

INTERNATIONAL REVIEW: FINAL REPORT

FYFA project

This report presents findings from Work Package 4, a review of international policies and practices related to young people, alcohol, marketing and sport at an international level, including evidence gathering about effective practice in reducing harms. Information has been gathered from the representatives of International Sporting Bodies.

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Multimethod approach **3** main strands

01
STEP

review of
academic
literature

02
STEP

analysis of international sporting
bodies and federations websites:
Policies and Programmes

03
STEP

primary data from
stakeholders:
interviews

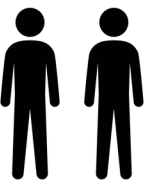
CONCLUSIONS

This review leads us to suggest
that messages from International
Sporting Bodies about alcohol harm
to young people **are unclear
and inconsistent.**

Qualitative data suggested: the
relationship established between
alcohol and sport as a 'natural affinity'.



Most federations appear not to
have considered any potential
negative implications of alcohol
marketing with young people.



36

sports federations
reviewed

ONLY
2

have banned
marketing and
sponsorship by the
alcohol industry

13

have 'no policy'

There are many programmes
funded through International
Sporting Bodies that support young
people (particularly those who
may be disadvantaged and
marginalised) to be **educated**
about alcohol harms and/or
diverted away from these.

The regulation of alcohol
marketing and sponsorship
within football is reliant on
industry **SELF-REGULATION.**

