- **The prevention of alcohol-related harm to youth** is an important matter **within sport settings**.
- Preventing alcohol related harm to youth **should be a priority** of national sporting bodies.
- **Sport settings** could be **appropriate places** to promote healthy lifestyles (including alcohol to youth) for all FYFA countries.
- The 4 most influential **target audiences** in sports settings for **initiatives to be activated to prevent alcohol harms to youth** are players, coaches/training staff, spectators and bar staff.
- The sporting setting itself has **added value to promote healthy lifestyles**, including activities to prevent alcohol-related harms to the most vulnerable population target: young people.

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



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



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

## 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)



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



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



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

in order of importance from the left to the right

- ✓ **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
		Spectators/fans, Committee members/administrators of sporting bodies	Parents to youth players Bar staff
Slovenia	Coaches/training staff		
United Kingdom	Players, Bar staff	Spectators/fans	Coaches/training staff

- The lowest agreement (not shown) for most of participants is for **Referees**



## Level of knowledge and implementation of laws and regulations at national level and in sports settings.

Despite the presence of **laws / regulations** to protect young people from alcohol harms, there is an overall **low level of knowledge and implementation, at national level and in sports settings.**

- ✓ **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)



# Results



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

- With reference to sports settings, more efforts and resources are needed to overcome **the main obstacles for effective implementation of alcohol policy**, 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 sport settings
  - ✓ **sports professionals knowledge on alcohol related-harms and on laws and regulations on alcohol and young people**
  - ✓ **monitoring controls of sporting bodies** by the government.

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

## The lack of:

<b>Italy</b>	Alcohol consumption policies for young players within the sport settings	Training of bar staff on responsible serving of alcohol	Monitoring controls in the sporting bodies by the government	Knowledge 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 sponsorship 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"			



# 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

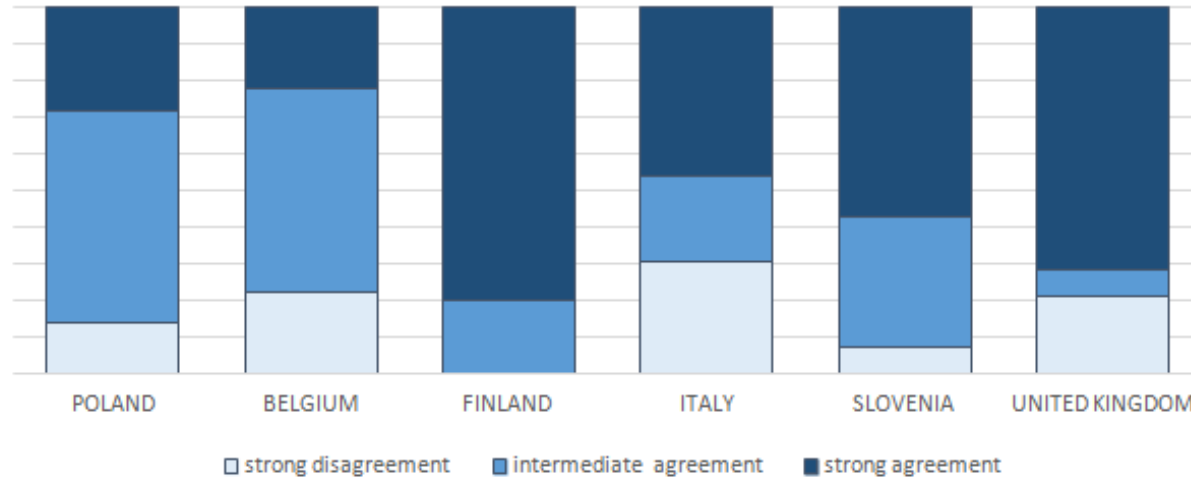


- Self-regulated : **Italy**, at municipal level
  - No regulated: **Belgium**
  - Regulated : **Poland, UK, Slovenia and Finland**
- 
- **Ban of alcohol consumption for all alcoholic beverages**
  - **Ban of selling alcohol**
  - **Ban of serving alcohol**

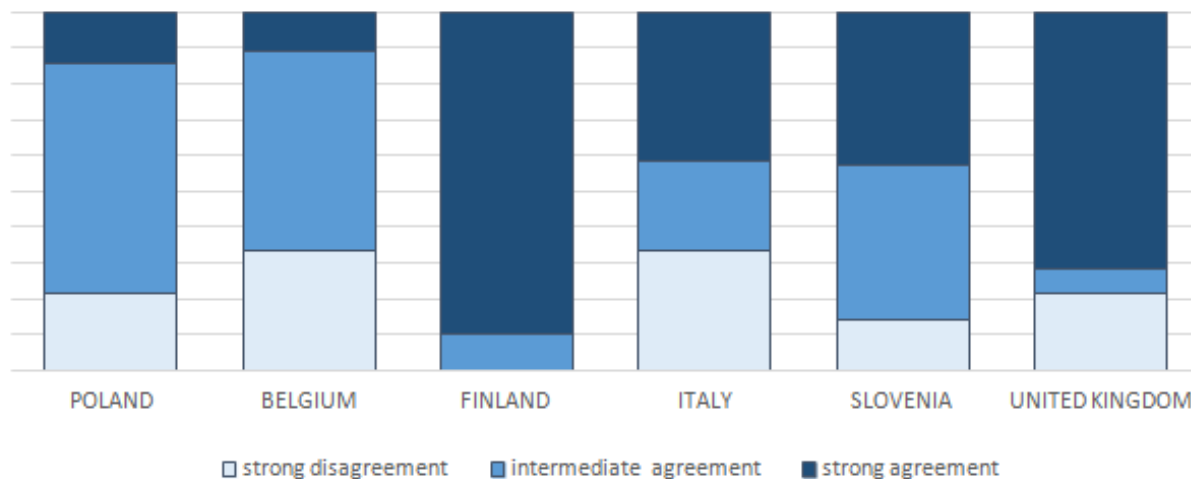
# Implementation of the FIFA regulations for the safety and security regulations during a sporting event



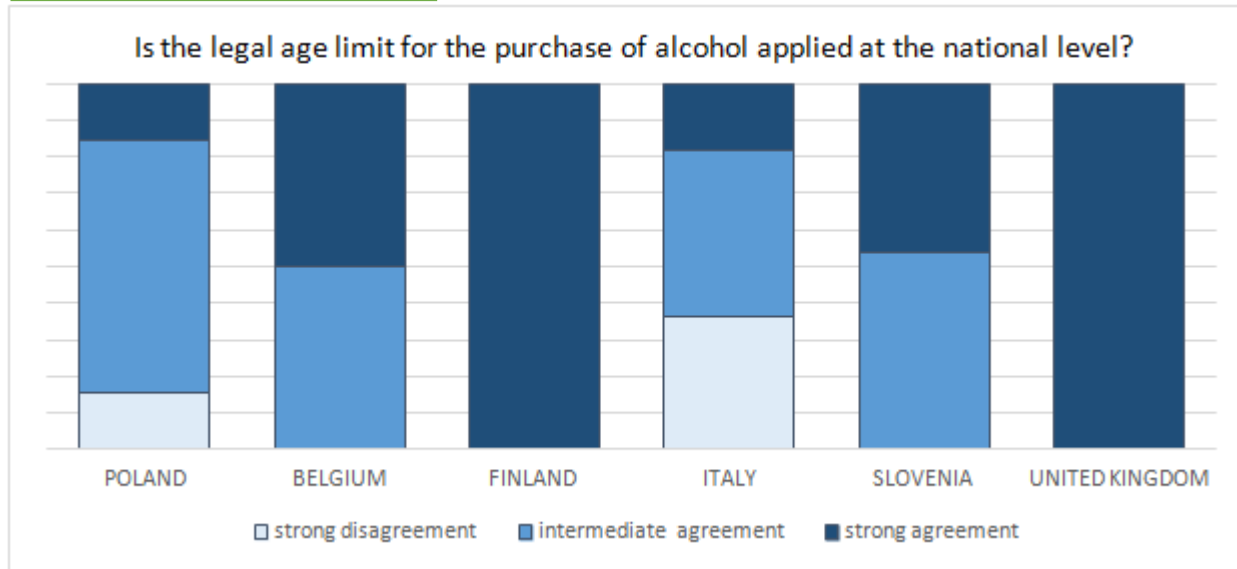
...stewards deny access to or remove any persons who cannot prove their right to be in the stadium/arena/ground



...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)



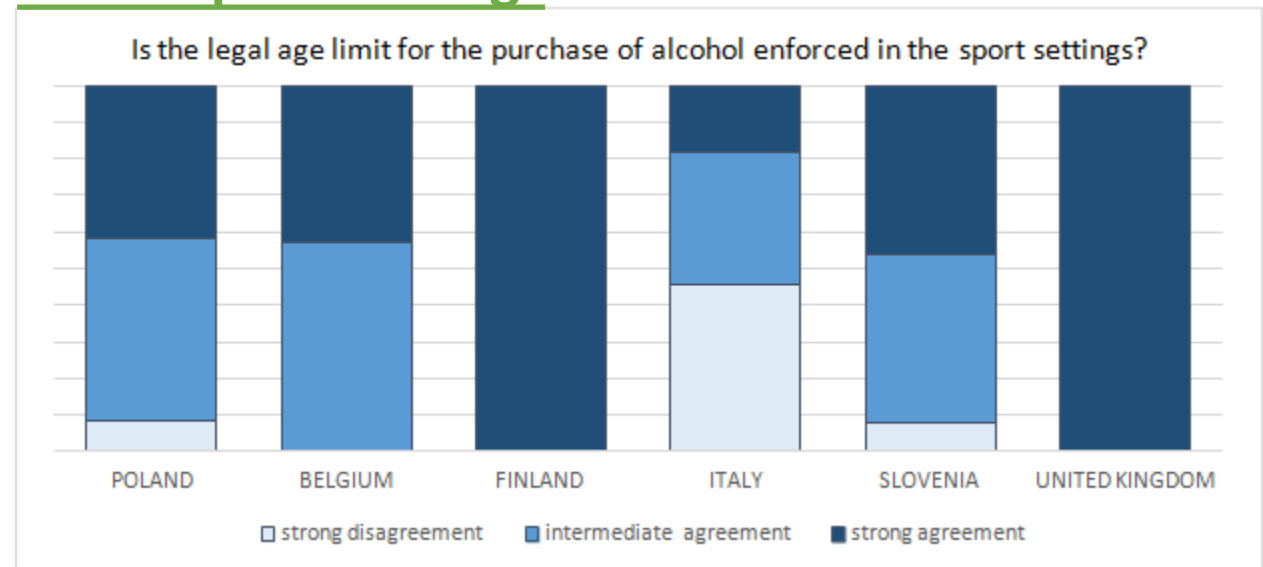
- **Nearby fully implemented:** Finland
- **Implemented:** UK and Slovenia (in Slovenia with a less extent for security checks)
- **Not implemented:** Belgium and Poland
- **An intermediate level of agreement:** Italy

at national level**legal age limit for the purchase of alcohol**

**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)

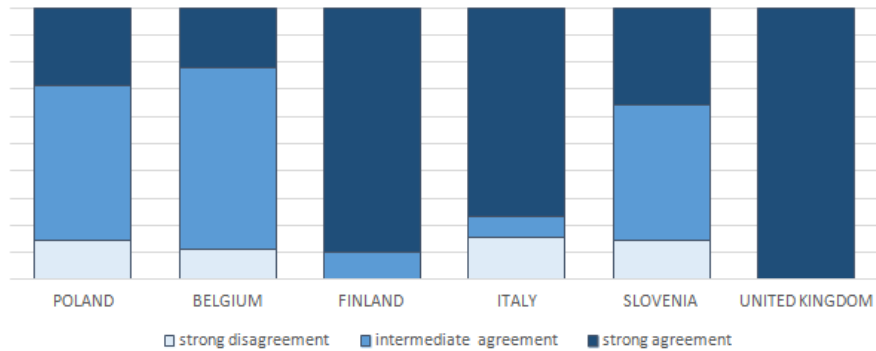
in the sport settings



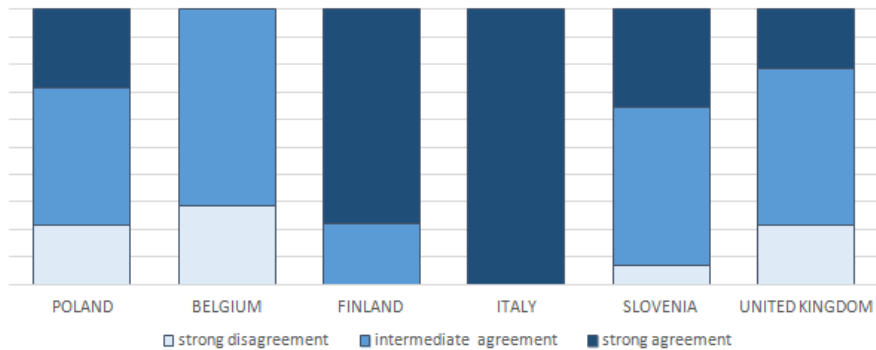
# Implementation of the international FIFA alcohol consumption regulations during a sporting event



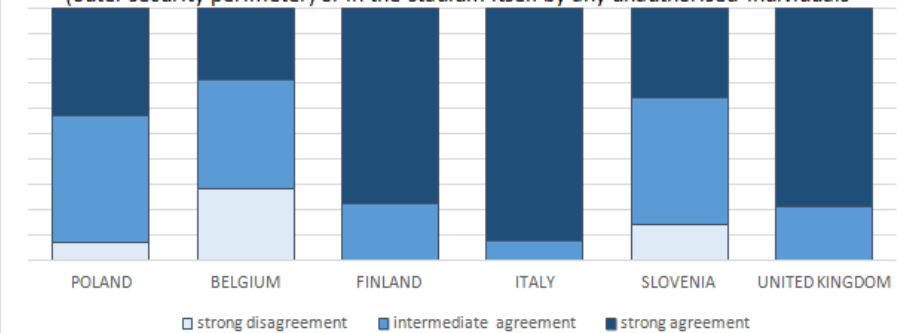
“restrict the sale and distribution of alcohol to that by authorised personnel”



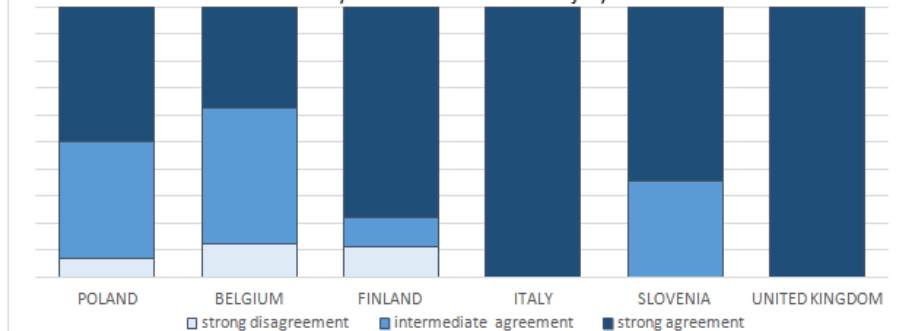
“prohibit the admission of any individual who appears to be drunk”



“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”



- ✓ To implement/support/enforce **communication and information strategy** on the health and social impact of alcohol **in sports settings**;
- ✓ To implement/support/enforce **alcohol prevention initiatives and training** programmes on alcohol-related harm for different target audience in sports settings;
- ✓ To encourage and support a **dialogue between sporting and prevention settings**;
- ✓ To support the adaptation and availability of **training materials on alcohol and alcohol-related harm for sports settings and for different target audiences within sports**, to prevent alcohol related harm and encourage collaboration between sporting clubs;
- ✓ To extend the FYFA survey to **other European countries**.



# FYFA WP5 Acknowledgements

Names of experts and/or their institutions who agree to be cited



## ITALY

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- **Gabriele Bardazzi**, SIA, USL Toscana
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- **Lavinia Saracco**, CONI, Asti
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- **Stefano Bellotti**, FIPAV (Italian Volley Federation)
- **Cosimo Bianchi**, FIDAL (Italian Athletics Federation)
- **Claudio Damini**
- **Alice Matone, Silvia Ghirini**, ISS

## SLOVENIA

- Representatives of **the National Institute of Public Health, of Olympic Committee of Slovenia, of Association of Sports Federations, of Office of the Republic of Slovenia for Youth, of Slovenian National Youth Council, of Football Federation of Slovenia, of Basketball Federation of Slovenia, Slovenia**

## POLAND

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- **Andrzej Wojciechowski**, representatives of local authorities responsible for communal programs for prevention and solving alcohol-related problems
- **Representatives of the Ministry of Health**

## UNITED KINGDOM

- Representatives of **the Scottish Curling, of Student Sport, of Winning Scotland, of Scottish Football Association, of Minister for Public Health, Sport and Wellbeing, of Street Soccer, of Scottish Rugby, of Scottish Government, of Hearts Football Club, of Celtic Football Club, of Scottish Women's Football Association, Scotland;**
- Representatives of **the 4 Capacities and Rugby League England, of Student Opportunities, of Sport England, England**
- Representative of **the National Union of Students, UK.**



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National Observatory on Alcohol

WHO Collaborating Centre for Health Promotion and  
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# Scottish Women's Football

Taking a Stand – Creating a 'Clean' Sport

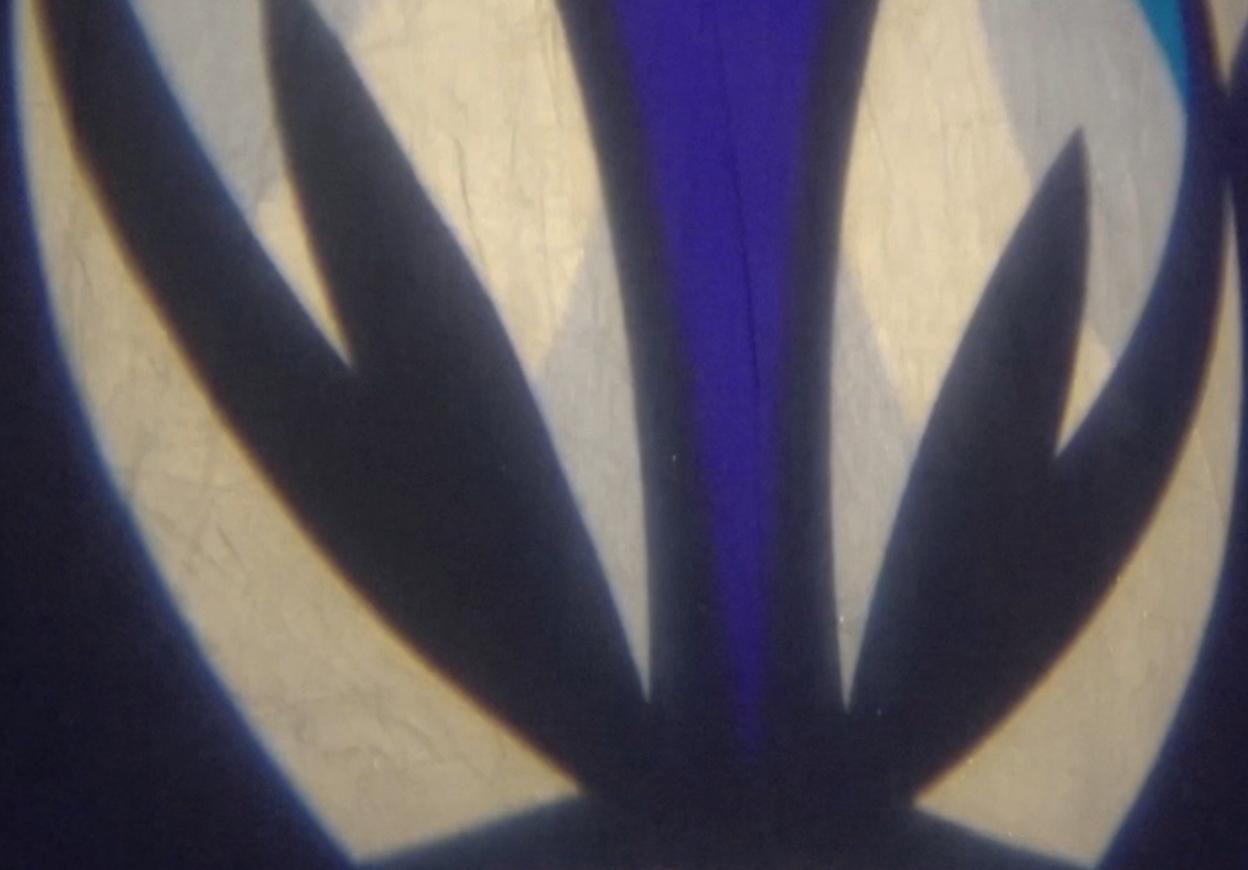
May 2020

SCOTTISH WOMEN'S

FOOTBALL









# Scottish Women's Football

- ⚽ We own and manage all of the domestic competitions in women's and girls' football across Scotland
- ⚽ We now run 62 competitions including the SSE Scottish Women's Cup, SWPL League Cup, Youth National Performance Leagues and the Scottish Women's Premier League – from grassroots up to elite level
- ⚽ We are recognized only as an ANA (Affiliated National Association)
- ⚽ We are based at Hampden in Glasgow and have 6 members of staff (newest one joined us last week)
- ⚽ Before 2018 we operated with 1-1.8 staff members
- ⚽ The Board are all volunteers
- ⚽ We are represented on Scottish FA Non-Professional Game Board and on SFA Congress
- ⚽ We operate on a summer football schedule, so had played one fixture of the 20/21 season until COVID-19 stopped play

# Commercial Approach

- ⚽ We represent nearly 8,500 women and girls across Scotland
- ⚽ 80% of our registered players are under the age of 18
- ⚽ We feel it is important to partner with positive brands who will contribute to our aim of creating a 'clean sport'
- ⚽ We want to promote health and well-being both physically and mentally, and encourage girls and women to think about how a healthy diet, sport and exercise can really make a huge difference in their lives
- ⚽ We believe that in the long term we will gain commercial partners who are aligned with SWF and will positively benefit our members
- ⚽ We only want long-term partners who can work with us to benefit our members – we do not want short term investment with no clear outcomes





# Positive or Negative Approach?

- ⚽ So far, feedback on this stance has been mostly positive – it's a topic that has pushed us front page, on radio, TV and online
- ⚽ The negative feedback has all been focused on the immediate investment that we could be missing out on
- ⚽ Our partners and potential partners have been extremely supportive of our approach and we hope that this will result in us increasing our commercial income even further than we have done in the past 4 years
- ⚽ Our single biggest income is from commercial sponsors as we are not recognized as a governing body (we are an ANA) and therefore have no access to public funding



# Decision Making Process

- ⚽ The Board was re-structured in 2014 to achieve a balance of football and business directors
- ⚽ We had no commercial partners in 2014 and no commercial income at all
- ⚽ We were approached by an alcohol brand but decided unanimously that this was not a partnership that would best benefit our members or represent our values
- ⚽ This also applies to commercial opportunities with gambling organisations
- ⚽ Analysis of our demographics as well as feedback on some of the well publicised issues that can affect girls in particular, resulted in our approach, which for us is very much common sense









# SHAAP – National Performance League Title Sponsor

SHAAP NATIONAL  
PERFORMANCE LEAGUE









# SWF Strategy Development



KEY NEXT STEP = STRUCTURED CONSULTATION WITH CLUBS & KEY STAKEHOLDERS

# Thank you...

*“WHEN YOU’RE SURROUNDED BY PEOPLE WHO SHARE A  
PASSIONATE COMMITMENT AROUND A COMMON  
PURPOSE, ANYTHING IS POSSIBLE”*





## Work Package 6: Review of Local Policies and Practices

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(VAD)



Co-funded by  
the Health Programme  
of the European Union





Work Package 6 explores **the role of local sports clubs in relation to alcohol, youth and alcohol marketing.**

The output:

1. An overview of the written policies of the clubs selected for each country
2. A report on the interviews conducted with key informants of the club



# Methodology

## **Inclusion criteria of the sports clubs:**

- Players (boys and girls) between 13 and 15 years old;
- Community sports clubs;
- Playing at amateur/ intermediate level;
- Eligible for sponsorships, with a variety in members.

## **1. Data collection and content analysis of the written policies of the clubs selected for each country**

## **2. Conduct interviews with three to six stakeholders in each club to explore:**

- Their attitudes towards alcohol and young people;
- Whether they think alcohol is a challenge with the young people with whom they work;
- Strategies used to reduce alcohol-related risks and harm for young people;
- Their attitudes and actions in relation to exposure of young people to alcohol promotion;
- Methods that they believe are effective and provide evidence to support these conclusions.



# Country overview



# Participating sports clubs

- **Belgium:** Football club KRC Harelbeke



- **Finland:** Football club FC Honka



- **Italy:** BOLOGNA FC 1909, REAL CASALECCHIO, ASD Polisportiva Nicosia, ASD Volley Ladispoli, NAF Club Nicosia, Associazione Sportiva Sport Project, Diavoli Rossi, Scuole di Atletica Fidal Lazio, ACSD Talin Club Nicosia



- **Poland:** Football club Polonia, Football club MUKS Praga



- **Slovenia:** Football Club Olimpija Ljubljana, Women's Football Club Olimpija Ljubljana



- **United Kingdom, Scotland:** Spartans FC





# 1. LOCAL POLICIES IN THE SPORTS CLUB

Data collection and content analysis of the written policies





# Emerging themes on policies

- Most often, living a healthy lifestyle is mentioned in the club policies.
- Variability in the presence of rules about alcohol when it comes to parents versus young players.
- Sometimes, the policies explicitly mention sanctions when the rules of good conduct are broken.
- Not all policies pay attention to clubs' sponsorship, but those who do mention that it has to be in accordance with the objectives of the sport.
- Almost none of the policies discussed in this report, explicitly mentions taking preventive measures when it comes to the exposure of alcohol and alcohol consumption by young people.



## 2. INTERVIEWS WITH LOCAL SPORTS CLUBS

Interviews with three to six stakeholders in each club



# Emerging themes in interviews with local sports clubs

- The impact of alcohol consumption in sport clubs is still unrated
- Alcohol consumption by young people is seen as a problem among the general population
- The likelihood of alcohol consumption and related harms reduces when players are ambitious and engaged in higher level competition
- Coaches and peers are seen as important role models
- Club stakeholders view alcohol education as a responsibility of parents
- There is little or no alcohol advertising in youth settings
- Alcohol advertising, and particularly social media influences young people
- Sports clubs have a positive attitude towards alcohol prevention and health promotion. Unfortunately preventive actions are seldom put in practice. If they do, the preventive actions towards alcohol consumption are mainly focused on discussion and education, and almost solely performance related.





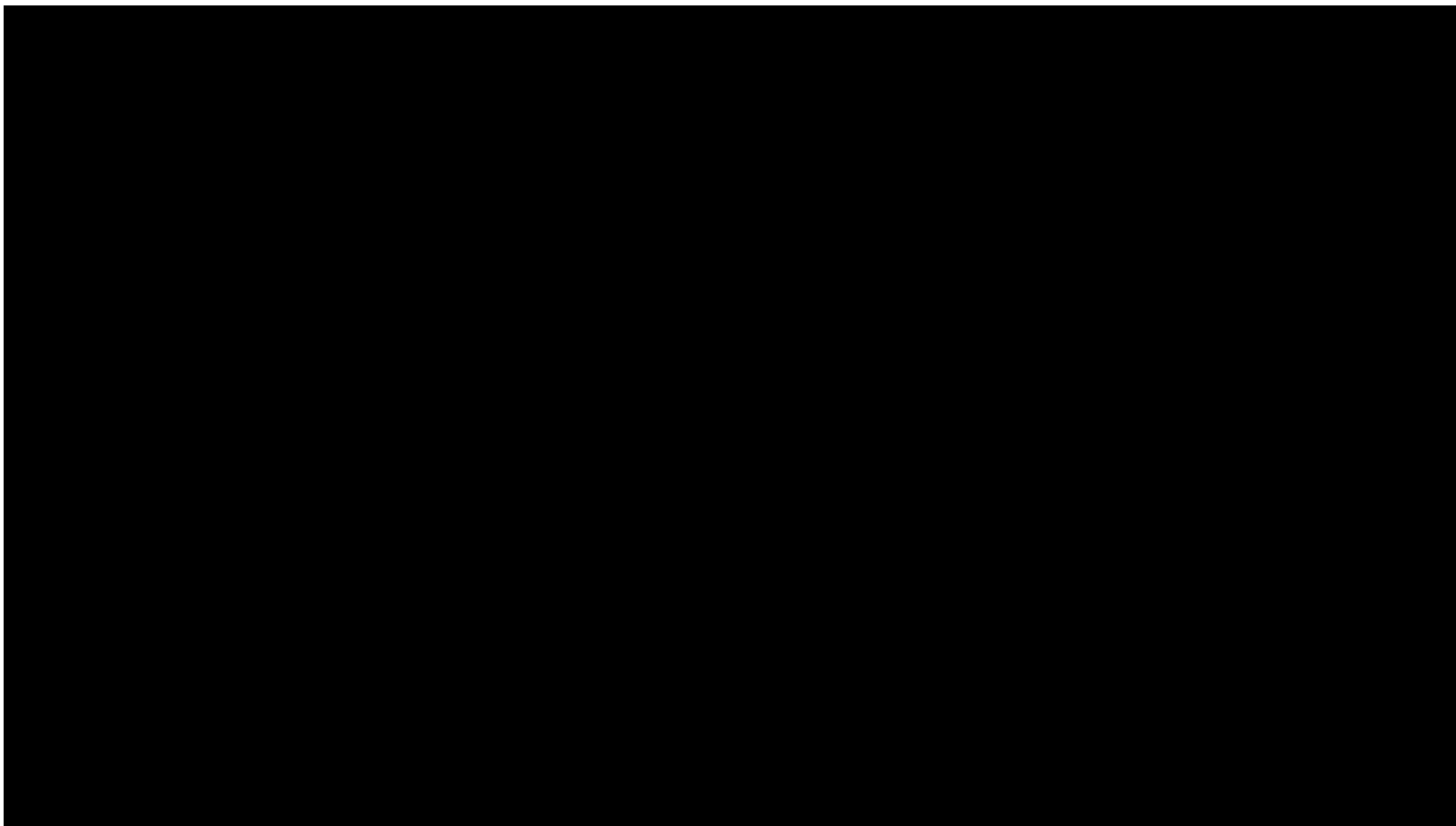
# Conclusions and recommendations

- A carefully designed alcohol policy is advised;
- Awareness raising, among club stakeholders, about harmful alcohol consumption in sports clubs and the necessity of alcohol prevention in sports clubs should be encouraged;
- Alcohol- and/or drug policy with the following four pillars: (1) rules and regulations, (2) education, (3) referral, and (4) structural measures.
- To provide health education to sports club's' managers that does not only tackle performance-related (health) subjects, but **also non-performance-related (health) subjects**;
- **Health promotion training sessions directed to the sports club key persons** should be available
- **We recommend a ban on alcohol advertising before, during and after sports events**



# Example: Sportivos







## Work Package 7: Findings and recommendations from interviews with young people

Leena Sipinen

EHYT Finnish Association for Substance Abuse Prevention



Co-funded by  
the Health Programme  
of the European Union



# Aim and methodology of the study

WP 7 focuses on young people's opinions on alcohol-related issues and sports.

Semi-structured interviews of 65 young people (ages between 13-18, 48% girls /52% boys) engaged in sports in six countries (Belgium, Finland, Italy, Poland, Slovenia, and UK/Scotland).



#FYFAlcoholYouth



# Questionnaire

## **ALCOHOL USE BY YOUNG PEOPLE**

- In your opinion, how common is drinking alcohol among your age group?
- How do young people react to their peers' drinking in your peer group?
- Do young people participate in sports drink more or less than other young people? Why is this?
- What about you? Has sporting activities got any impact on your alcohol-related attitudes or behaviour? Describe.
- Do you think alcohol consumption of young people (who have not yet reached the legal drinking age) is a significant problem?
- What do you think would be an appropriate age to try alcohol? What do you think would be an appropriate legal drinking age?

## **ALCOHOL MARKETING**

- Alcohol advertisements are seen quite a lot in media, web, shops and so on. What do you think of them?
- Does marketing have any influence on young people's alcohol use (positive or negative)? Describe.
- Have you seen alcohol marketing in connection to the sports? At your sport club or elsewhere? What kind of thoughts you have about this?

## **SPORT EVENTS**

- Beer is sold in many sport events. What do you think of that?
- In your opinion does selling beer influence the atmosphere or the behaviour of the spectators? Describe.

## **EXPERIENCES AS FOOTBALL JUNIOR PLAYER**

- Have you ever been confronted with alcohol-related behaviour at your club? Describe your experiences.
- Do you think the consumption of alcohol beverages at your club is problematic? Why? By whom (young people, adults)? Could you tell us more?

## **TACKLING ALCOHOL-RELATED BEHAVIOUR**

- Where do you get information and support in alcohol issues?
- Have you ever been a part of any preventive action to reduce alcohol harms? Describe your experiences. How did it affect you?
- Has there ever been any actions at your sport club to minimize the risk of the alcohol behaviour? Describe. How was that? Have you ever discussed alcohol issues with the coaches?
- Would you like to get more information or support in alcohol issues? What it could be?

## **STATEMENTS**

**#FYFAAlcoholYouth**



# Alcohol consumption by young people

Drinking alcohol is common among young people, but it is not consumed at sports clubs.

Interviewees felt that sports hobby is a factor reducing alcohol consumption for young people.

Most interviewees felt that it is a personal decision whether to drink alcohol or not. Some interviewees strongly disapproved drinking of their peers.



#FYFAlcoholYouth



# Alcohol marketing

Young people see lot of alcohol advertisements, also in sports.

They don't believe that advertising has any effect on their own drinking.

Interviewees were critical of alcohol advertising in the context of sport and of sale of alcohol on football stands.



**#FYFAlcoholYouth**





# Alcohol and sport events

Young people see a lot of alcohol use resulting in negative consequences (like violence) in football stands.

“When drinking doesn’t go too far it can also create a good atmosphere among fans.”



#FYFAlcoholYouth



# Need for support

School, parents, friends and the internet are the most important sources of information and support for young people on alcohol issues.

More than half of the interviewees said that it would be appropriate that their coach would discuss alcohol issues with the team.

*I don't live a cave or something. I go to school and I see everything on Instagram.*



#FYFAlcoholYouth



# Recommendations from young people to their peers

- Don't fall outside society. Having a place to study or job are important
- Get a sports hobby and do it professionally with high goals. Put football before celebration.
- Understand the harm caused by alcohol to your health and to your sports performance.
- Start alcohol use at the earliest when you are 18 years old.
- If having a drink, do it with moderation.
- Choose carefully the company you hang out with.
- Do not force anyone to drink alcohol (social pressure).

*Some people are just into studying and that and other people are into drinking at out age.*

*I tell myself when you are old enough and you are at a party that you drink in moderation.*



**#FYFAlcoholYouth**



# Recommendations from young people to adults

- Don't allow your underage kids to drink alcohol.
- Don't buy alcohol for minors.
- Discussion is a better way to deal with young people, rather just warning about the harms.
- Listen to the young people and help them.
- Drinking should be moderate, not just among young people, but among adults too.
- Don't behave aggressively when watching football games.
- The coach should discuss alcohol issues with the team and prepare the team rules together.

*If your  
parents  
admit  
drinking then  
you may do  
that.*



**#FYFAlcoholYouth**



# Recommendations from young people for decision makers and professionals

- Restrict alcohol advertising in sports.
- Ensure that alcohol consumption at football matches is moderate and that public safety is guaranteed (e.g. restrict beer selling, amount of the stewards).
- Improve controls to ensure that shops don't sell alcohol the minors
- More attention to the problem of adults buying alcohol for minors, who are asking for a favour outside the shops (e.g. cameras outside
- Improve safety of those young people who drink in parks and the streets when there is no other place to go (e.g. lower the age limit letting them to enter pubs).
- Produce nationwide campaigns.
- More health education to schools in an interesting way (discussions,

*How do you  
get your  
hands on  
alcohol?*

*- I have a  
beard.*



**#FYFAlcoholYouth**



# Conclusions

- Alcohol consumption is common among young people, but not at sports clubs.
- Young people see sports and sports club engagement as a projective factor towards alcohol. However, scientific research sees sport rather, as a risk factor through peers, if they have positive attitudes towards alcohol (peer pressure).
- Nevertheless, sports club activities can offer great potential for substance prevention. Sports clubs should focus on
  - coach support
  - life skills reinforce
  - club rules and strategies
  - discussion of alcohol issues with young people
  - creating alcohol-free brand for a club
  - setting adults (also parents) for a good example
  - academic support.

*It would be good to talk with the team now, before anyone drinks, so that no one would fool around later.*



**#FYFAlcoholYouth**





# Conclusions

Decision-makers and professionals should take better account of the children's perspective when operating in the field of sport and alcohol.

Young people felt that alcohol marketing does not affect them. Media education is needed to understand the goals of alcohol advertising.

Young people have a strong knowledge of ways to reduce and prevent alcohol use at their age group. The views of young people are worth listening to. Youth participation and making their voice heard are important.



**#FYFAlcoholYouth**



What does it mean in practice?

## Work Package 9: FYFA recommendations for youth sport clubs

Katarzyna Okulicz-Kozaryn

PARPA, State Agency for Prevention of Alcohol-related Problems.



Co-funded by  
the Health Programme  
of the European Union



# Introduction

- Specific objectives of the WP9:
  - Raising awareness among key policy and decision makers
  - Promoting best practices in sport-based alcohol prevention
  - Providing a space for advocacy development, partnership building and exchange between stakeholders
- Methods:

Expert meeting

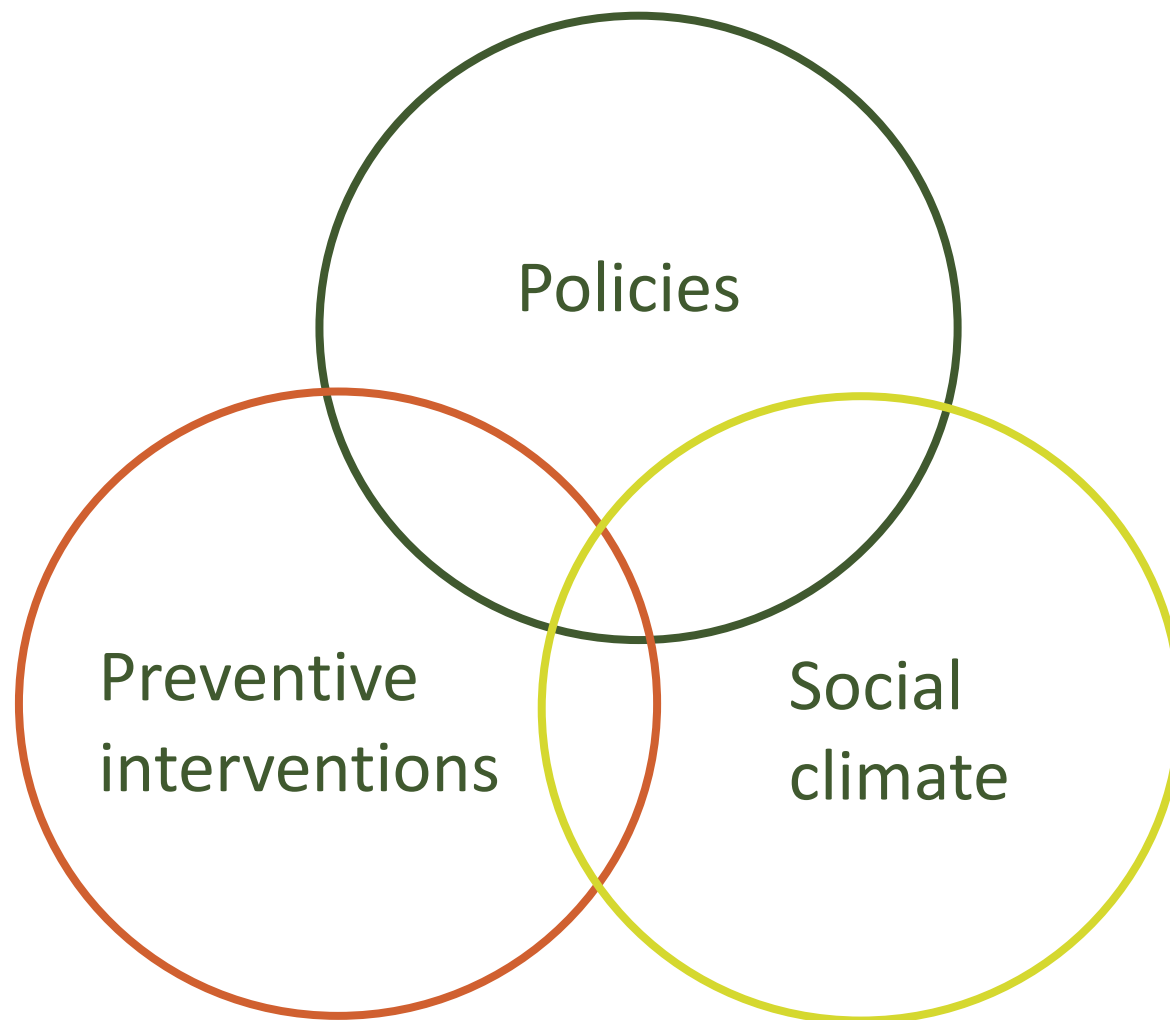
Systematic  
literature review

Outcomes of FYFA  
WPs 4-8

Elaboration of  
recommendations

# Aims and objectives

- To promote best policies and practices in preventing alcohol use and alcohol related harms among youth in sports settings
- Concern several aspects of sports environment:





# Recommendations on alcohol related policies

**“Marketing and sponsorship of health-harming products has no place in sport.”**



WHO & UNDP, 2018



# Recommendations on alcohol related policies

## At international level

- To explicitly ban the marketing and sponsorship of sports by the alcohol industry
- To listen to youth voices speaking up against manipulative industry practices (e.g. FYFA video).
- To denounce examples of practices in sports where the risk associated with alcohol use is being disregarded for profit.

## At national level

- “Ministries of youth and sports must recognize that the right to health is a fundamental responsibility of government” (WHO & UNDP, 2018)
- To support:
  - alcohol prevention initiatives and training programmes
  - dialogue between sporting and prevention professionals.
  - creation of and availability of training materials on alcohol and alcohol-related harm
  - communication and information strategies (campaigns) in the sports settings about the impact of alcohol on health.

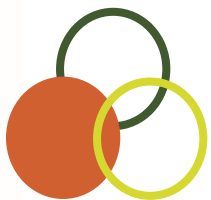




# Recommendations on alcohol related policies

## At local level

- Take into account that no alcohol industry sponsorship but effective 'alcohol management' delivers additional benefits to clubs.
- If alcohol is available in the club - avoid practices associated with an increased probability of risky drinking, i.e.: having alcohol promotions; serving intoxicated patrons; and having the bar open longer than 4 h.
- Make alcohol prevention an integral and explicit part of the general health promotion policies of the club.
- Indicate clearly in club's policies the consequences of violating club's rules, including rules regarding alcohol use.
- Remember that substance use incidents are the signals to provide individualised support for an individual e.g. in form of the referral to the professional intervention or treatment.



# Recommendations for preventive interventions in a sport club

**Sport club is not like a school and therefore different preventive approach is needed – more discussion and education implemented in accordance to the situational context than standardized preventive programs**

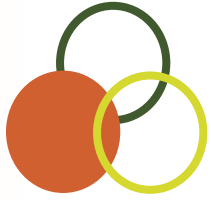




# Recommendations for preventive interventions in a sport club

## • Tips for club managers

- Raise your staff awareness of the need for prevention of alcohol related problems as part of a health promotion strategy within the club.
- Make sure that the clubs policies serve health promotion and facilitate implementation of alcohol preventive measures, including referral to the professional services
- Be consistent - Enforce the implementation of club policies.
- Check what are the services available in the club's environment to provide support to individuals with alcohol or drug problems and disseminate this information among your staff.
- Utilize the potential of young people - they are powerful 'changemakers' and trend setters.



# Recommendations for preventive interventions in a sport club

## Tips for coaches

- Remember that you are the role model for trainees.
- Make sure that young people know and understand club policies regarding alcohol.
- Treat alcohol as part of a wider strategy about general health
- In case of alcohol/drug related incident among your trainees, refer to the appropriate facility

## Tips for parents/caregivers

- Remember that you are the role model for your child.
- Support club's preventive efforts
- Make sure your child knows you don't want him/her to use alcohol and why.

## Tips for young players

- Remember that you are the role model for your clubmates.
- Support club's preventive efforts
- Take care of yourself! No one has as much influence on your life as you have.





# Recommendations on the social climate of a sport club

**The social climate in sports settings is shaped by the relationships between:**

- adults (trainers, coaches and other members of a club)
- adults and young trainees
- among young people







# Recommendations on the social climate of a sport club

## Tips for club managers

- Talk to members and staff of the club and encourage them to express their perception of:
  - Club's culture and norms,
  - Expectations of what young people should know and do,
  - Understanding of the club's mission and goal,
  - Order, fairness, responsibility and discipline,
  - Underage drinking, associated risks (for individuals and the club) and opportunities for prevention of risky behaviors in the club.
- Make sure that the values of ***fair play*** are the prime values in the club
- Encourage parents of young athletes to be involved in the club's activities.



# Recommendations on the social climate of a sport club

## *fair play* - the true spirit of sport

### **Respect for:**

- Teammates
- Coaches
- Competitors
- Oneself
- The game

### **Putting winning in its proper place** - too much emphasis on winning can:

- take the fun out of the game
- put undue stress on players
- make sport unappealing for those who are not comfortable with a strong emphasis on winning
- make young players vulnerable for use of psychoactive substances enhancing performance

**Focus on tasks to be accomplished** in a sport, especially – personal development – rather than on winning and losing.



# Recommendations on the social climate of a sport club

## Tips for coaches

- Strengthen the ambitions of sportive achievements of young players.
- Be available for young people and show them you care about them – listen to them, ask about their opinions.
- Consistently enforce ***fair play rules!***
- Be in touch with parents/care givers of your trainees.

## Tips for parents/caregivers

- Be involved in your child's life, including sport activities.
- Get to know your child's coach and whenever possible – attend trainings and support your child during matches and meetings.

## Tips for young players

- Respect the rules of ***fair play!***
- Be respectful for your teammates and coaches, for your competitors, yourself and for the game.
- Be engaged in your club's affairs.



# Summary: What? For whom? For what?

- The ***Recommendations*** summarize the results of the FYFA project in a form of a practical tool to be used by various stakeholders engaged in sports
- **May be useful for:**
  - managers of youth sports clubs,
  - trainers and coaches,
  - parents of young players,
  - local and national policy makers,
  - representatives of sportive associations,
  - managers and administration of various sports settings,
  - all people engaged in youth sports.
- **May facilitate:**
  - elaboration of policies addressing the issues of alcohol, youth and sports,
  - planning and implementation of preventive activities in sports settings,
  - developing knowledge on alcohol, prevention and sports among sport club managers, staff members and supporters.
  - engagement of various stakeholders in prevention of alcohol use and abuse by young people,
  - advocating for regulations at national and international level to support sports-based alcohol prevention,
  - improving health promotion and alcohol prevention activities in sport settings.

#FYFAlcoholYouth

# Thank you for your attention

To find out more about FYFA project please visit



[www.fyfaproject.eu](http://www.fyfaproject.eu)



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