



FYFA Newsletter

Overview of National Policies and Practices

The leader of WP5 – Istituto Superiore di Sanità (Italy) – produces a review of national policies and practice in six European countries, based on the data collected by project partners from Belgium, Finland, Italy, Poland, Slovenia and the United Kingdom. The aim was to determine the status quo of the policies and practices to reduce heavy episodic drinking related to under age people, alcohol and sport at national level.

The final report presents the findings from the knowledge, attitudes and

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

Out of the results drawn in the report the main conclusions are the following:

- 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/fans 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.
- Despite the presence of laws and regulations to protect young people from alcohol harms, there is an overall low level of knowledge and enforcement, at national level and in sports settings.
- There is the need of cooperation across organisations to implement alcohol policies for youth.

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, bar staff training, alcohol consumption policies, knowledge on alcohol related-harms and monitoring controls of sporting bodies by the government.

The full and detailed report can be accessed via [FYFA website](#).

The FYFA working team contributing to the WP5 report: International Youth Health Organization, Slovenia - Urša Šetina, Lukas Galkus; EHYT (Ehkäisevä päihdetyö), Finland- Leena Sipinen; Eurocare (European Alcohol Policy Alliance), Belgium - Mariann Skar, Aleksandra Kaczmarek, Sandra Tricas-Sauras; ISS (Istituto Superiore di Sanità), Italy - Emanuele Scafato, Claudia Gandin; PARPA - Polish State Agency for Prevention of Alcohol-related Problems (PARPA), Poland - Krzysztof Brzózka, Katarzyna Okulicz, Jolanta Terlikowska, Mariusz Morawski; Romtens (Fundatia Romtens), Romania - Theodor Haratau; SHAAP (Scottish Health Action on Alcohol Problems) - Royal College of Physicians of Edinburgh, United Kingdom - Eric Carlin, Briega Nugent; VAD (Vereniging voor Alcohol en andere Drugproblemen vzw), Belgium - Johan Jongbloet, Astrid De Schutter.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Overview of national policies and practice in six Member States related to alcohol, young people, marketing and sport

Deliverable D5.1 - Report summarizing findings from a review of laws and regulations and an ad hoc survey

[Final Report on National Policies and Practices](#)

SHAAP is now a proud sponsor of Scottish Women's Football

The Scottish Women's Football National Performance League (SWF), the elite level for girls' football in Scotland, will now be sponsored by Scottish Health Action on Alcohol Problems (SHAAP). SWF becomes the first ever sporting organisation sponsored by SHAAP and the first ever Scottish football organisation to be sponsored by an organisation aimed at tackling and solving alcohol problems.

The sponsorship comes after SWF stated in 2016 that they would not ever accept sponsorship from gambling and alcohol companies. This partnership is significant for a number of reasons, including the fact that SHAAP become the first sponsor of the SWF youth game and SWF become the first ever sporting organisation to be sponsored by SHAAP.

It's also historic that SWF and SHAAP's partnership is the first Scottish football

Dr. Eric Carlin, Director of SHAAP, which is based at the Royal College of Physicians of Edinburgh, said: “We are excited to be kicking off our partnership with SWF. We have lauded their stance on not accepting alcohol sponsorship since its announcement and we’re delighted to now be able to support them. “This is a historic moment for SHAAP as SWF become our first ever sponsorship agreement. We hope that through this partnership we can raise awareness regarding alcohol problems in Scotland and encourage other organisations, sporting or otherwise, to reject alcohol sponsorship.”

[Read the press release](#)



From left to right: Dr. Eric Carlin - Director of SHAAP, Fiona McIntyre - Executive Officer for Scottish Women’s Football, Dr. Peter Rice - Chair of SHAAP

FYFA Expert Meeting in Warsaw

The round table of policy discussions regarding FYFA project deliverables to date and guidelines for youth sport clubs related to underage drinking and heavy episodic drinking, took place in Warsaw on 21 May 2019.

The meeting gathered 9 experts and 6 collaborating partners who shared their insights on guidelines for youth sports clubs. The event was attended by more than 30 representatives coming from around 20 governmental and non-

The scope and purpose of the exchange of knowledge and good practice within the FYFA project is; (1) to bring together scientists, alcohol and health experts, decision makers to build capacity to improve health (2) promote networking and coalition building between and within the European countries (3) promote and disseminate the newest knowledge in the field of alcohol policy (4) share good practice from relevant EC co-financed projects (5) present cost effective interventions in the relevant areas of alcohol policy (6) ensure alcohol policy is high on the agenda for elected political leadership within the European Institutions and Member States.

The meeting raised very important aspects in the context of alcohol and sports. Experts voiced that health promotion approach may be adapted for sports settings and that alcohol prevention should include environmental, educational and community-based activities. In addition, law enforcement is probably the most effective method to prevent alcohol related problems. Sports trainers/coaches are often expected to act as role models for young people whereas parental engagement in sports-based prevention is also desirable. Lastly, elaborating guidelines for alcohol prevention in sports club is a complex issue. Therefore, the first step may be mapping of stakeholders.

The Warsaw meeting was by invitation only, as its purpose was to take stock and guide the project further. To find out more about the expert meeting, you can visit the [project's website](#), where several presentations are available.

The Final project conference in 2020 will serve as the ultimate platform for exchange of knowledge and good practice within the scope of the FYFA project.



FYFA Expert Meeting in Warsaw



FYFA Expert Meeting in Warsaw

Filming of FYFA videos took place in Finland

Football juniors' thoughts about alcohol were recorded on video in Finland on 6th August 2019 as part of FYFA project. The aim of the videos is to engage young people who are involved in sports in the European debate on alcohol policy and to help in the planning of drugs education.

Scottish film production company *Media Education* has conducted 12 video interviews in three countries during the spring and summer of 2019.

The film shoots took place in Scotland, Poland and now in Finland. Filmmakers Ania and Aonghus worked on a one-to-one basis with young people to capture their opinions and thoughts on alcohol and sport. Then as a team, the group filmed creative cutaways to visually support their stories.

"It was a great pleasure and fun to work with all the young people. They were all wonderful and we've learnt a lot from them during the process. It's always a privilege to be trusted by others to capture their stories. I think the young people also had fun, especially when we were all running around football pitches trying to film their best goals and tricks in slow motion!" says Ania.

The Finnish young people involved were from FC Honka juniors in Espoo. The 14-year-old football players were certain that sports and alcohol do not belong together. Interviewees had big dreams and goals and they saw that underage drinking would harm their sport careers.

The videos will be completed by mid-Autumn 2019 and will be available on [FYFA website](#) and [YouTube channel](#).

[Subscribe](#)
[Past Issues](#)
[Translate ▼](#)


Filmmakers in action



Media Education team filming in Finland

Upcoming FYFA deliverables

FYFA partners are currently working on research activities in six member states for Work packages 6 and 7.

WP 6 will present a **Review of local policies and practices related to young people, sport, marketing and alcohol in six local youth sports clubs**. The report will collate and analyze written policies about young people and alcohol and it will present the findings of interviews conducted in six countries with senior managers in each club. The interviews with football clubs senior managers will explore the following topics:

- Their attitudes about alcohol and young people;
- Whether they think alcohol is a problem with the young people with whom they work;

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

- Their attitudes and actions in relation to exposure of young people to alcohol promotions;
- Methods that they believe are effective and evidence to support these conclusions.

WP 7 will present the results of a **research with young people in Belgium, Finland, Italy, Poland, Slovenia and United Kingdom**. WP 7 aims to map out the attitudes, experiences and opinions of young people who take part in organised sports in football clubs relating to alcohol, alcohol use and to the promotion of alcohol products. Project partners from the before mentioned countries will be conducting semi-structured interviews with four young men and four young women aged 13-15 who are actively involved in the activities of a football association or club. The interviews aim to cover following topics:

- Their attitudes about and exposure to alcohol and alcohol marketing;
- Their own use of alcohol;
- What impact their sporting activities have on their alcohol-related attitudes and behaviour;
- What they think other young people thinking of alcohol and what they do;
- Their ideas about young people's exposure to alcohol promotion;
- What strategies they have experienced in relation to reducing alcohol-related risks and harms for young people;
- Where they would get support and advice for themselves or a friend in relation to alcohol issues.



Co-funded by
the Health Programme
of the European Union

The FYFA project is co-funded by the Health Programme of the European Union through Consumers, Health, Agriculture and Food Executive Agency.

Ask more about FYFA



Copyright © *2019* *FYFA Project, Eurocare*, All rights reserved.

Our mailing address is:

info@eurocare.org

Want to change how you receive these emails?

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼
