

NATIONAL POLICIES REVIEW: FINAL REPORT

FYFA project

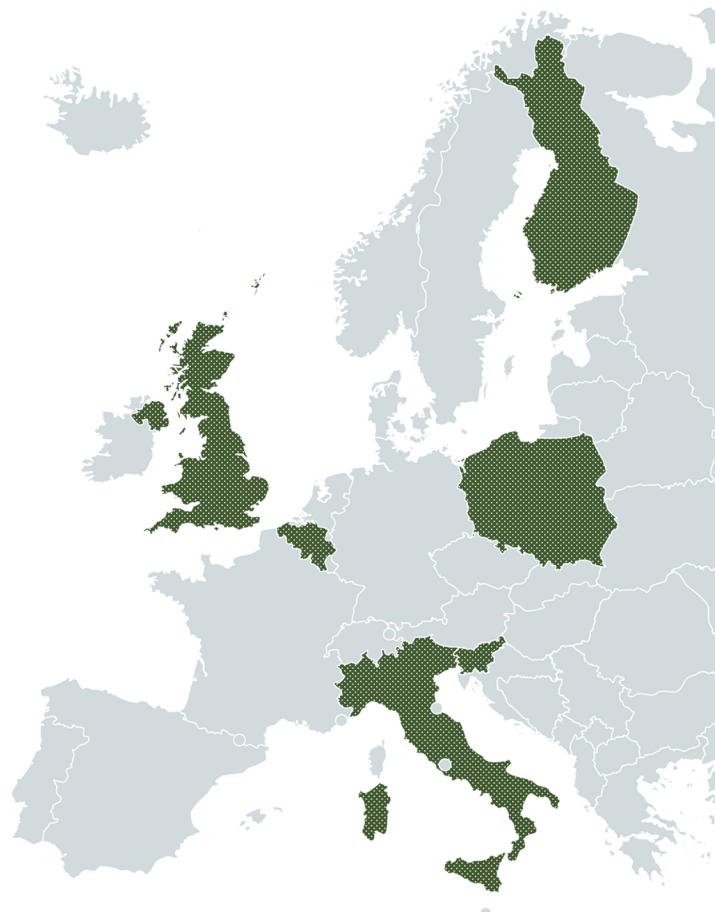
This report presents the findings from Work Package 5, an overview of national policies and practices in six countries related to alcohol, young people, sport, marketing and football. This report also provides insights on the perceived obstacles to promote strategies aimed at reducing alcohol related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

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The prevention of alcohol-related harm to youth should become a priority for national sporting bodies.

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

Sports settings constitute a unique environment to promote healthy lifestyles (which includes alcohol prevention) to youth among all FYFA project countries (Belgium, Finland, Italy, Poland, Slovenia and the UK).



THE 4 MAIN target audiences in sports settings were identified as the most relevant for initiatives aimed at preventing alcohol-related harm to youth:

Players



Training staff



Bar staff



Sports fans



Prevention is not enough without accompanying it with concrete action, resources and funding aimed at ensuring consistent implementation of safer sports settings without the harmful use of alcohol and supportive to an alcohol free environment culture for young people, minors and adolescents.



CONCLUSIONS

Despite laws and regulations to protect youth from alcohol-related harm, there is an overall low level of knowledge and enforcement, at national level and in sports settings themselves.



THE MAIN OBSTACLES 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
- monitoring mechanisms of sporting bodies and enforcement of regulations by the government
- alcohol consumption policies for young players within sport
- knowledge of alcohol-related harm and of laws and regulations on alcohol and youth, including by sports professionals

SUGGESTIONS AND RESEARCH NEEDS

- More communication and information strategies (campaigns) in the sports settings about the impact of alcohol on health.
- More alcohol prevention initiatives and training programmes on alcohol-related harm for different target audiences in sports settings.
- Encourage and support a dialogue between sporting and prevention professionals.
- Support the creation of and ensure widely available training materials on alcohol and alcohol-related harm for sports settings and for different target audiences within sports settings to support prevention of alcohol-related harm and encourage sporting clubs to work together.
- Extend the FYFA survey to other European countries.