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European Alcohol Policy Alliance



Scottish Health Action on Alcohol Problems



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Table of Contents

Summary.....	7
International Review	9
Introduction and Overview	9
Methodology.....	10
Findings Part I: The Literature Review	15
Findings Part II: Analysis of International Sporting Bodies Policies and Programmes.....	25
Findings Part III: Analysis of interviews with Stakeholders	32
Discussion	40
Conclusion.....	44
References	46
Appendices	53
Appendix A: Data Extraction	53
Appendix B: Search Strategy Terms Used	56
Appendix C: List of International Sporting Bodies	57
Appendix D: List of Federations.....	61
Appendix E: Articles Retrieved	64
Appendix F: FIFA Articles	65
Appendix G: UEFA Articles	98
Appendix H: UEFA Foundation for Children Articles	117
Appendix I: SportDev Articles.....	123
Appendix J: SportDev Partner Information Articles	159
Appendix K: Commonwealth Games Article.....	161
Appendix L: Olympic Committee Articles.....	164
Appendix M: World Rugby Articles.....	166
Appendix N: World Anti-Doping Agency Articles.....	170
Appendix O: Analysis of Federations References.....	171
Appendix P: Letter and Communication to Organisations	184
Appendix Q: FYFA Interview Schedule	186



Summary

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 academics as well as hearing directly from representatives of International Sporting Bodies. This is a relatively new area of exploration and this review presents unique insights and a valuable contribution to this field.

The evidence highlights that there are links between increased exposure to alcohol advertising and higher levels of drinking by young people. At the same time we see a partnership between the alcohol industry and International Sporting Bodies which appears to lead to monetary gains for both. The harms that might be caused put the gains into question.

Governments have attempted to protect young people from inappropriate exposure to alcohol marketing through regulations, from comprehensive alcohol marketing regulations in countries like Norway, Sweden, France, Estonia and Lithuania to voluntary self-regulation using industry codes of practice in the UK. There are calls in the UK to move away from self-regulation. Ireland has laid down plans to legislate to restrict alcohol advertising in sports contexts, but this has not yet been implemented. Governments have shown through the bidding process for major tournaments to be willing to change their regulation in line with requests from sporting bodies, for example FIFA's successful pressure on both Russia and Qatar. UEFA recently relaxed their pre-existing blanket ban on sales of alcohol in football stadia during matches.

Of the thirty-six federations analysed, only two, specifically Aquatics and the Luge, have banned marketing and sponsorship by the alcohol industry. Most Federations appear not to have considered in any depth any potential negative implications of alcohol marketing with young people. Our review of articles further supports this, with the emphasis generally placed on the safety of people within stadiums and responsible drinking promoted.



Based on the interviews with International Sporting Bodies, it seems that the latter, in general, believe that there is a natural affinity between alcohol and sport. The revenue generated is a key driver and of course a key driver in this alliance.

It was also found that 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. On the basis of this, it seems clear that these organisations are aware about the risks of harm to young people from alcohol. However, there is a clear conflict between this and their attitudes towards the permission for alcohol marketing. This review leads us to suggest that, other than Aquatics and the Luge, messages from International Sporting Bodies about alcohol harm to young people are unclear and inconsistent, and, in contexts where there is for those who have alcohol sponsorship compromised.

Our view is that, in support of the World Health Organisation's brief published earlier this year, national Ministries of youth and sports should eliminate alcohol sponsorships and instead pursue gaining support from health-promoting or health-neutral sponsors. We would appeal to International Sporting bodies to consider our findings, and to recognise the positive and negative influences they can have with young people through the decisions they make about health-promoting interventions related to alcohol and the associations with the alcohol influence they have on young people.

A key point made throughout and supported in this study is that sport can and does help promote healthy lifestyles, including supporting activities to prevent and reduce alcohol-related harms. This potential should be encouraged, and International Sporting Bodies need to consider, review and change their activities in this sphere.



International Review

Introduction and Overview

This report presents findings from Work Package 4. The primary objective was to review 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. In addition interviews with relevant stakeholders such as UEFA were carried out.

This still remains an under-researched area and therefore this report is an important contribution to the growing evidence base about the influence of sport and marketing on young people.

International Sporting Bodies are defined as non-governmental organisations that have a governing responsibility for their specific sport (Forster, 2006). They are responsible for regulating the sport, promoting the sport, dealing with any rule violations, and organising international competitions. Stakeholders for this project were considered relevant if they were from an International Sporting Body, if they were involved with aspects of corporate social responsibility for major sporting associations, or if they had been involved in the development or delivery of policies and/or programmes aimed at reducing alcohol related harm to young people in sporting environments.

The structure of this report is first to present the methodology adopted, its limitations.

Then, the findings are presented in three parts: first, the literature review; then, analysis of policies; and finally the analysis of the interviews with stakeholders.

Finally, conclusions are presented and discussed.



Methodology

Overview

The following section sets out the methods carried out for the review of academic literature, how policies were sought and stakeholders approached.

Review of academic literature

A review of literature was carried out through ProQuest platform, Google Scholar and HealthyStadia by searching using the terms relating to alcohol, youth, and football. Through this, 317 articles were retrieved. No article met the initial inclusion criteria, although four systematic reviews were identified on the topic.

The authors of the main reviews (Kingsland et al. 2018; 2016; Brown, 2016) were contacted to request information about their search strategy and to establish whether they had sourced any articles relating to the practices and policies of international sporting bodies. They reported that no articles relating to international policies had been found during their search.

Appendix A lays out the template that was used for collecting data.

Appendix B lays out the Search Strategy Terms used.

There were no specific studies found which described or evaluated policies and practices of international sporting bodies to reduce alcohol related harm to children and young people. A total of 14 articles were found though discussing the importance of health policies and programmes more widely within sporting contexts.

From the Healthy Stadia Website, 16 articles tagged 'Alcohol and Substance Misuse' were identified and the titles and abstracts read.

Analysis of International Sporting Bodies and Federations Websites

The website searches were broad and in-depth.

Broad Website Search

The broad search involved two stages:

- Firstly, a list of 135 International Sporting Bodies was compiled (Appendix C). Those not considered relevant for this review as they represented sports relatively unknown were discounted (e.g. International Dragon Boat Federation).



- Secondly, the websites of the 36 International Federations recognised by the International Olympic Committee, The International Federation of American Football (IFAF) and World Baseball-Softball Confederation (WBSC) were all searched for information relating to alcohol policies. E-mails were sent to all 36 federations to seek further details on this area (Appendix D).

In-Depth Website Search

All 36 Federations' websites were searched in-depth for articles relating to current policies and programmes aimed at reducing underage drinking and/or alcohol-related harms to youths. All websites with a search function were searched using the term "alcohol" and every article retrieved and examined for references to alcohol (Appendix E). The content was then defined as either 'prohibitive', 'situational', 'lax or having 'no policy'. To explain, 'prohibitive' refers to where there is specific reference to alcohol being prohibited, 'situational' is where there is some mention or reference to alcohol or restrictions apply in certain cases. 'Lax' is used to define where the restrictions are unclear. Finally, 'no policy' is where there have been no policies relating to alcohol found. In the spreadsheet (Appendix O), the specific quotes from the websites are provided alongside the categorisations.

Ten further websites of international sporting bodies and associated institutions (e.g. SportandDev, UEFA Foundation for Children) were searched in-depth for articles relating to current policies and programs aimed at reducing underage drinking and/or alcohol related harms to youths. Five of these websites were chosen as they related closely to football (FIFA, UEFA, UEFA Foundation for Children, Streetworldfootball, and SportandDev), two were chosen as they include football as part of their major sporting events (International Olympic Committee, and Commonwealth Games), and three were chosen to allow for comparison. Attempts were also made to explore the websites of the international tennis federation and the international ice hockey federation, but neither had search functions on their site. The website of the World Anti-Doping Agency was also searched as they recently took the decision to exclude alcohol from the prohibited list.

All websites with a search function were explored using the term "alcohol" and every article retrieved and read for references to alcohol. All original articles, written in English, were recorded in an excel spreadsheet and the specific reference to alcohol was noted. These references were then analysed and coded. The information relating to the number of articles retrieved in this way and the specific articles are listed as follows:

Appendix F – FIFA Articles

Appendix G – UEFA



Appendix H – UEFA Foundation for Children

Appendix I – SportDev

Appendix J – SportDev Partner Information

Appendix K – Commonwealth Games

Appendix L – Olympic Committee

Appendix M – World Rugby

Appendix N – World Anti-Doping Agency

In addition to the above search, information was sought from the corporate social responsibility documents found on the FIFA & UEFA websites. As both FIFA and UEFA endorse the tobacco free stadiums initiative, documents and guidelines relating to this were also explored.

Primary Data from Stakeholders

In the initial stages of the research letters and/or e-mails were sent to 86 Stakeholder organisations that contained information about the FYFA project and further requests made for an interview (Appendix P).

At follow up, and if organisations were not able to meet in person, an interview schedule was also sent in a written version so that it could be completed and returned (Appendix Q).

The questions were also disseminated to all the all the heads of delegation of the 42 states' parties, as well as to the observers, of the Standing committee of the Council of Europe Convention on Spectator Violence. From this initial correspondence one response was generated and since then two reminders were sent out and two more responses received.

The interviews aimed to explore the extent to which reducing alcohol related harm to youths was a priority of international sporting bodies and to identify potential policies and programs which have been funded, endorsed, or delivered by international sporting agencies with the aim of reducing alcohol related harm to youths. Where policies and programmes were identified, questions were asked to explore this in more detail. In addition to this, questions were posed to gain an understanding of the potential barriers and enablers to implementing policies and programs at an international level.



If stakeholders were unable to identify policies and programmes aimed at reducing alcohol harm, they were asked to identify policies or programs that are funded, endorsed, or delivered by international sporting agencies which aim to tackle other health related behaviours or illnesses such as smoking or obesity.

Engagement Process

Despite numerous follow ups (letters and follow up emails) sent, 68 stakeholders did not respond.

Eight stakeholders stated they were unable to help as the topic was out with their field of knowledge.

Two stakeholders replied but indicated that they were not aware of any alcohol policy within their organization and declined to discuss this further.

Twelve agreed to be interviewed or to complete the questionnaire (seven have been interviewed and six completed and returned questionnaires).

Organisation/Expertise Stakeholder	Interview Status
Three International Sporting Bodies for Men's Football	Questionnaire
Organisation operating in Coaching at International Level	Interview
Policy Developer working with International Sporting Bodies	Interview
Board Member at World Rugby	Interview
Two Standing committee members of the European convention on spectator violence and misbehaviour at sports events and in particular at football matches	Questionnaire
Non-profit organisation focusing on European youth sport for all sectors.	Interview
International Sporting Body for Women's Sport	Interview
International Sporting Body	Interview
Member of European Commission	Interview



Analysis

Drawing on the work of Nowell et al. (2017) a thematic analysis was carried out for each of the elements. This involved six phases, namely becoming familiar with the data; generating initial codes; searching for themes; reviewing themes; defining and naming themes and finally producing the report.

Limitations

Contact made with through the letters and follow up emails were generic. With hindsight, a more productive approach might have been to have targeted organisations, reviewing their current policies beforehand and asking for more specific feedback about these. It is recognised that an analysis of websites only provides some evidence about international bodies and the work that they do and is unlikely to contain all the information about their policies and practices in this area. Furthermore, this research has been reliant on participants taking time out of their busy schedules to provide feedback and there were no immediate incentives to do this. Another option for gathering this information might have been by using events to bring stakeholders together to discuss this area, though this would also have been challenging, and possibly expensive, to facilitate.

Conclusion

In this section the methods adopted for each aspect of the study were outlined, along with some of the limitations. In the next section the literature review is presented.



Findings Part I: The Literature Review

Overview

The following section sets out the evidence base exploring the link between young people, sport and alcohol marketing, first presenting the negative impact, before turning to the positive role sport can play in promoting healthy lifestyles. It is revealed that at present the partnership between the alcohol industry and international sporting bodies is financially lucrative; however, this also costs society and therefore such gains are questioned. The regulation of alcohol marketing is shown to be inconsistent, and even where countries have legislated to have bans in place, these have been circumvented by the alcohol industry that does not appear to be held accountable. Overall, this literature review points out that trying to change this current situation is about Government's legislating to protect young people and enforcing those laws, and also that the evidence base is invested in more.

Alcohol, Sport and Young People: The Negative Impact

Weschler et al. (1997 cited in Kingsland et al. 2016) found that in the USA, frequent heavy episodic drinking (≥ 3 heavy drinking episodes in the past 2 weeks) was more common amongst college student athletes (males 29 %; females 24 %) than students who were not athletes (males 18 %; females 15 %). Kingsland et al. (2016) evidence that similar high levels of risky consumption have been found amongst amateur and professional sportspeople in countries including Australia, Ireland, New Zealand and Brazil. For example, in New Zealand, O'Brien et al. (2005) found greater rates of binge drinking amongst sportspeople compared to non-sportspeople. Similarly, Australian players reported risky/high risk drinking for short-term harm (≥ 7 drinks on any 1 day on a monthly basis) from 51 % during the playing season to 88 % at the end of the playing season, which is much higher than the general population (44 %) (Dietze et al. 2008). Kingsland et al. (2016) review shows that higher levels of alcohol consumption are reported amongst spectators/fans when they are at games compared to when not at games and compared to non-spectator populations.

Heavy episodic drinking by sportspeople and fans has resulted in increased levels of alcohol-related harm amongst these population groups. Kingsland et al.'s (2016) systematic review, 10 of 11 included studies found higher rates of alcohol-related aggression and violence in sporting populations compared to non-sporting populations. Increased levels of aggression or violence amongst sports players and spectators were reported among middle/high school students, college/university students, current/former athletes and general adult populations at both elite and non-elite levels.



Most research in this area comes from the US (O'Brien et al. 2018). O'Brien et al. (2018: 336) comprehensive review concluded that:

“Studies on alcohol-related aggression and anti-social behaviour in sport are sparse with only three empirical studies conducted in non-US sporting samples, and no research from the United Kingdom (UK) or Europe. Similar gaps in the research base are identified for on-field violence, and there is no empirical research examining sociocultural antecedents (e.g., masculinity) of alcohol-related aggression and anti-social behaviour in sportspeople”.

O'Brien et al. (2018) set out to attempt to fill this gap and explore the impact of masculinity (defined as the degree to which the person identifies that they have masculine traits) on aggression and anti-social behaviour in sport. Their sample of 2048 athletes (44% were women) from ten universities from throughout England filled in a survey asking them about incidences of violence and also a masculinity trait scale from Bem's Sex Role Inventory-Brief (BSRI-B), which sets out to assess how people identify themselves psychologically. For both men and women, it was found that a higher level of alcohol consumption (AUDIT-C scores) was significantly associated with higher odds of having carried out all of the aggressive and anti-social behaviours of interest here.

Scholes et al. (2016: 1501) state that:

There is a growing body of evidence suggesting a link between sport participation and violent behaviour outside of the sporting context. However, there have been few studies that have investigated the basis of this relationship.

In their longitudinal study of 2,262 young adults in Australia surveyed over two years, they concluded that it is not sport participation per se that influences later violence but the drinking norms or culture embedded within certain sporting contexts. This analysis could go some way to explaining the reasons why for example in Scottish Rugby alcohol is served in stadiums without any trouble and no alcohol is served at football games due to past incidences.

Alcohol Marketing and Young People: The Negative Impact

Exposure to alcohol marketing is associated with earlier initiation into drinking and higher alcohol consumption (Brown, 2016; Jernigan et al., 2017; Smith and Foxcroft, 2009). These findings are similar to the results of a narrative review of digital marketing studies conducted by Lobstein et al. (2017).



Research has shown that alcohol marketing and alcohol sponsorship in sports is associated with hazardous drinking among sportspeople (O'Brien & Kypri, 2008), and an increased prevalence of alcohol-related harm for those involved in sport compared with non-sporting populations (Kingsland et al., 2016).

Brown's (2016) systematic review also concluded that there is a positive association between exposure to alcohol sports sponsorship and increased alcohol consumption amongst adult sportspeople and schoolchildren, but statistical significance of the study results varied. Closer attention from public health policymakers to protect children and young people and further research into the impact of alcohol sports sponsorship and the cost-effectiveness of sponsorship restrictions in reducing harmful drinking are called for.

Sport as a positive influence on young people's health

It is also important to note the potential benefits of sport for young people, for example in raising self-esteem, which in itself has an invaluable impact and is even a protective factor against being a victim of interpersonal violence (Milner and Baker, 2015). Lubans et al. (2016) systematic review of 25 studies found that physical activity interventions improve cognitive and mental health in young people. Sport provides a medium for physical activity, developing friendships, and learning developmental skills across all domains (Merkel, 2013). Sport can also be a way of reaching out to marginalised young people (Bentley and Gurumurthy, 2009). For example, reporting on the findings from three different projects in the UK aimed at young people socially excluded, through sport, the young people gained recognition and acceptance (Morgan and Parker, 2017). Morgan and Parker (2017) also point out though that sport is not a panacea to solving society's ills, but rather it can be a way in which young people build positive relationships and achieve social inclusion. The United Nations High Commissioner for Refugees (UNHCR), for example, are using sport and play programmes to encourage young people, particularly girls and young women, to attend school within refugee camps across the world. In addition, UNICEF has a strong focus on using sport to campaign for girls' education, promoting education through events and awareness campaigns.¹ As will be further discussed in the findings section on policies and programmes reviewed, sport is being utilised in a positive way to support young people to lead healthy lifestyles. Building on this, it is argued that sport could be used even more for good, and that includes the messages it wants to promote.

Sporting Settings: Places of Safety and promotion of good health

¹ This information was taken from <https://www.sportanddev.org/en/learn-more/education-and-child-and-youth-development/healthy-development-children-and-young-people>



Organizers of sporting events have legal responsibilities for ensuring spectator safety. This includes measures such as guaranteeing that emergency services are part of a safety management plan as well as ensuring certain restrictions are in place and are adhered to and enforced. These include restrictions on capacity, permitted items, and permitted spectators. Organizers also have a responsibility to adhere to national legislation aimed at protecting media consumers that may include restrictions on advertising (Ferrand et al. 2006).

Sports stadiums generally are not viewed as places that promote healthy lifestyles (Drygas et al. 2011). Meganck et al. (2015) observes that the WHO (2014b) list a variety of settings for health promotion (e.g. cities, workplaces, hospitals, schools), but leisure settings are not mentioned.

For close to 30 years, the World Health Organisation (WHO) has advocated settings as the basis for health promotion. Building on the Ottawa Charter (WHO, 1986), a setting for health was defined as the '... place or social context in which people engage in daily activities in which environmental, organisational and personal factors interact to affect health and well-being' (WHO, 1998: 19).

Respondents from Meganck et al.'s (2015: 532) study of 154 youth sports clubs from across Belgium highlighted the potential for youth clubs to be regarded as health-promoting settings and also discussed the barriers encountered. One of the major challenges mentioned is financial incentives and the need to establish collaborations between sports clubs and health promotion experts.

The Current Situation: Alcohol Marketing and Sport – A 'Win Win' Financially but what about the real costs?

According to a report commissioned by the Brewers of Europe, 87% of worldwide sponsorship money goes to sport (Fenton, 2011). However, it is difficult to get conclusive, up to date and exact figures on the extent to which the alcohol industry sponsors sports. The Institute of Alcohol Studies (IAS) (2017) reports that alcohol brands were the second largest source of sponsorship funding from 2003 to 2006 in the UK, behind only the financial services sector. Furthermore, in the same report the IAS highlights the impact of such sponsorship, with a jump in UK beer sales during the Euro 2016 tournament reported to be equivalent to an extra 31 million pints consumed by the country between April and June, compared to the same period in the previous year (ibid). Fenton (2018) has recently published an independent estimation of the size and importance of alcohol sponsorship of sports, especially football, which has by far the most sponsorship from beer in comparison to other sports, at a European national and local level. In this research, global sponsorship is reported to be about \$6 billion and growing because



traditional advertising is increasingly being ignored, and especially by young people. Level, local and grassroots sponsorships account for the majority of sponsorship deals in Europe, and for example research cited and conducted in 2011 by the European Sponsorship Association found beer sponsorship to be local (36%) or regional (48%) (Fenton 2011: 8). Fenton's (2018) study reviewed spending in Europe during the last five years that appeared in the Find!Sponsorship database of 26,000+ individual sponsorships. The total spend for beer was reported to be \$733,653,860 across this time period eighth on the list of top spenders with sports clothing highest. Spirits and Liqueurs were eighteenth at \$270,282,540. Fenton (2018) points out that this will be an under reported figure as not every deal is covered by the media. Beer is the most active sponsor in soccer, with 56 reported deals from 2013-2018. To put that into context, this is in comparison to the second highest sport receiving beer sponsorship, the Rugby Union with 14 deals. Of the deals reported of the 10 sports reviewed, football accounts for 57% of all beer sponsorship. Of the 44 spirits sponsorships made during that five years, soccer accounted for five of these, and Formula 1 ranked highest in this category with nine deals. Champagne has become synonymous with Formula 1 and had six sponsorship deals as opposed to football's 1. Taking the five years and averaging the spent over one year, beer alone spent about \$147million on sponsorship. It is estimated that a more realistic figure would be €598 million euros in Europe per annum, based on information gathered by organizations such as the Portman Group who stated that alcohol firms spend an estimated £150m to £200m annually on sponsorship and advertising in the UK.

Recent reports from the global market research firm Nielsen found that FIFA brought in \$1.45bn from sponsors for the Russia World Cup, compared to \$1.63bn last time around (Wilson, 2018). Corruption scandals have been blamed for this drop with Chinese sponsors stepping in when long-term backers such as Johnson & Johnson pulled out. Bodewig (2016: 9) report on the reaction from the different sponsors following the corruption scandals in 2015. According to a statement issued by FIFA, it met with five of its top commercial affiliates, one of whom is AB InBev "to discuss current matters" and "reaffirmed its commitment to transparency, reform and collaboration with its valued partners." FIFA created an internal body to lead reforms, and following this the sponsors issued a joint statement reaffirming their continued engagement with FIFA.

Budweiser's marketing campaign, 'Light Up the World Cup', was said to be the biggest spend ever invested by AB InBev in the World Cup 2018, although the exact figures were not revealed. It is estimated that it costs between \$25 million and \$50 million annually to be a FIFA partner and \$10 million to \$25 million to be a major World Cup sponsor and is estimated that the six main sponsors paid \$30 million dollars each every year for four years leading up to the 2014



Brazil World Cup (Bodewig, 2016). The total value of the sale of marketing rights to sponsors is around \$1.6 billion dollars (ibid).

AB InBev (2018) have published their figures for the second quarter of 2018 and half-year 2018 results on the 26th July. They state the following (ibid: 3):

'Our 2018 FIFA World Cup Russia sponsorship was our most ambitious and successful ever, for both Budweiser and AB InBev. As the official beer sponsor, we activated our Budweiser campaign "Light Up FIFA World Cup" in more than 50 countries. Football is a passion point in many of the new markets in which Budweiser has expanded following our combination with SAB, and this was a unique opportunity to engage with 3.2 billion football fans (according to FIFA) around the world and drive brand awareness. As a result of our global campaign and innovative digital-first approach to traditional sports sponsorship assets, Budweiser was the leading brand in social media conversations globally during the tournament. Additionally, due to an incredible execution in Russia, we sold more beer in the stadiums than in the 2014 FIFA World Cup Brazil. We also activated our local brands in more than 40 countries, connecting with national pride in their home markets and contributing to accelerated volume growth across our portfolio'.

This partnership therefore is a 'win-win' for both the alcohol industry and International Sporting Bodies in terms of monetary gains. However, as already outlined the link between alcohol marketing and subsequent harm to young people brings the ethics of such gains into question.

Regulation of Alcohol Sponsorship – Inconsistent and ineffectual

Governments have attempted to protect young people in particular from inappropriate exposure to alcohol marketing through regulations, from total marketing bans to voluntary self-regulation using industry codes of practice (Monterio et al. 2017). In the UK, the controls of alcohol marketing covering broadcast, print and online advertising are through co-regulation (with Ofcom) and self-regulation, administered by the Advertising Standards Authority (ASA) and the Portman Group. All alcohol advertisements must adhere to the self-regulatory UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP code), and the co-regulatory UK Code of Broadcast Advertising (BCAP code), that is overseen by Ofcom. The drinks industry funded body, the Portman Group, regulates all other forms of drinks producer



marketing including naming, packaging, and promotion of alcoholic drinks.² Alcohol Concern and Alcohol Research UK (2018) carried out an analysis of twelve years of investigations by the Portman Group's Complaints Panel, on the naming, packaging and promotion of alcohol products. They found that:

- The Panel's decision-making has been inconsistent, meaning that neither producers nor consumers can rely on it for guidance about what's acceptable and what's not.
- Its decisions often appear to be based on opinion rather than real-world evidence about how people drink.
- The Portman Group lacks accountability. When decisions are made and enforced, there is little or no means to amend or reverse them, nor any other body to appeal to.
- The purpose of the Portman Group is not well defined, other than a vague statement about 'responsible marketing' and in particular its role in reducing alcohol-related harm is neither clear nor explicit.

Some have called for a move away from self regulation. The conflict that exists in relation to self-regulation is well set out by Alcohol Concern and Alcohol Research UK (2018: 27) and worth recounting in detail. It states:

'The alcohol industry in the UK and globally is keen to continue to promote the self-regulation of marketing. However, like any industry, drinks producers have a commercial imperative to increase sales of their products; and even if profit is driven by 'premiumisation' in some quarters, it is clear that increased unit sales remains a key driver across the alcohol market. Self-regulation, therefore, presents insurmountable conflicts of interest between effective regulation and maximum profitability. ...Currently the system lacks clear mechanisms of accountability, meaning there is no guarantee of impartial or effective regulation. Moving to a fully statutory arrangement would bring much more open and transparent regulation. Regulatory decisions would have to be explained and justified publicly and could be challenged on the basis of evidence'.

Noel et al. (2017 cited in Monterio et al. 2017: 4) systematic review of self-regulation practices concludes that 'thus far...the industry's codes of practice have been ineffective in protecting individuals from potentially harmful exposure'. This evidence is further supported by a more recent Australian qualitative study that heard directly from 351 participants aged 16 to 19 and

² This information was taken from the Institute of Alcohol Studies (IAS), please refer to: <http://www.ias.org.uk/Alcohol-knowledge-centre/Marketing/Factsheets/Policies-to-regulate-alcohol-marketing.aspx>



showed that what is being perceived by young people is not consistent with the 'responsible' marketing spirit of alcohol advertising codes and the authors calling for more regulation.

France, Norway and Lithuania have banned alcohol sponsorship of sports and the Republic of Ireland and New Zealand have expressed desires to do the same (Brown, 2016). In France the 'Loi Evin' covers all drinks over 1.2% alcohol by volume and no advertising is authorised to young people, allowed in the cinemas or on the television and advertising is only permitted in press for adults, on radio channels (under precise conditions) and at special events. In Norway, under the Alcohol Act, alcohol advertising is banned from TV, radio, cinema, sponsoring, internet/digital media, outdoor, print, promotional items. Newspapers, magazines and other media's coverage of alcoholic beverages is deemed editorial material which is not considered alcohol advertising and thus fall outside the prohibition of alcohol law. Adverts found in imported foreign magazines that are not imported/distributed for the sole purpose of advertising alcoholic beverages is allowed. The European Centre for Monitoring Alcohol Marketing (ECCMAM) states of Norway's legislation that of the ban on advertising alcoholic beverages, that 'Naturally this is "challenged" when a large number of the bigger international competitions shown on Norwegian TV have sponsors and/or ads in arenas of this nature.'³

Changes in laws to regulate alcohol marketing are often met with resistance. Writing in a blog post for the IAS (2017) Nijole Gostautaite Midttun, from the Lithuanian Tobacco and Alcohol Control Coalition (NTAKK), described the controversy that arose regarding the ban and the steps taken to overcome opponents. Mass media information involving celebrities and health professionals, intense NGO involvement and focus and support from the international community were just some of the strategies adopted, ultimately to provide and publicise evidence supporting the arguments made. In the Irish case, the calls for reform have also been challenged by the alcohol industry and also a concern more widely about the loss of revenue. Slattery (2018) notes that a 2017 report by economist Jim Power claimed that a ban on advertising alcohol could result in the loss of €20 million a year in ad income, with €11 million lost from out-of-home advertising, €7 million from broadcasting and €2 million from print. Moreover, the out-of-home sector are also anxious with the biggest out-of-home advertiser in Ireland in 2017 Guinness-owner Diageo (Slattery, 2018). Slattery states that 'pointing out that a social ill is actually an amazing contributor to the economy, and implying nothing should be done to jeopardise this, is a cul-de-sac of a rebuttal. Life-saving public health crackdowns on cigarettes have cost hundreds of thousands of jobs over the decades, but few people would mourn that loss of employment'. Essentially, this is about putting profit before ethics.

³ This information was taken directly from the European Centre for Monitoring Alcohol Marketing, please refer to: <http://eucam.info/regulations-on-alcohol-marketing/norway/>



Sport and sporting environments have the power to be 'health promoting settings'. Beekman (2016) reflects that in the 1995 World Health Organisation *European Charter on Alcohol* one of the ten strategies for alcohol action is to:

'Implement strict controls, recognising existing limitations or bans in some countries, on direct and indirect advertising of alcoholic beverages and ensure that no form of advertising is specifically addressed to young people, for instance, through the linking of alcohol to sports'.

Outright banning of alcohol sponsorship by countries remains the exception and sponsorships continue to be used to promote alcohol and marketing creating a platform for strong advertising, loyalties and experiences. Alcohol advertisement and sponsorship of sport continues to be common practice. Moreover, the evidence is that despite regulations in place and even outright bans the alcohol industry have flouted or found ways of circumventing these. Purves et al. (2017) found over 100 alcohol marketing references per televised match programme in three countries – France, the UK and Ireland. These were mainly pitch-side advertising during the matches, on average, once every other minute. The majority took the form of 'alibi' marketing, with indirect brand references used to promote products. Carlsberg was the most featured brand, using their slogan and colours while avoiding mentioning the product name. This is referred to as 'alibi' marketing, a practice that emerged in the 1990s to promote tobacco products within 'dark markets' where advertising was restricted (ibid: 17). This was the case, despite being held in France, where alcohol TV advertising and sports sponsorship is banned under the 'Loi Évin'. An evaluation of the French Loi Évin by Galopel et al. (2017 cited in Monterio et al. 2017: 5) concluded that legislative inaction has reduced its effectiveness.

Drawing on another example, Eurocare, Institute of Alcohol Studies and University of Monash (2015) point out that the current EU policy framework for regulating alcohol marketing, the Audio Visual Media Services Directive (AVMSD), stipulates that alcohol advertising should not link alcohol consumption to driving. Eurocare, Institute of Alcohol Studies and University of Monash (2015) found however that F1 racing has the highest level of alcohol brand exposure of any sports event reported in peer reviewed literature, violating the current EU regulations on alcohol marketing. Specifically, an average of 11 references to alcohol brands were found per minute, meaning that worldwide audience of 500 million people were exposed to an alcohol brand on average every five seconds for almost two hours. Therefore, it is not just legislation and regulations but implementation, compliance and enforcement that matters. An additional but important barrier may also be that as yet there is not an evidence base generated on the benefits of having such bans and it is important that this is rectified for the future.



The Australian Example: Government Support not enough

In 2011 the Australian National Preventative Health Agency (ANPHA) were set up and in turn created a Community Sponsorship Fund (CSF) in 2012. This was an initiative that provided replacement funding for national sporting organisations in exchange for the removal of alcohol marketing from their events (Foundation for Alcohol Research and Education, 2017). The CSF was established for a \$25 million commitment from Government and sixteen Australian sporting organisations signing up to the fund, including the Football Federation of Australia. Importantly though the three main sports, that is the National Rugby League (NRL), the Australian Football League (AFL) and Cricket Australia did not. The campaign set out to challenge binge drinking with the campaign 'Be the influence: tackling binge drinking.' A key part of the sponsorship involved organisations offering athletes to serve as campaign ambassadors to further promote the campaign messages. In 2014, both the ANPHA and fund ceased to exist and at least one of those previously sponsored has fallen back onto alcohol sponsorship (Foundation for Alcohol Research and Education, 2017). Evidence of impact regarding the fund could not be found. The fact that the three main sports, all of which have alcohol as their main sponsors did not support this initiative highlights that trying to foster change cannot be encouraged using finances alone, but instead potentially the alcohol industry and international bodies need to also be educated about their responsibilities. In turn, the evidence base about the impact of marketing needs to be known, but also the impact of bans where they have been put in place also needs to be established too.

Conclusion

This review shows that there is evidence that alcohol marketing has a negative impact on young people's alcohol use, and counter to this, that sport can instead be a key factor in creating healthy lifestyles and even in inspiring community development.

The regulation of alcohol marketing is shown to be inconsistent and even where countries have legislated to have bans in place; these have been circumvented. Overall, this literature review suggests that trying to change the situation is about sensitizing stakeholders about the role they can play to influence a healthy lifestyle. There is a need for those countries where legislation to restrict marketing is in place to invest in building the evidence base to understand the impact of the change. It is important to reflect that sport, International Sporting Bodies, sporting events and arenas have the power to influence young people positively, and that includes the messages they promote.



Findings Part II: Analysis of International Sporting Bodies Policies and Programmes

Overview

The following section presents the findings of the analysis of searches of International Sporting Bodies' websites and scientific articles found relating to policies on alcohol. This review shows that a specific focus on young people, alcohol and marketing is rare and also that the potentially negative impacts of alcohol marketing on young people have not been seriously considered by sporting bodies.

Broad Website Search

In terms of the rules relating to alcohol, where there was mention, some websites provide this information within their Rulebooks or Handbooks, others have a link to the specific Advertising Policy document. Additionally, some results concerning alcohol advertising were mentioned within uniform or equipment advertising guidelines with no reference to advertising in the surroundings of the event. Interestingly, some policies even specified whom the policy pertains to (e.g. referees but not coaches or players) making it situational. In some cases, websites did not provide a search engine making it difficult to narrow down the documents or articles pertaining to alcohol marketing. Overall, most policies or statements concerning alcohol or alcohol advertisement prohibition also address tobacco or 'illegal drugs' given the national context. Even though evidence of alcohol policies was collected, this broad website search soon became an in-depth search due to lack of search engines, standardised policy document organisation and vague terminology. The analysis is presented in detail in Appendix O. A review of the main sponsorship for the thirty-six federations is detailed in Appendix D. It was noted however, that although links with the alcohol industry were found to be rare searching in these contexts, and specifically only found in Badminton, FIFA and World Rugby, where major tournaments are played, the alcohol industry may then become a partner. For example, in Golf and Tennis one of the main partners for the Scottish Open and Wimbledon respectively is a brand of champagne. The question then as to whether sponsorship of alcohol happens or does not within sports is unclear and complex.

Of the thirty-six federations, thirteen were found to have 'no policy.' These are Bobsleigh, Baseball, Boxing, Golf, Hockey, Ice hockey, Modern Pentathlon, Rugby, Taekwondo, Tennis, Triathlon, Volleyball and Weightlifting. It should be pointed out though that for example



through the review of the articles, rugby's main sponsorship is Heineken, and therefore 'no policy' does not necessarily mean that there is no affiliation.

The two federations where advertising of alcohol is prohibited are Aquatics and the Luge. In Aquatics, in the FINA General Rules, it states that 'GR 6.3 Advertising for tobacco, alcohol or sports-related betting is not allowed.' In the International Luge Regulations, under Advertising: 11. Forbidden Advertisement it states that provided there are no stricter national laws, following advertisement is prohibited: 1. on the athlete and sled: advertising for tobacco, illegal drugs or alcohol. The exceptions are for non-alcoholic beer for athletes 18 years of age and over, or alcohol products with less than 10%. At the sports venue and on bibs advertising for tobacco, illegal drugs or products with an alcohol percentage of more than 10% is allowed. The FIL Executive Board can also allow an exception of this prohibition following a request from the event organizer or the venue operator.

Eight federations were defined as having 'lax' policies, meaning that alcohol being permitted or not is left unclear or open to being compromised. The Federation Equestre Internationale simply states that they would encourage people to refrain from alcohol use, whether or not marketing is allowed is unclear. A basic review shows that as yet they do not have the alcohol industry as part of their sponsorship. The International Shooting Sport Federation (ISSF) merely outlines the rules that competitors are not allowed to be under the influence. Firstly, the Federation Internationale de Gymnastique (FIG/IFG) permits the advertising of champagne, wine, beer and light drinks of alcohol content less than 20%, so effectively there is no advertising of spirits. In Rowing, Athletics, Canoeing and Cycling advertising of spirits is also not allowed with the inference that responsible drinking is being promoted. Finally, and it would be fair to say maybe one of the strangest, is that Wrestling has rules that coaches and referees are not allowed to drink alcohol, but no mention of the wrestlers themselves.

Six federations have rules regarding alcohol advertising that are what has been defined as 'situational.' The International Table Tennis Federation (ITTF) does not allow advertising around the play area or on players clothing. In Badminton advertising alcohol is banned on junior clothing but there is no mention of this being banned in any other context. A review of sponsors detailed in Appendix D shows that for badminton these are mainly in the financial and business sector, such as HSBC and sportswear companies and more recently the sport has also taken on sponsorship of a liqueur. Advertisements of alcohol are not allowed to occupy more than 25% of total authorised advertising space according to the Federation Internationale de Ski (FIS). Archery forbids advertising of alcohol at World Championships but it is not clear if this ban extends beyond this. Finally, the Basketball federation states that advertising of alcohol is



forbidden from time to time. In American Football, under the 2014 IFAF U19 World Championship Regulations, it states:

'Permission will be granted if there is no conflict with tournament main sponsors and the advertisement is suitable for IFAF Junior World Championships. A tournament main sponsor is a sponsor who pays a significant amount of money to LOC. Non suitable advertisers for JWC include but are not limited to alcohol and tobacco products as well as sexist material. The definition of a significant amount of money is subject to circumstances'.

It is noted that although the World American Football association does not appear to have any links with the alcohol industry directly, Anheuser-Busch InBev is the NFL's main sponsor and an outright ban on marketing spirits was also lifted in 2017, with restrictions applied about how much exposure is allowed.

The remaining seven federations were classified as being lax and situational. FIFA states that if alcohol is sold, it should be done so responsibly, and the World Curling Federation also explicitly states that excessive alcohol use is not permitted. The International Judo Federation highlights the importance of safety at events and in these three cases alcohol use rather than alcohol advertising is focused upon in policies. The Fencing Federation requests that advertising of alcohol should be refrained from, however, it is not banned. In Biathlon and the International Handball Federation the advice is also to follow the rules of the country. Finally, in World Sailing it is up to competitor to decide to object to alcohol advertising or not and there is no blanket policies made in relation to alcohol. A more detailed analysis is presented in Appendix N.

In-Depth Website Search

For **FIFA** there were 76 articles identified (Appendix F). The returned documents included information for players, venues, and spectators but the information was limited. The key messages were that venues should adhere to a code of conduct and are therefore responsible for ensuring spectators are not admitted if they are under the influence of drugs or alcohol and that they do not bring alcohol into the venue with them; that spectators are responsible for ensuring they are not overtly intoxicated or in possession of alcohol and that they are aware they will be denied entry if in breach of these responsibilities. For players, the information and advice is based on an International Consensus Conference held at FIFA House in Zurich, September 2005. The key messages are that alcohol use should be 'moderate' and a 'personal choice' and that 'there is no evidence of impairments to health and performance when alcohol is used sensibly' (FIFA, 2010: 35). The document titled 'Nutrition for Football' makes clear that 'the problems associated with alcohol in football generally arise from 'binge' drinking on specific occasions – especially in the post-match period'. This type of drinking it states has implications for 'the players' recovery, their well-being and their reputation' (ibid: 34). The



advice given is to 'avoid a heavy intake of alcohol on the night before a match' but that 'It appears unlikely that the intake of 1-2 standard drinks will have negative effects in most people' (ibid: 35). In addition, they advise: 'Once post-exercise recovery priorities have been addressed, the player who chooses to drink is encouraged to do so 'in moderation' (ibid).

Of further note are some of the extremely positive developments that have been taking place through FIFA to support young people and those who are socially deprived, using football as a hook for change. Firstly, the Danish street football organisation Ombold, set up by Thomas Hye-Knudsen in 2003 helps homeless people reintegrate into society, get back to regular work and leave alcohol and drugs behind them. A similar project has also been set up in the UK called Streetsoccer. Secondly, there are a number of articles about the good work that is happening in Indonesia, Papua New Guinea, Nepal, Namibia and Mali through football to help young people. For example, Uni Papua FC in 2013, transformed from a football club into a social foundation to tackle pervasive social issues such as alcohol use, through providing education, reaching more than 300 ethnic groups of different cultures and languages. Programmes have also been set up using football to support street children in Nepal to stay away from alcohol and drugs. A volunteer programme as part of the FIFA U-20 Women's World Cup in Papua New Guinea engaged over 1,000 volunteers to support the delivery of events and activities increasing employability and creating female role models. The Football for Hope centre in Namibia is focused on supporting people with disabilities and the centre in Mali to address the effects of poverty and drug and alcohol abuse. As already outlined in the limitations of this study, these articles are no doubt the tip of iceberg of many fantastic programmes going on through FIFA and other organisations to help young people. This highlights the way in which football can be a real driver of change positive influence.

For **UEFA**, the 37 documents identified (Appendix G), have a similar emphasis on individual choice and responsibility and many of the documents pertained to codes of conduct. Two documents stood out in relation to rules regarding alcohol use. The first, distributed by UEFA (2008) is their Euro 2008 Sustainability Report. In this it states that alcohol was not allowed in stadiums except in the hospitality areas which raises some interesting questions regarding class division as discussed earlier in the report.

Secondly, in 2013 UEFA published their tournament requirements for holding the UEFA's Euro 2020 competition and information to European Member states wishing to bid on and host the competition. It states (ibid: 5):



'The sale of commercial rights constitutes one of the most important sources of revenue for UEFA EURO 2020. The successful sale of such rights may be impacted by certain commercial restrictions imposed by local law, for instance with regard to advertising opportunities (e.g. prohibition of advertising for alcohol). Accordingly, the bidder must describe what restrictions apply in the host country in respect of commercial advertising and promotions at sports events that may affect UEFA's commercial programme for UEFA EURO 2020'.

UEFA (2014) published the responses from individual countries to the bid. Each country with the exceptions of Ireland, Israel, and Germany, outlined their countries' current legislations on the regulation of alcohol. Out of the sixteen countries, which outlined their policy, all but two said alcohol advertising was allowed, albeit with some restrictions. The two countries where alcohol advertising was not allowed, offered to relax these rules if they were to be successful in the bidding process: Association of Football Federations of Azerbaijan – "Advertising restrictions impacting UEFA sponsors would be lifted by a special law during the tournament"; and, Russian Football Union – "Advertising restrictions impacting the organisation of the tournament would be lifted by special laws and public viewing activities are regulated, as all viewings require the local authorities' authorisation and the event organiser's permission". This highlights the influence that international sporting bodies have to circumvent laws with the collusion of national governments.

UEFA's Foundation for Children has set up a number of programmes showing the important role football and other sports plays in helping young people to get support and have a chance of a better future. For example, the Extra Time Project in Guatemala has reached over 3,000 people, the Life Skills Curriculum Project in the Democratic Republic of the Congo set up to tackle health and social problems relating to drug and alcohol abuse has connected with over 1,200 young people. The Bophelo Ke Kgwele in South Africa and the Fundación Red Deporte y Cooperación throughout Africa, Latin America and Eastern Europe aim to empower young people in people in disadvantaged communities, part of which is about educating them to stay away from alcohol and drugs.

An analysis of the **SportandDev** articles emphasise that the United Nations (UN) acknowledges sports as a means to further education, health, development, even peace and is a powerful and cost-effective way to advance the Millennium Development Goals (MDGs). This analysis again draws to light the many programmes from across the world where football and sport are used as a way to tackle alcohol related harm either as a tool for diversion or by using sport to educate children and young people about the harms of drug and alcohol use. Some of these



programmes had been endorsed by international sporting bodies, but many were developed, funded, and delivered by NGOs, for example such as the Homeless World Cup and Caribbean Sport and Development Agency. Particular youth programmes reported on reach out to young people and many to specifically support those most marginalised, such as The South Africa Homeless Street Soccer (SAHSS) with football used to engage children living on the streets in Cape Town. The Swiss Academy for Development (SAD), in partnership with the South Sudan Psychosocial Programme (SSPP) is using sport and play activities to enable women traumatised by civil war and violence to better cope with daily challenges. It is interesting to note that the Sport Network in Cameroon use the popularity of the sporting event to raise awareness about HIV/AIDS, drug and alcohol abuse, domestic violence, gender based violence, first aid, school attendance and other related themes. Prior to each game, they use a participatory and interactive methodology involving both players and spectators to raise awareness about issues. This template for using the event itself as a way of promoting positive messages or challenging difficult issues offers an alternative way of thinking about how sporting events could be used. The affiliated organisations also reported on such as Riovisions FC, Keeping Sports Alive Uganda, Sports For Real Change (SRC), Street Soccer Mexico are all about using sport as a hook to support young people to stay away from alcohol and drugs and look towards a better future.

A review of the articles by the **Olympic Committee** also present good examples of sport being used to promote young people's healthy lifestyles, for example through the Healthy Lifestyle Experience, part of the Culture and Education Programme in Singapore. A campaign to prevent alcohol in sports clubs and to organise alcohol-free sports weekends in Germany was also highlighted by the organisation in 2011.

The **Commonwealth** Games Federation in 2017 has created a Children's Rights and Sports Specialist at Unicef UK, as part of a ground-breaking collaboration with the Commonwealth Games Federation (CGF). The role is to integrate children and young people's rights in the bidding processes and operational delivery of future Commonwealth Games and Youth Games.

For **World Rugby** there were 11 articles identified (Appendix M). Although there was no alcohol policy to speak of, the information relating to alcohol use and its potential harms was unambiguous. The lifestyle information on the Rugby Ready Website clearly states that "alcohol consumption is harmful as it affects training and performance in several ways." There was some evidence of responsible drinking encouraged.

An analysis of the World Anti-Doping Agency articles shows that in 2018 Alcohol is no longer prohibited. The article hosted on their website about prohibited items informs that the intent



of the change is not to compromise the integrity or safety of any sport where alcohol use is a concern, but rather to endorse a different means of enforcing bans on alcohol use in these sports.

Conclusion

The analysis of the Federation's policies shows that, of the thirty-six, only two, specifically Aquatics and the Luge, have banned marketing and sponsorship of the alcohol industry. Fourteen did not appear to have any policy regarding alcohol but this does not mean that there is no affiliation, and for example, World Rugby's largest sponsor is Heineken. The remaining federations had either lax and/or situational policies, for example the Fencing Federation requests that the advertising of alcohol should be refrained from but there is no clear ban. Federations in Gymnastics, Canoeing, Athletics, Cycling, Rowing and Biathlon ban the advertising of spirits, inferring the promotion of responsible drinking. In World Sailing it is up to competitor to decide to object to alcohol advertising or not and there is no blanket policies made in relation to alcohol. Finally, American Football suggested that it was really a matter about money above all else.

This analysis shows that Federations have really not thought to any great extent about the potential negative implications of alcohol marketing. A review of articles further supports this, with the emphasis generally being on the safety of people within stadiums and responsible drinking being supported. It was also found though that there are very many programmes being funded, promoted and endorsed through International Bodies that support young people, particularly those most disadvantaged and marginalised to be diverted or educated about alcohol harms. This shows the awareness organisations have about the negative impact of alcohol to young people, and yet in terms of their own policies the link between this and marketing is either not being made or being ignored.

This review highlights that issues related to alcohol, young people and sport are not off the radar of organisations, but that other than Aquatics and the Luge, the message about alcohol harm to young people is unclear and inconsistent, and for those who have alcohol sponsorship deeply compromised.



Findings Part III: Analysis of interviews with Stakeholders

Overview

In this section the process to engage international bodies will be firstly discussed before presenting the findings of the interviews, which revolved around four questions. Namely:

- Is reducing alcohol related harm to youths a priority of international sporting bodies?
- Are there any specific policies or programmes, which aim to tackle alcohol use, and alcohol related harm for children and young people?
- What do you think are the biggest challenges to implementing policies and programmes to reduce underage drinking and/or alcohol related harms to youths at an international level?
- 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?

Response to Question 1: Is reducing alcohol related harm to youths a priority of international sporting bodies?

Reducing alcohol related harms to young people is not viewed as a priority for international sporting bodies.

It is a priority for our organisation but I am not aware of there being much focus on this topic in policies and with wider stakeholders. I think many would support a campaign to raise awareness of this issue. (P7)

In our opinion, it is not a high priority for the international sporting bodies... It seems that the main priority for the international sporting bodies is to develop their own sport. (P3)

Alcohol is a sub sub sub subject in all this, activities are not focused on the subject since we work on other issues at the moment, such as: match fixing anti-corruption violence or promotion of physical activities. (P9)



Three representatives said that reducing alcohol related harms are a specific top priority for them. They reasoned that this is because it reduces the player's performance and wanted to promote 'clean sports', and also that it is contradictory to having a safe arena. The remaining interviewees spoke about promoting health generally as being a priority, and addressing alcohol harm indirectly part of this.

The programmes are about developing sporting environments which are safe and which help develop the young person as a player and as a person. (P4)

We focus on lifestyle risk factors- tobacco, food, and physical activity and to a lesser extent alcohol as well although it is part of one of the programmes. (P5)

Reducing alcohol-related harm has a very high priority in sports especially in football. Above all, it is important for us that no alcohol is served or sold at youth games. (P10).

Three interviewees reasoned that the evidence base about alcohol as a contributory risk factor to poor health is less clear than tobacco and this is the reason why tobacco advertising has been banned but not alcohol. One representative emphasised that 'drinking responsibly' is the message promoted in advertising and alcohol in moderation can even have health benefits.

We need more research on the direct links. (P1)

Two organisations pointed out that in some countries in the developing world it is cheaper to drink alcohol than water and it is important to get to the root causes of alcohol problems and recognise the value sport can play to inspire people to have a healthy lifestyle.

Alcohol use has a knock-on effect on social issues that effects communities...We also want to tackle the view that alcohol and drinking is macho. The power of football is that it can be used to educate and create an environment where communities can do better. (P6)

Prices of alcohol are a challenge: it is sometimes cheaper than soft drinks...or not much more expensive. (P10)

Response to Question II: Are there any specific policies or programmes, which aim to tackle alcohol use, and alcohol related harm for children and young people?

Policies identified about tackling alcohol use and alcohol related harm for children and young people were about alcohol being illegal to those under 16 or 18 depending on the country in Europe. Also, it was highlighted that UEFA Champions and Women's Champions League allows



alcohol advertising and had until recently had a blanket ban against the sale of alcohol on match days, referred to commonly as 'Article 36.' Alcohol consumption is not encouraged, but the sale and/or distribution of alcohol is permitted under national and local laws. Overtly drunk people are also not allowed into stadiums but how this is regulated was said to be more reactive than a preventative approach. The differences in the way countries approach this issue was highlighted, whereby in Belgium, beer is available to buy in stadiums to anybody over the age of 16. On the other hand, in Scotland, alcohol is not sold at football games but it is in rugby matches, and last year there were no incidents reported at any rugby match in Scotland. Healthy Stadia have publicly commented about UEFA's change to Article 36 to highlight that the public health perspective was not taken into account. It could be said that concerns around social responsibility have been superseded by commercial gains. Philpott (2018) writing publicly on the Healthy Stadia website advises UEFA of the following 'harm reduction measures' in light of their altered stance:

- Stopping sale of alcohol at the end of half-time.
- Agreement on what maximum strength alcohol may be sold at UEFA matches – we suggest restricting this to drinks with alcohol content of no more than 3%.
- Agreement on maximum number of alcoholic drinks to be purchased at UEFA matches per visit to drinks concession – we suggest no more than 2 drinks per person, per visit.
- UEFA led campaign promoting responsible consumption of alcohol at all food and beverage (F&B) concessions selling alcohol, with specific advice on rehydration through water.
- Availability of free, clean drinking water for rehydration upon request at all UEFA matches.
- Up to date training of all F&B serving staff (full-time and part-time) to recognise signs of overconsumption of alcohol and protocol on declining sale of alcohol to intoxicated fans. Additional training on supply of alcohol in line with national age-restrictions, something that varies widely across Europe.
- In-depth training of stewards and security staff on overconsumption of alcohol by fans within the stadium, intervention and ejection protocol, with particular focus on egress flows and dispersal away from the stadium in public areas.
- Stewards should also be aware that some people with disabilities have slurred speech, or have limited mobility that stewards may mistake for someone who is drunk. Stewards and concession staff should therefore receive disability awareness training to ensure they do not jump to conclusions.



In terms of programmes identified, it was reported that in Norway the NFF has a partnership with the NGO Av-og-til to increase awareness of the harmful effects of alcohol. The programme provides a procedure for clubs for reflection based on everyday cases (through film and texts) and the aim is that the club develop their own guidelines. In the UK, the Premiership Rugby in England have a programme called 'Side Step' which works with young people to educate on the behavioural and health dangers of consuming alcohol whilst underage. Also, the Berlin Football Association highlighted the program "Trainer Plus", a joint venture with Humboldt University. They worked closely since 2014 in the subject of alcohol prevention in youth football.

In short, there are some programmes in place to address this issue, but overall the approach is patchy and dependent on bodies taking the initiative.

Response to Question III: What do you think are the biggest challenges to implementing policies and programmes to reduce underage drinking and/or alcohol related harms to youths at an international level?

The main obstacle, in a word is 'money', with the alcohol industry often the main sponsors of international sporting bodies. One interviewee even referred to the alcohol industry as being 'too powerful' comparing it to the gun lobby in the US.

I think it is a difficult topic because the main sponsors are alcohol and this makes it difficult to focus on policies that tackle alcohol problems. It is difficult to balance the needs... professional games rely on revenue from alcohol marketing, sponsorship, and sales of alcohol products in the grounds. (P1)

Balance between sponsorship, marketing and harm reduction. It is important to sell beer, as it is a major income. It would be difficult to get clubs, stadiums, and fans on board...There is a lot of binge drinking and we cannot regulate the cafes and bars, which surround the stadium. (P8)

Finance and revenue from alcohol advertising and sponsorship is needed especially in countries that don't qualify for big tournaments. Alcohol, tobacco, fast food, and gambling are able to provide the most money and so they tend to be the sponsors/partners. (P5)

I think that one of the biggest challenges is trying to stop or manage the way in which alcohol is being marketed and getting cross sectional support to address this issue.



This is about earning money and this idea that spectators enjoy the sport more when they are drinking. I think that there is another side to this too; when you prohibit something it can also make it more attractive. At the moment we focus on substance misuse, drugs and we close our eyes to alcohol harm. (P7)

The revenue generated is used in a positive way and to support smaller local clubs.

The money generated through advertising is reinvested and that means that small clubs benefit. The opposite of not having this revenue could lead to unintended consequences. (P1)

In the German context, it was noted that the football associations had little influence on alcohol sales because the sports facilities do not belong to the clubs. Therefore, no influence could be exerted on contracts or alcohol sales despite their stated interest on reducing alcohol related harm.

Issues arising around the regulation of Marketing

Three representatives felt that banning marketing could be counterproductive and make drinking alcohol more enticing, and instead a balanced lifestyle should be promoted.

We have taken on a certain number of social issues, promoting an active healthy life-style tackling the obesity epidemic, which includes in terms of nutrition the aspect of alcohol as well. We are confronted with the sugar, salt, alcohol and tobacco issue. On the other hand are promoting football as one of the best physical exercises to stay fit...At the end of the day, it is all a question of a balanced life style.(P8)

I think telling people what they shouldn't do doesn't work. (P1)

I think that there is another side to this too; when you prohibit something it can also make it more attractive. (P5)

It was felt by one interviewee that regulation of marketing needed to be taken at Governmental level.

Alcohol is a negative influence. The extent to which alcohol advertising and sponsorship is prominent in football is a club by club decision, but it's a stance that should be taken by a governing body. The decision to ban alcohol advertising needs to be taken at Government level or by International Sporting Bodies. (P2)



The German BFV noted that they “sensitized” clubs in dealing with alcohol and it was a regular theme to be discussed.

Another pointed out that even with legislation to regulate alcohol in place, this has been overridden in the past, as was the case at the Olympics in Rio de Janeiro. They also noted that UEFA as an organisation have never done this and gave the example that in France the Loi Evin regulations do not allow for direct alcohol advertising and UEFA did not try to push through a change in legislation.

Who should take responsibility for this issue?

One interviewee felt that the difficulty lay in identifying whose responsibility it is for taking forward this issue. They said:

Clubs often have a foundation trust (a charitable arm) and these trusts focus on the local communities and try to address issues relating to social inclusion, antisocial behaviour, and health...When the trust delivers programmes aimed at moderating behaviour or they deliver messages about positive behaviours then this is not seen as a problem because it is part of their remit and usually considered a good thing. When clubs and sporting bodies do it there is a lot more suspicion and backlash from fans and the media.

Alcohol being embedded within cultures and views on alcohol shaped by wider culture

Alcohol was felt to be embedded within cultures and in particular a factor in being seen as ‘macho.’

Alcohol is embedded so deeply, culturally. We would need international sporting agencies to be putting the same message across and they need to be working in better partnerships to build campaigns using facts about the pros and cons of alcohol instead of just glamorising it. (P6)

We also know that there is a masculine influence which runs through football and its culturally entrenched – this could be a barrier. (P3)

Equally, it was raised that the move away from advertising by tobacco companies was promoted because of the move away from this being culturally acceptable.

Having national, government legislation helps. There are a lot less people smoking in Europe than there was, and we have seen a change in culture and



attitudes towards smoking. There is a greater public acceptance of the harms because the evidence base is clear not only about the individual harms of smoking but also the secondary harms. (P2)

Some representatives drew attention to the impact of cultures and emphasis on individual responsibility. They noted:

You should take into account that most of these international bodies, well FIFA, the IOC, and UEFA are all based in Switzerland where the culture is very different. Swiss politics and ethics much more focused on individual responsibility and may explain why it is very unlikely that they would want to control or regulate alcohol. (P5)

It should be a responsibility for all sporting bodies at club, national or international levels. They are all responsible to make sure that alcohol sales are dealt with in a responsible manner. We don't hold the position that alcohol should be banned – we focus on responsibility – education and awareness about the dangers of alcohol especially on behaviour and long-term health impacts needs to be provided. (P7)

They further reflected that an assessment of risks involving alcohol is also cultural too.

National policies differ too. In Scotland alcohol cannot be served because of spectator safety and security concerns whereas in England, Ireland, and Wales you can buy alcohol till the point of kick off and during half time, but alcohol cannot be taken into the seating area or in areas where the pitch can be seen. This is probably the most common policy in Europe... countries where regulation are laxer and you can buy alcohol up until kick off, during half time, and bring it to your seat (Holland for example). (P5)

On another note, according to a representative of the EC, one important challenge is the very many priorities concerning health. He felt that the topic was not related specifically to sport and that other contexts could be more concerned, such as music festivals and other events. (P10).

Response to Question IV: 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



Almost all suggested that there was a need for International Sporting Bodies to run campaigns, educating young people about dangers around alcohol and draw attention to particular role models that young people could look to.

Better education is needed, and this should be done by engaging with those who are influential – coaches, parents, sporting role models...Using sporting heroes is also important although finding role models can be difficult as many do not have the most stellar reputations, so we need to work with players themselves to ensure they are putting the right messages out there. (P4)

Responsible Partnerships

Two organisations referred to the idea of 'responsible partnerships', meaning actively seeking out more ethically correct sponsors.

I think there is a need to look at other ways of getting money through marketing, e.g. ICT. I think that there is a willingness to look at this and especially when you think about the future athletes and the International School Sport Federation. I think they would really support and welcome challenging this. (P7)

Education and making everyone aware of the role they play

It was agreed that this issue is the responsibility of all, at all levels, not just the obvious people but also includes coaches and security.

If you asked coaches if they had a role in reducing alcohol related harm to young people they would answer no; but, they do. They have a responsibility to help guide and educate people and they have a responsibility for developing young players not only as sportspeople but as people – it's not all about skills and drills. (P4)

More needs to be done around education - fan safety and health information is needed... We need more education programmes. We need better training for staff and stewards. We need better public health messaging especially around harm reduction (responsible drinking), and we need to make sure there is free tap water available in stadiums. (P5)

Education should be priority and the focus should be on making sure people are aware of the risks associated with alcohol. (P3)



Regulating the Sale of Alcohol

As well as introducing new ideas, three organisations drew attention to the need to implement the law and ensuring that young people were not able to buy alcohol.

Controlling the access to alcohol for youths...should especially be applied on public shops and places (for example shops, gas stations, snack bars). In fact, in our opinion, this is the second biggest challenge; to control the delivery of alcohol to youths at public places. Due to that, monitoring of those stores and penalty charge for those who sell alcohol to youths should be raised massively. (P2)

Make non-alcoholic drinks more attractive

Two interviewees suggested that non-alcoholic drinks could be made more attractive.

It is often the case that in films or ads the cool person drinks alcohol...For years now, a 'Big beer concern is one of the main sponsors of the UEFA Champions League. It doesn't mean that because of that a lot of youths drink too much alcohol, but what if a nonalcoholic drink company would be that sponsor? Maybe if some of those little pieces of the puzzle change, also the behavior of the youths would change. (P3)

Serve low strength alcohol

One interviewee offered that low-strength alcohol should be serviced at games.

Focus on amateur sport

Finally, one other interviewee felt that there should be more attention and support given to amateur sport and by promoting a healthy lifestyle; this would in turn indirectly address alcohol harm.

Other answers remained general, such as investing on specific health campaigns championed by important bodies, and ultimately as noted by the BfV: "It would only help a change of heart in society. The possibilities of buying alcohol are far too simple. Also for minors! The purchase of alcohol should be more difficult and perhaps the price or taxation should also be increased".

Discussion



International sporting bodies on the whole do not have policies or procedures in place that regulate alcohol marketing or sponsorship within football. Instead, there is a reliance on alcohol industry self-regulation, which as already discussed appears to be insufficient (Noel et al. 2017 cited in Monterio et al. 2017). One of the biggest barriers for tackling alcohol marketing and sponsorship within sporting contexts is the revenue associated with it.

UEFA had a policy in place that banned the sale of alcohol in football grounds during all UEFA competitions. Article 36 of its Safety and Security Regulations has been changed to read: “The match organiser may only sell or distribute alcohol within the stadium or its private environs ... within the limits permitted under the national and local law as applicable from time to time.” Fans will now be able to buy alcohol at stadiums and drink in the stands throughout the majority of European matches except in England where fans will only be allowed to consume alcohol in the wider stadium, not the stands. In the UK alcohol is prohibited within football stadiums but not rugby stadiums. Eads (2018) points out that the UEFA ban had never been extended to the VIP areas and had created a two-class society in the stadium. Although not within the scope of this study the links between policies and class could be worth exploring further. For example, Wimbledon, which is widely regarded as a tournament attended by those in the higher classes, or to use the vernacular in the UK, ‘posh’ (O’Grady, 2017), even allows attendees to bring in their own alcohol, and champagne must be de-corked before being brought into the stands. As already alluded to earlier in the report, it seems likely though that incidences and past trouble in itself dictate the policies put in place, but these may very well be connected also in turn to the impact of class and socio-economic status (Alcohol Concern, 2014).

The review of the policies in some cases note that excessive alcohol use/intoxication is problematic but the majority of international sporting bodies do not have a clear policy on alcohol in general, and limited policies on alcohol marketing. Instead, emphasis, where there are policies, is placed on individual responsibility of venues and spectators with an expectation that they will adhere to a code of conduct. Based on the interviews with some stakeholders, banning alcohol in venues was felt to be ineffective as it is assumed people will still arrive drunk. For the majority, emphasis was placed instead on providing better quality and balanced information about alcohol harms and using international sporting heroes to get this message to children and young people. Van Hove and colleagues (2016) study of stakeholders also found that participation in sports was considered a form of health promotion itself therefore engaging in further health promotion was not prioritised. The authors argued that this explained the lack of written policies, partnerships, and health promotions activities invested in by clubs. This study has brought to light and sharper focus the other considerations and particularly the importance of the revenue generated through such sponsorship.



Information from the website searches, especially FIFA, is inconsistent with what we know about alcohol related harms and that any attempts to reduce harm is undermined by alcohol advertising and sponsorship and by messages which encourage alcohol consumption albeit in a 'responsible' way. As reflected in the discussion above, some international bodies reflected that this relationship with the alcohol industry compromises what was referred to as 'clean' sports.

Based on the findings, revenue from alcohol advertising is a major barrier to the development and implementation of policies at international and national levels. Alcohol advertising and sponsorship in football has fostered the idea that there is a "natural affinity" between alcohol and football and this has become an internalised part of western culture. As Dun (2014: 186) states 'Alcohol and football are like two peas in a pod for many fans, who seemingly cannot imagine attending a match without a beer in hand.' In FIFA's website it recognises this and states that the use of alcohol is 'often intimately associated with sport.'

The association between alcohol and sport may explain why countries where alcohol advertising is controlled by local legislation feel required to relax their laws in order to hold international football events. Brazil had made the sale of alcoholic beverages illegal in football stadia in response to fan violence in 2003, although it was still available in the surrounding areas. Brazil had and still has one of the highest numbers of fan deaths, however was still required to sell beer during the World Cup. Similarly, both Russia and Qatar, holders of the 2018 & 2022 FIFA world cups, have relaxed their regulations on alcohol advertising and alcohol consumption. Dun (2014) argues that FIFA's requirement for the sale of beer in the stadiums is due to their lucrative sponsorship deal with Budweiser. Examples of the changes are documented in the World Health Organization's Alcohol Policy Timeline Database. According to the database, in 2014, amendments to the federal law on advertising in Russia were proposed. These proposals were to lift "some of the restrictions on advertising beer and beverages based on beer, in view of the forthcoming 2018 FIFA World Cup in the Russian Federation". In 2015, these proposals were accepted and Russia lifted the ban on advertising beer and beer-based products during live or recorded broadcasts of sporting events, as well as on advertising sparkling wines. However, this law does not cover alcohol-free zones including airports, train stations, medical and educational organisations, petrol stations, markets or places of mass gathering.

In Rostov, where one of the arenas is, they invoked a 2005 law that does not allow the sale, purchase or use of alcohol at places of mass gathering. In response Sun InBev, the Russian arm of Belgian brewing company AB InBev is now suing the stadium (Stadium News, 2018). An



Egyptian goalkeeper recently refused the Man of the Match award during the World Cup in Russia because of the link to Budweiser sponsorship due to religious reasons (Fraser, 2018). The cultural conflict is likely to arise in Qatar between alcohol consuming football fans and that of Muslim fans in public spaces is concerning (Dun, 2014). Dun (2014: 1999) describes how there is likely to be 'an uneasy use of the space and many potential ideological and potentially physical conflicts as two distinct groups contest the use of public space via their conflicting performances of 'fan''. Overall, the pressure to sell alcohol in stadiums by FIFA is controversial.

A video campaign targeting World Cup football fans promoting healthier and more active lives was produced jointly by WHO, the Ministry of Health of the Russian Federation and the 2018 World Cup Russia Local Organising Committee.⁴ These videos have three key messages, namely: drawing attention to the damage of tobacco use, the link between cardiovascular disease and excessive salt and the importance of physical activity as part of a healthy lifestyle. There is no mention of alcohol in these videos, which is very surprising especially as the WHO (2018) have recently published a brief entitled 'What Ministries of Youth and Sport Need to Know' referring to non-communicable diseases. One of the five key points in this is that 'Marketing and sponsorship of health-harming products has no place in sport' (ibid: 1). The report discusses the links between alcohol use, young people and impact on education, health and risks of harm, such as an increase in road traffic accidents. Importantly, the report reflects on the positive role that sport can play in young people's lives, to reduce substance misuse, reduced sexual activity linked to sexually transmitted diseases. It further states 'Sport is also a powerful and cost-effective means to advance other aspects of development, from gender equality to peace and social cohesion.' Taking a very clear position, the WHO (2018: 3) states:

However, marketing of tobacco, alcohol and unhealthy food and beverages in sport encourages youth to mistakenly associate these products with health and well-being. Certain industries do this knowingly to normalize, even glamourize, their health-harming products. Under a façade of community benefit, some industries' real motive is to create brand-loyal, life-long customers. Food and beverage industries often act like the tobacco industry, using misleading arguments such as: "Obesity is a broad challenge – we should not single out a specific product", "people need to lead a 'balanced lifestyle' of 'moderation'", and "low levels of physical activity are the real issue – not food." None of these arguments hold against reality. Ministries of youth and sports should therefore eliminate such sponsorships and instead pursue health-promoting or health-neutral ones. Regional solidarity is key as health-harming

⁴ For more information see <http://www.euro.who.int/en/health-topics/disease-prevention/tobacco/news/news/2018/5/world-cup-2018-reaching-out-to-football-fans-to-promote-healthier-and-more-active->



sponsors aim to sponsor regional and international events to circumvent national laws.

The World Cup might have provided a good opportunity for WHO to bring this issue into focus, and it is consistency and firm resolve from organisations which is needed to address this, in the face of what has shown to be an irresponsible alcohol industry.

Conclusion

The primary objective of the review was to identify existing policies and practices at an international level, which aim to prevent alcohol, related harm, promote a reduction in underage drinking, and reduce heavy episodic drinking across sports institutions. This study has shown that this is an under-researched area and the analysis of policies, procedures and interviews with International Bodies provide unique insights.

Of the thirty-six sports federations reviewed, only Aquatics and the Luge have taken the step of prohibiting alcohol advertising. The regulation of alcohol marketing and sponsorship within football is frankly reliant on industry self-regulation, as even countries where they have taken the legislative step of banning alcohol marketing, such as in France, these regulations have been circumvented by the alcohol industry.

One interviewee described the relationship established between alcohol and sport as a 'natural affinity', however, this could be instead be framed as an unquestioning acceptance of what is actually a dangerous coupling. It is the financial revenue generated for both parties that underpins this partnership. Some interviewees discussed how this money is reinvested back into local clubs and programs, having a positive impact. This review has also brought to the fore the positive developments and programmes supported by organisations such as FIFA and UEFA, with football being used as a hook for change, to help young people and communities be diverted away from social issues, such as alcohol harms. These programmes and the messages they espouse about the dangers sit in juxtaposition with international sporting bodies allowing the marketing of alcohol.

There was also an argument made that emphasis on choice and on responsible drinking is more in line with liberal cultures and some interviewees felt that if alcohol was prohibited it could even be counterproductive, and more appealing to young people.



Essentially, it is recognised and known that sport has the potential to promote healthy lifestyles, particularly if, as a small number of interviewees commented, 'clean sports' are what is hoped for in the future. The evidence points towards the need for critical reflection in this area and ultimately a different approach. In support of the World Health Organization in their recent publication 'What Ministries of Youth and Sport Need to Know', support is given here to the assertion that 'Marketing and sponsorship of health-harming products has no place in sport.' There is a need for the evidence base on this area to continue to grow and for countries where there are bans in place to enforce them fully. This is about more than finances, this is about Governments making and enforcing legislation to protect young people. Sport can be a powerful tool for the positive; that includes the messages it decides to promote and the alliances it builds.



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Appendices

Appendix A: Data Extraction

FYFA Project
Work Package 4: Review of International Policies
Data Extraction

The aim of the review is to identify any policies or programmes that are currently being implemented in an attempt to prevent alcohol-related harm and/or promote a reduction in underage and heavy episodic drinking within the context of sport. These policies and programmes may target sporting bodies, players, and/or spectators of sport and are likely to vary in their content, delivery, and effectiveness. Therefore, in addition to identifying and describing current initiatives, the review will collate and critically discuss details regarding their content, delivery, and effectiveness.

The following template was used for collecting data.

Policy/Programme Information		
What policy is being discussed?		
What are the main aims of the policy?		
Who does the policy target?	Sporting Bodies/Management <input type="checkbox"/>	Players of sport <input type="checkbox"/>
	Spectators <input type="checkbox"/>	Other <input type="checkbox"/> Who?



Who is it funded by?		
General Targets or Age/Gender Specific?		
Where has the policy been implemented?	<u>Countries</u>	<u>Sporting Contexts</u>
How long has the policy been in force?		
How was the policy developed? Who was involved in the development?		
What does the policy entail/ What are the specific components of the policy?		
What is the theoretical rationale for this policy?		
How does the policy sit within national/international frameworks?		
Is there a theory of change/ logic model for how this policy will affect change? If so, what is it?		
Has there been efforts to ensure this programme is appropriate and meaningful for the target group? If so, what efforts have been taken? (were stakeholders consulted? Has it been implemented across		



cultures, socioeconomic groups, and genders?)	
Who is responsible for implementing the policy and how is this regulated or enforced?	
What evidence is there for this policy?	
What are the main strengths of this policy?	
What are the main limitations of this policy?	



Appendix B: Search Strategy Terms Used

Restrictions: Title, abstract, keywords/subject, English Language

Words: Alcohol* OR Liquor* OR Drink* OR Beverage*

AND

Regulat* OR Restrict* OR Polic* OR Legislat* OR Control* OR Measure* OR Strateg* OR Intervention

AND

Sport* OR Activit* OR Club* OR Athlet* OR Football

AND

Adolescent* OR Young OR Child* OR Underage OR Youth

***Activity and Control were taken out of the keyword search as too often activity was based on drinking activity not physical activity, and control related to the statistical analysis (controlling for) rather than policies to control alcohol sales



Appendix C: List of International Sporting Bodies

	International Sporting Bodies
1	Aquatics: Federation Internationale De Nation (FINA)
2	Archery: World Archery Federation (WA)
3	Athletics: International Association of Athletics Federations (IAAF)
4	Badminton: Badminton World Federation (BWF)
5	Basketball: International Basketball Federation (FIBA)
6	Boxing (amateur): International Boxing Association (AIBA)
7	Canoeing: International Canoe Federation (ICF)
8	Cycling: Union Cycliste Internationale (UCI/ICU)
9	Equestrianism: International Federation for Equestrian Sports
10	Fencing: Federation Internationale d'Escrime (FIE)
11	Football: FIFA
12	Golf: International Golf Federation (IGF)
13	Gymnastics: Federation Internationale de Gymnastique (FIG/IFG)
14	Handball: International Handball Federation (IHF)
15	Hockey: International Hockey Federation (FIH)
16	Judo: International Judo Federation (IJF)
17	Modern Pentathlon: Union Internationale de Pentathlon Moderne (UIPM)
18	Rowing: International Federation of Rowing Associations (FISA)
19	Rugby Union (World Rugby)
20	Sailing: World Sailing
21	Shooting: International Shooting Sport Federation (ISSF)
22	Table Tennis: International Table Tennis Federation (ITTF)
23	Taekwondo: World Taekwondo (WT)
24	Tennis: International Tennis Federation (ITF)
25	Triathlon: International Triathlon Union (ITU)
26	Volleyball and Beach Volleyball: Federation Internationale de Volleyball (FIVB)
27	Weightlifting: International Weightlifting Federation (IWF)
28	Wrestling: United World Wrestling (UWW)
29	Biathlon: International Biathlon Union (IBU)
30	Bobsleigh and Skeleton: International Bobsleigh and Skeleton Federation (IBSF)
31	Curling: World Curling Federation (WCF)
32	Ice Hockey: International Ice Hockey Federation (IIHF)
33	Ice Skating: International Skating Union (ISU)
34	Luge: Federation Internationale de Luge de Course (FIL)
35	Skiing: Federation Internationale de Ski (FIS)
36	Air sports: Federation Aeronautique Internationale (FAI)
37	American Football: International Federation of American Football (IFAF)
38	Auto racing: Federation Internationale de l'Automobile
39	Bandy: Federation of International Bandy (FIB)
40	Baseball and Softball: World Baseball Softball Confederation (WBSC)
41	Basque Pelota: Federación Internacional de Pelota Vasca (FIPV)

42	Billiard Sports: World Confederation of Billiard Sports (WCBS)
43	Boules sports: Confederation Mondiale des Sports de Boules (CMSB)
44	Bowling: World Bowling
45	Bridge: World Bridge Federation (WBF)
46	Cheerleading: International Cheer Union
47	Chess: Federation Internationale des Echecs
48	Cricket: International Cricket Council (ICC)
49	DanceSport: World DanceSport Federation (WDSF)
50	Draughts: World Draughts Federation (FMJD)
51	Floorball: International Floorball Federation (IFF)
52	Flying disc: World Flying Disc Federation (WFDF)
53	Karate: World Karate Federation (WKF)
54	Korfball: International Korfball Federation (IKF)
55	Life saving: International Life Saving Federation (ILS)
56	Motorcycle sport: Federation Internationale de Motocyclisme (FIM)
57	Mountaineering: Union Internationale des Associations d 'Alpinisme (UIAA)
58	Muaythai: International Federation of Muaythai Amateur (IFMA)
59	Netball: International Netball Federation (INF)
60	Orienteering: International Orienteering Federation (IOF)
61	Polo: Federation of International Polo (FIP)
62	Powerboating: Union Internationale Motonautique (UIM)
63	Racquetball: International Racquetball Federation (IRF)
64	Roller Sports: International Federation of Roller Sports (FIRS)
65	Ski mountaineering: International Ski Mountaineering Federation (ISMF)
66	Squash: World Squash Federation (WSF)
67	Sport Climbing: International Federation of Sport Climbing (IFSC)
68	Sumo: International Sumo Federation (ISF)
69	Surfing and Bodyboarding: International Surfing Association (ISA)
70	Tug-of-war: Tug-of-war International Federation
71	Underwater Sports: Confederation Mondiale des Activities Subaquatiques (CMAS)
72	Water Skiing: International Waterski & Wakeboard Federation (IWWF)
73	Wushu: International Wushu Federation (IWUF)
74	Alpine Skiing: World Para Alpine Skiing
75	Timekeepers: Federation Internationale des Chronometreurs
76	Athletics: World para athletics
77	Badminton: Parabadminton World Federation (PBWF)
78	Boccia: Boccia International Sports Federation (BISFED)
79	Nordic skiing: World Para Nordic Skiing
80	Para Dance Sport: World Para Dance Sport
81	Para Ice Hockey: World Para Ice Hockey
82	Powerlifting: World Para Powerlifting
83	Kickboxing: World Kickboxing Organization (WKO)
84	Sailing: International Association for Disabled Sailing (IADS)
85	Shooting: World Shooting Para Sport
86	Snowboarding: World Para Snowboard

87	Swimming: World Para Swimming
88	Volleyball: World Organization Volleyball for Disabled (WOVD)
89	Wheelchair basketball: International Wheelchair Basketball Federation (IWBF)
90	Wheelchair Curling: World Curling Federation (WCF)
91	Wheelchair rugby: International Wheelchair Rugby Federation (IWRF)
92	Wheelchair tennis: International Tennis Federation
93	Paralympic sports for athletes with cerebral palsy: Cerebral Palsy International Sports and Recreation Association (CPISRA)
94	Football 7-a-side: International Federation of Cerebral Palsy Football (IFCPF)
95	Football 5 -a-side: International Blind Sports Federation (IBSA)
96	Goalball: International Blind Sports Federation (IBSA)
97	Judo: International Blind Sports Federation (IBSA)
98	Wheelchair Fencing: International Wheelchair and Amputee Sports Federation (IWAS)
99	INAS for athletes with an intellectual disability
100	Aikido: International Aikido Federation (IAF)
101	Bodybuilding: International Federation of Bodybuilding & Fitness (IFBB)
102	Casting: International Casting Sport Federation
103	World Games: International World Games Association
104	College athletics: Federation Internationale du Sport Universitaire (International University Sports Federation)
105	Commonwealth Games: Commonwealth Games Federation
106	Darts: World Darts Federation (WDF)
107	Dragon boat racing: International Dragon Boat Federation (IDBF)
108	Fishing: International Confederation of Sport Fishing (CIPS)
109	Fistball: International Fistball Association (IFA)
110	Football (American and Canadian): International Federation of American Football (IFAF)
111	Go: International Go Federation (IGF)
112	Ice stock sport: International Federation Ice Stock Sport (IFE)
113	Ju-jitsu: Ju-Jitsu International Federation (JJIF)
114	Kendo: International Kendo Federation (IKF)
115	Kickboxing: World Association of Kickboxing Organizations (WAKO)
116	Lacrosse: Federation of International Lacrosse
117	Labour Sport: International Labour Sports Federation
118	Masters Games: International Masters Games Association
119	Military Sports: International Military Sports Council
120	Miniature Golf: World Minigolfsport Federation (WMF)
121	Panathlon: Panathlon International
122	Paralympic: International Paralympic Committee
123	Powerlifting: International Powerlifting Federation
124	Sambo: Federation International of Amateur Sambo (FIAS)
125	Savate: Federation Internationale de Savate
126	School Sports: International School Sport Federation
127	Sepaktakraw: International Sepaktakraw Federation



128	Sled dog sports: International Federation of Sleddog Sports
129	Soft Tennis: International Soft Tennis Federation (ISTF)
130	Special Olympics: Special Olympics, Inc
131	Sports Chiropractic: Federation Internationale de Chiropratique du Sport or International Federation of Sports Chiropractic
132	Sports Venues: International Association for Sports and Leisure Facilities
133	Sports Fishing: Confederation Internationale de la Peche Sportive
134	Sports for the deaf: International Committee of Sports for the Deaf
135	Sports Journalism: Association Internationale de la Presse Sportive



Appendix D: List of Federations

No.	Federations
1	Federation Internationale De Nation (FINA)
2	World Archery
3	The International Association of Athletics Federation
4	Badminton World Federation (BWF)
5	The International Basketball Federation
6	The International Biathlon Union
7	The International Bobsleigh and Skeleton federation
8	International Boxing Association (AIBA)
9	International Canoe Federation (ICF)
10	World Curling Federation
11	Union Cycliste Internationale (UCI/ICU)
12	The Federation Equestre International
13	The Federation Internationale D'Escrime
14	FIFA
15	International Golf Federation
16	Federation Internationale de Gymnastique (FIG/IFG)
17	International Handball Federation (IHF)
18	International Hockey Federation (IHF)
19	International Ice Hockey Federation (IIHF)
20	International Judo Federation (IJF)
21	Federation Internationale de Luge de Course (FIL)
22	Union Internationale de Pentathlon Moderns (UIPM)
23	International Federation of Rowing Associations (FISA)
24	World Rugby
25	World Sailing
26	International Shooting Sport Federation (ISSF)
27	Federation Internationale de Ski (FIS)
28	International Table Tennis Federation (ITTF)
29	World Taekwondo (WT)
30	International Tennis Federation (ITF)
31	International Triathlon Union (ITU)
32	Federation Internationale de Volleyball (FIVB)
33	International Weightlifting Federation (IWF)
34	United World Wrestling (UWW)
35	International Federation of American Football (IFAF)
36	World Baseball Softball Confederation (WBSC)



No	Federations	Alcohol Sponsorship
1	Federation Internationale De Nation (FINA)	No (Finance, Swimwear and watches)
2	World Archery	No (Cars, watches and sportswear)
3	The International Association of Athletics Federation	No (Sportswear, equipment electronics)
4	Badminton World Federation (BWF)	Yes (Spirt brand Laymau, also banks)
5	The International Basketball Federation	No (Electronics, Sportswear)
6	The International Biathlon Union	No (Cars, homewear, alcohol free beer)
7	The International Bobsleigh and Skeleton federation	No (Cars, Heating)
8	International Boxing Association (AIBA)	No (Sportswear)
9	International Canoe Federation (ICF)	No (Sports equipment)
10	World Curling Federation	No (Cars, banks and sports equipment)
11	Union Cycliste Internationale (UCI/ICU)	No (Cycling gear, cars, sportswear)
12	The Federation Equestre International	No (Equestrain related sports and equipment)
13	The Federation Internationale D'Escrime	No (Watches)
14	FIFA	Yes (Budweiser, also in addition other partners such as soft drinks, cars, sportswear and airlines)
15	International Golf Federation	No (Cars, Banks, but in terms of individual tournaments, such as the Scottish Open yes – champagne)
16	Federation Internationale de Gymnastique (FIG/IFG)	No (Financial services, sportswear, watches)
17	International Handball Federation (IHF)	No (Engineering, sports equipment)
18	International Hockey Federation (IHF)	No (Motorbike, sportswear)



19	International Ice Hockey Federation (IIHF)	No (Cars, watches, banks, sports equipment)
20	International Judo Federation (IJF)	No (Motorbike industry and sportswear)
21	Federation Internationale de Luge de Course (FIL)	No (Heating and cars)
22	Union Internationale de Pentathlon Moderns (UIPM)	No (Airline, sportswear and watches)
23	International Federation of Rowing Associations (FISA)	No (Broadcasting corporations, sports equipment)
24	World Rugby	Yes (Heineken, alongside banks, airlines and the car industry)
25	World Sailing	No (Watches, technology and sports equipment)
26	International Shooting Sport Federation (ISSF)	No (depends on individual)
27	Federation Internationale de Ski (FIS)	No (Cars, heating, watches)
28	International Table Tennis Federation (ITTF)	No (Charitable organisations)
29	World Taekwondo (WT)	No (Construction)
30	International Tennis Federation (ITF)	No (Bank, sportswear, watches)
31	International Triathlon Union (ITU)	No (ICT and sportswear)
32	Federation Internationale de Volleyball (FIVB)	No (Sportswear and industrial)
33	International Weightlifting Federation (IWF)	Seems to Depend on individual competitor
34	United World Wrestling (UWW)	No (Sports equipment)
35	International Federation of American Football (IFAF)	Unclear however NFL one of the main partners has sponsorship from Bud Light)
36	World Baseball Softball Confederation (WBSC)	No (Sportsbrand)



Appendix E: Articles Retrieved

International Sporting Body	Number of articles retrieved	Number of articles considered original & relevant
FIFA	325	76
UEFA	60	37
UEFA Foundation for Children	4	4
SportandDev	109	74
Commonwealth Games	50	1
Olympic Committee	11	3
World Rugby	26	11
Hockey	0	0
World Anti-Doping Agency	12	3
StreetFootballWorld	0	0
Total	597	209



Appendix F: FIFA Articles

	FIFA Articles	PDF	References to Alcohol
1	Alcohol in football	http://www.fifa.com/development/news/y=2007/m=5/news=alcohol-football-514027.html	<p>The use of alcohol is often intimately associated with sport and the association is particularly strong in football. Alcohol influences your body's metabolism, your heart and blood vessels, your ability to regulate your body temperature as well as your muscle and nerves in such a way that may affect your exercise performance.</p> <p>There are a number of recommendations on the limits of daily alcohol intake to avoid long term health hazards. Although these recommendations provide a guide to your everyday intake of alcohol, the problems associated with alcohol in football generally arise from so-called "binge" drinking - especially after a match. This type of excessive drinking within a short time period has implications for your recovery, your well-being and your reputation.</p> <p>The action of alcohol on your brain diminishes your skill and changes your behaviour which may have adverse effects on your performance. Aerobic capacity also seems to decrease. And the hangover may also adversely affect your performance for many hours after the actual intoxication.</p> <p>A lot of myths exist on alcohol metabolism and its elimination from the blood. For most people, alcohol is cleared from the body at a rate of about 1 standard drink per hour. But despite old wives' tales, the clearance of alcohol from your body cannot be accelerated by taking showers, drinking coffee or other practices believed to help an intoxicated person "sober up".</p> <p>The excessive consumption of alcohol after exercise may make you forget about following sound recovery practices such as appropriate treatment for injuries, adequate sleep or optimal eating and hydration.</p> <p>Alcohol is not an essential component of a diet. It is your personal choice whether you consume alcohol at all. If you choose to do so, learn here about sensible use of alcohol (Alcohol p 25 nutrition booklet).</p>



2	Fifa Stadium Safety and Security Regulations	http://www.fifa.com/mm/document/tournament/competition/51/53/98/safetyregulations%5fe.pdf	<p>P.33 In accordance with the requirements of local/national authorities and within the laws of the host nation, denying access to or removing any persons who cannot prove their right to be in the stadium, are committing an offence under the stadium code of conduct, present a risk due to consumption of alcohol and/or drugs, are subject to a banning order or refuse to give their consent to searches.</p> <p>P.33 Stewards code of conduct. Stewards should never:</p> <ul style="list-style-type: none"> i) Wear clothing that may appear to be partisan or cause offence while on duty. ii) Celebrate the event or show an extreme reaction to it. iii) Display any allegiance towards one team over another. iv) Eat, drink or smoke in public view. v) Consume alcohol before or during the event. vi) Use obscene, offensive or intimidating language or gestures <p>P.46 Security Checks</p> <p>Security checks shall be carried out on persons and vehicles at the entry points of the outer and inner perimeters, as well as at entry points to areas that are not open to the general public. These security checks shall verify the following:</p> <p>That the person is not in possession of any unauthorised alcoholic beverages or intoxicating substances or drugs as regulated by the stadium authority.</p> <p>That the person is not under the influence of alcohol or intoxicating substances or drugs</p> <p>If it is established during security checks that a person is under the influence of alcohol or any other intoxicating substances or drugs, that person shall be refused access to the stadium.</p> <p>P.71 Alcohol Beverages</p> <p>FIFA recognises that the regulation of the consumption of alcohol is critical. If the possession, sale, distribution or consumption of alcohol is to be permitted at a match, the event organiser must take all reasonable measures to ensure that the consumption of alcohol does not interfere with the spectators' safe enjoyment of the match. Unless otherwise regulated by the law of the country where the FIFA event takes place, the following minimum measures shall be</p>
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			<p>applied:</p> <ul style="list-style-type: none"> a) Restrict the sale and distribution of alcohol to that by authorised personnel only. b) Prohibit the possession and distribution of alcohol at the stadium premises (outer security perimeter) or in the stadium itself by any unauthorised individuals. c) Prohibit the admission of any individual who appears to be drunk. d) Prohibit the possession and distribution of glass, cans or any closed portable containers that may be thrown and cause injury. <p>FIFA, the confederations and associations reserve the right to further restrict the possession, sale, distribution or consumption of alcohol at matches, including the type of beverages that may be sold, where alcoholic beverages may be consumed, or to ban alcohol, as deemed appropriate under the circumstances.</p>
3	FIFA Safety Regulations	http://www.fifa.com/mm/document/tournament/competition/51/53/98/fifa_safety_regulations_en.pdf	<p>Information is the same as the document above.</p> <p>In addition - P.23 The stewards primarily have the following duties: Denying access to, or removing any persons who cannot prove</p> <ul style="list-style-type: none"> • their right to be in the stadium, present a security risk on account of consumption of alcohol and/or drugs, or who are banned from that particular stadium

4	Supplements and Alcohol doping issues	http://www.fifa.com/mm/document/afdeveloping/medical/4.7%20alcohol%20p%2025%5f1494.pdf	<p>The use of alcohol is often intimately associated with sport, and the association is particularly strong in football. As well as providing a source of energy, alcohol (ethanol) has metabolic, cardiovascular, thermoregulatory and neuromuscular actions that may affect exercise performance.</p> <p>Sensible drinking guidelines for the community</p> <p>Alcohol intake may be measured in grams or ml of ethanol, or in units of alcohol: each unit of alcohol in the UK contains approximately 8 grams (10 ml) of ethanol. The UK Department of Health recommends that adult men should not consume more than 3-4 units of alcohol per day and women should not consume more than 2-3 units daily. In the US, however, a standard drink delivers about 12-14 grams of alcohol, and the US Department of Agriculture recommends that men should not drink more than 1-2 drinks per day and that women should not exceed 1 drink per day. Although these recommendations provide a guide to the everyday use of alcohol, the problems associated with alcohol in football generally arise from “binge” drinking on specific occasions – especially in the post-match period. This type of drinking has implications for the players’ recovery, their well-being and their reputation.</p> <p>Alcohol metabolism</p> <p>Alcohol is metabolised primarily in the liver, and the rate of metabolism varies greatly between individuals. Alcohol can be oxidised at a rate of about 100 mg/kg body mass per hour – equivalent to ~ one serve or unit of alcohol per hour for most people. Despite old wives’ tales, the clearance of alcohol from the system cannot be enhanced by having showers, drinking coffee or other practices believed to help an intoxicated person “sober up”.</p> <p>The actions of alcohol on the central nervous system result in decrements in skill and behavioural changes that may have adverse effects on performance. There is also evidence of dose-dependent decrements in aerobic capacity. Although the mechanisms are not well understood, the aftermath of alcohol use (hangover) may also adversely affect performance for many hours after intoxication.</p> <p>The most important problem associated with the excessive consumption of alcohol after exercise is that it may distract the player from making good choices. Alcohol intoxication may make the player forget about following sound recovery practices such as appropriate treatment</p>
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			<p>for injuries, adequate sleep or optimal eating and drinking. Alcohol may displace carbohydrate from the diet at a time when restoration of glycogen stores should be a priority. The need for other important nutrients may be neglected while the player is consuming large amounts of alcohol or sleeping off the hangover next day. An intoxicated athlete often succumbs to high-risk activities leading to accidents, violence or other anti-social behaviour.</p> <p>Negative outcomes range from the tarnishing of a reputation to serious (often fatal) injury. Alcohol is not an essential component of a diet. It is a personal choice whether an adult player consumes alcohol at all. However, there is no evidence of impairments to health and performance when alcohol is used sensibly. Alcohol is a high energy (and nutrient-poor) food and should be restricted when the player is attempting to reduce body fat.</p> <p>The player should avoid a heavy intake of alcohol on the night before a match. It appears unlikely that the intake of 1-2 standard drinks will have negative effects in most people. Before consuming any alcohol after a match, the player should consume a meal or snack to replace carbohydrate, fluid and perhaps protein. This snack or meal will start the recovery process. Food intake will also help to reduce the rate of alcohol absorption and thus reduce the rate of intoxication.</p> <p>Once post-exercise recovery priorities have been addressed, the player who chooses to drink is encouraged to do so “in moderation”. Drink-driving education messages in various countries may provide a guide to sensible and well-paced drinking. The player who drinks heavily after a match, or at other times, should avoid driving and other hazardous activities.</p>
5	Terms and Conditions	http://www.fifa.com/mm/document/tournament/competition/fiw_c_2008_tc_en_26054.pdf	<p>Use of alcohol or drugs is prohibited on the premises of, or during the attendance of, live events or tournaments, for the duration of the competitive tournament.</p> <p>Players must not be under the influence of drugs or alcohol while participating.</p> <p>Smoking is prohibited except in designated areas.</p>

6	Stadium Code of Conduct (Russia)	http://resources.fifa.com/mm/document/tournament/ticketing/02/90/39/53/2018fwc_g_tcs_en-generaltermsandconditionsfortheuseoftickets_neutral.pdf	<p>In case of a violation of any terms of these GTCs, the Stadium Code of Conduct and/or any of the relevant laws, bylaws, regulations, ordinances of, or instructions given by, the FIFA World Cup Authorities, a Ticket will be automatically cancelled. In case of a violation of any terms of the Ticket Sales Regulations, FIFA may cancel a Ticket. In case of a cancellation, the license to enter and stay in a Stadium will be automatically revoked. Examples of prohibited conduct pursuant to the Stadium Code of Conduct include: to be noticeably under the influence of alcohol, narcotics or any behaviour modifying substance; to express any offensive messages, of racist nature, xenophobic nature, or which stimulate other forms of discrimination; to promote any political, ideological messages or any charitable cause; to hinder or harass other individuals, including players and Match officials; to behave, or to show a tendency to behave violently, harmfully or in a manner likely to disrupt public order.</p>
7	Communicating Local Alcohol Regulations of Host Countries	http://resources.fifa.com/mm/document/tournament/competition/02/60/69/60/pol_fifa20worldcupguide_neutral.pdf	<p>This is an example of the alcohol information for under 20s world cup. - YOUR GUIDE TO KEEPING SAFE AT THE FIFA U-20 WORLD CUP 2015. The information related is in regards to the law being that alcohol is not to be served to anyone younger than 18 and if they look under 25 they will be requested to show proof of ID. It also gives a general precaution around being safe when drinking alcohol.</p>
8	Spectator Guidelines	http://resources.fifa.com/mm/document/tournament/competition/02/85/81/10/japan.2016.spectatorguide_english.pdf	<p>Prohibited actions/behaviours in stadium Entering the stadium intoxicated by alcohol, drugs, or any other substance, or being intoxicated inside the facility by these substance, and obstructing match operation or other people's actions (Definition of intoxicated; a state in which someone is incapable of behaving normally due to the effect of alcohol etc.)</p>



9	FIFA Diversity Awards	http://resources.fifa.com/mm/document/afsocial/anti-racism/02/91/84/38/20171031_divaward_sheet_gde_neutral.pdf	<p>Established in 2013, Uni Papua FC transformed from a football club into a social foundation in order to tackle pervasive social issues in Indonesia. It operates in 16 different communities in several Indonesian provinces (especially in West Papua) with more than 300 ethnic groups of different cultures and languages. The organisation runs a comprehensive and integrated educational campaign that uses football as a mediator to reach out to children, to instill in them the values of humanity at an early age, to strengthen equality, to build character and promote peace, to empower the community to avoid and tackle social problems such as drug and alcohol addiction, issues stemming from poverty and ethnic conflicts.</p> <p>http://unipapua.net/</p>
10	Special Needs for the Semi Professional Player	http://www.fifa.com/mm/document/afdeve/loping/medical/4.9.2.%20semi%20professional%20p%2028-29%5f1497.pdf	Alcohol after the match should be limited as it may affect rehydration and food selections
11	Nutrition for Football Document	http://www.ofa.com/sites/default/files/static/uploads/FIFA%20Nutrition.pdf https://img.fifa.com/image/upload/ukbqfkkxw2o8s1gyjria.pdf	Full Nutrition Document

12	The Kaiser makes friends with 31 world cup participants	http://www.fifa.com/worldcup/news/y=2006/m=5/news=the-kaiser-makes-friends-with-world-cup-participants-29823.html Duplicated Doc	<p>The idea was to visit all 31 countries taking part in the 2006 FIFA World Cup to congratulate them on qualifying and to keep them abreast with preparations. Franz Beckenbauer cleared a space in his diary and began this unique journey around the world at the beginning of October 2005.</p> <p>Saudi Arabia Riyadh, 3 October 2005</p> <p>After a short, two-hour flight, we were welcomed by Minister for Sport Sultan bin Fahd bin Abdel Al-Saud and 20 other sheikhs. On the eve of Ramadan, the Muslim month of fasting, every possible delicacy was laid out for us on the table, except for alcohol of course. The clock was running against us here, so we just had time to juggle a few footballs in the garden of a private house and to visit the German school, which required going through numerous barriers and police checks as the result of all the recent acts of terrorism. And what a difference compared with Iran as hardly any laughter or emotion shown during our FIFA World Cup Presentation. Were we off form? No as it was just a case of totally different mentalities. But the newspapers were caught up in the fever, devoting no less than seven pages to our visit.</p>
13	Session 4: Avoid Drugs & Alcohol (2016)	http://www.fifa.com/development/videos/y=2016/m=10/video=session-4-cristiano-ronaldo-for-fifa-11-for-health-2841409.html	Presented by Cristiano Ronaldo – “Off the pitch, make a move to avoid drugs and alcohol” – Fifa 11 for health

14	Nutrition for Football: The FIFA/F-MARC Consensus Statement (2005)	http://www.fifa.com/development/news/y=2005/m=11/news=nutrition-for-football-the-fifa-marc-consensus-statement-101493.html	Alcohol is not an essential part of the human diet. Recovery and all aspects of performance may be impaired for some time after alcohol use. Binge drinking should be avoided at all times.
15	Dispute where players alcohol intake was a factor	http://resources.fifa.com/mm/document/afederation/administration/02/87/77/46/11160748-e.pdf	<p>The player explained that in 2011 he went through a difficult time during which he was depressed and consumed alcohol. The player asserted that the club was aware of this prior to recruiting him and that at the time of the signature of the contract, he had a normal level of alcohol consumption for a football player.</p> <p>In this context, the player “considers the blood tests as intentional medical checks arranged with regard to the [club’s] purpose to prematurely terminate” the contract, whereas, for his part, he neither breached the contract nor did he consume alcohol before or during the trainings, the matches or the preparation phases.</p> <p>According to the club, after a few months of training, the coach noticed that the player’s general fitness level had not improved and that the player had difficulties in recuperating from training exercises. Additionally, and according to three statements made by the player’s ex-teammates in addition to the club’s coach, the player sometimes smelled of alcohol and was not able to train properly.</p> <p>According to the club, the results of the medical test indicated that the player was showing a high percentage of “CDT”, which reportedly corresponds to a situation of chronic alcoholism. In this respect, the club submitted the player’s medical analysis dated 12 November 2014, showing a measurement for CDT of 4.8%, with the norm being below 1.7%.</p> <p>The club held that its doctor informed the player that he had to stop consuming alcohol and that a new test would be executed in a month to follow-up on his abstinence. Additionally, the club held that precedents in country D jurisprudence or from the Court of Arbitration for Sport (CAS) confirm the lawfulness of the club’s standpoint that the</p>

			<p>circumstances at hand gave it just cause to terminate the contract. In particular, the club referred to various decisions inter alia related to alcoholism/drugs consumption or to a player not making his best effort to maintain his fitness level.</p> <p>Furthermore, the club stressed that it tried to deal with the player’s situation prior to terminating the contract as it inter alia asked him to follow the reserve team’s less intensive trainings, it asked the player to stop drinking and warned him that further medical tests would be realised. Yet, the player did not stop drinking and thus refused to comply with the club’s instructions and regulations. In this respect, the club submitted a copy of the articles of the club’s aforementioned internal regulations related to lifestyle and alcohol consumption, along with the document the player signed to attest he was aware of the contents of said rules.</p> <p>The members of the Chamber noted that according to the Respondent, the player underwent medical tests following reports and statements made by its coach and other players regarding problematical signs in the Claimant’s fitness state, including reports on alcohol consumption, and that prior to receiving the test results, the Respondent had asked the Claimant to train and play with the reserve team in order not to take risks with his health.</p> <p>In continuation, the members of the Chamber referred to the first medical analysis dated 12 November 2014, as well as to the study made thereof by the Respondent’s doctor, according to whom his concerns on the Claimant’s state of health were consistent with the result of said medical analysis, in the sense that the Claimant’s blood analysis at hand was showing a high percentage of “CDT”. The Chamber took into account that the Respondent submitted the player’s medical analysis dated 12 November 2014, showing a measurement for CDT of 4.8%, with the norm being below 1.7%. According to the Respondent, such percentage of CDT corresponds to a situation of alcoholism.</p> <p>In this respect, the Chamber further took note of the undisputed fact that the Respondent’s doctor advised the Claimant to abstain from consuming alcohol and that a follow-up blood analysis would be made a month later.</p>
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			<p>As regards the Respondent’s position with respect to the Claimant’s state of health and lifestyle, in particular the consumption of alcohol, the Chamber took into account that according to the Claimant, he had a normal consumption of alcohol for a football player.</p> <p>The members of the Chamber deemed it important to highlight that the Respondent, for its part, had shown diligence in its dealing with the situation by undertaking actions not only to monitor, but to also preserve and to contribute to improve the Claimant’s health state, which was linked to the Claimant’s level of alcohol consumption.</p>
16	Terms and Conditions for FIFA Interactive World Cup 2012	http://www.fifa.com/mm/document/tournament/competition/01/55/01/07/fiwc12tcs2011128v1r.pdf	<p>General Rules: Drugs and Alcohol</p> <ul style="list-style-type: none"> - Use of alcohol or drugs is prohibited on the premises of, or during the attendance of, live events or tournaments, for the duration of the competitive tournament. - Players must not be under the influence of drugs or alcohol while participating. - Smoking is prohibited except in designated areas. - Any player who appears to violate the above terms under this clause may be sanctioned.



17	Behind the world cup record: Roger Milla (2017)	http://www.fifa.com/worldcup/news/y=2017/m=7/news=behind-the-world-cup-record-roger-milla-2901386.html	"I looked after myself physically. I never did anything to harm my fitness. I did not have a wild lifestyle but a very wholesome one. Half a glass of wine every so often would be as much alcohol as I would drink.
18	Schweini gets a beer shower (2013)	http://www.fifa.com/news/y=2013/m=5/news=schweini-gets-beer-shower-2078503.html	Players habitually get showered after a game, but not usually with alcohol as Bastian Schweinsteiger did at the weekend! Bayern Munich had beaten Augsburg 3-0 in their last home game of the season and, with the Bundesliga title long since secured, Daniel van Buyten decided to drench the Germany midfielder with beer. Well, Munich is home to Oktoberfest, the biggest beer festival on the planet – and one that the Bayern squad often attends.
19	Fifa Club World Cup japan 2016 spectator guide	http://resources.fifa.com/mm/document/tournament/competition/02/85/81/10/japan.2016.spectatorguide.english.pdf	Prohibited actions/behaviour in the stadium: Entering the stadium intoxicated by alcohol, drugs, or any other substance, or being intoxicated inside the facility by these substance, and obstructing match operation or other people's actions (Definition of intoxicated; a state in which someone is incapable of behaving normally due to the effect of alcohol etc.)
20	Venue regulations and conditions of entry to stadia for the fifa u-20 world cup new zealand 2015	http://resources.fifa.com/mm/document/tournament/loc/02/60/21/04/fu20wc-venueregulationsconditionsofentry_neutral.pdf	The following items are not permitted to be brought into the stadium and will be confiscated: alcohol

21	All you need to know about match day (2010)	http://www.fifa.com/worldcup/news/y=2010/m=6/news=all-you-need-know-about-match-day-1232789.html	Spectators are not allowed to bring alcohol in the stadiums, however, there will be alcohol sold at the stadiums. Here is a list of prohibited items for the stadiums: No alcohol or drugs
22	Tips for the summer (2004)	http://www.fifa.com/development/news/y=2004/m=6/news=tips-for-the-summer-93002.html	Hydration is another mainstay. The high temperatures found in the warm climes often sought out by holidaying footballers can increase fluid loss making the recuperation of body tone that much harder. As well as drinking lots of fluids (while obviously avoiding alcohol), fruit is highly recommended to stave off the possible effects of dehydration.
23	Myanmar hosts first health programme in Asia (2012)	http://www.fifa.com/development/news/y=2012/m=10/news=myanmar-hosts-first-health-programme-asia-1788394.html	“Given the fact that HIV, malaria and tuberculosis, to mention just a few examples, represent fundamental threats to public health in Myanmar, we have a concrete chance to make a valuable contribution to the country by conveying some of the key messages of our ‘FIFA 11 for Health’ initiative, such as ‘protect yourself from HIV’, ‘respect girls and women’, ‘avoid drugs, tobacco and alcohol’, ‘wash your hands’, ‘and ‘drink clean water,’” added Dvorak.
24	Sharjah, haven of peace (2003). FIFA World Youth Championship UAE 2003	http://www.fifa.com/u20worldcup/news/y=2003/m=11/news=sharjah-haven-peace-89760.html	A quick tour of the streets shows that Bader is not wrong: Sharjah is unarguably the town where religion is given the most prominence in the UAE. As proof, you will not find any clubs or bars displaying a tantalising beer sign here. "Drinking alcohol in public is prohibited in Sharjah. If you are found drunk in public, you could well be in trouble with the police," he warns. "But if you are determined to visit Sharjah without missing out on your evening beer, you can always go to one of the bars in Dubai, which is just ten minutes down the road by car."

25	Fresh Hope for Denmark's homeless (2014) - link to video about a street football organisation	http://www.fifa.com/news/y=2014/m=12/news=fresh-hope-for-denmark-s-homeless-2487845.html	<p>Danish street football organisation Ombold is using sport to help the homeless dream of a brighter future.</p> <p>Thomas Hye-Knudsen launched the project in 2003 to take care of socially disadvantaged individuals. The scheme is financed by private donations and state subsidies and has generated considerable success over the past 11 years.</p> <p>With Ombold's help, countless homeless people have been able to reintegrate into society, get back to regular work and leave alcohol and drugs behind them.</p> <p>We visited with our cameras to bring you a Video of the Week that highlights the important work being done by Knudsen and his colleagues.</p>
26	Terms and Conditions for FIFA Interactive World Cup 2013	http://www.fifa.com/mm/document/tournament/competition/01/71/28/14/fiwc13tcs.pdf	<p>General Rules: Drugs and Alcohol</p> <ul style="list-style-type: none"> - Use of alcohol or drugs is prohibited on the premises of, or during the attendance of, live events or tournaments, for the duration of the competitive tournament. - Players must not be under the influence of drugs or alcohol while participating. - Smoking is prohibited except in designated areas. - Any player who appears to violate the above terms under this clause may be sanctioned.
27	Volunteer Service Agreement (FIFA under 17 womens world cup 2008)	http://www.fifa.com/mm/document/tournament/loc/volunteerservicesagreement%5f46530.pdf	<p>Volunteers will not: not bring alcohol, drugs or offensive material into NZ Football's premises or the premises of any affiliate, contractor or agent of NZ Football or FIFA;</p>
28	Terms and conditions for FIFA Interactive world cup 2011	http://www.fifa.com/mm/document/tournament/competition/01/32/08/00/tcs_fiwc2011_v2.pdf	<p>General Rules: Drugs and Alcohol</p> <ul style="list-style-type: none"> - Use of alcohol or drugs is prohibited on the premises of, or during the attendance of, live events or tournaments, for the duration of the competitive tournament. - Players must not be under the influence of drugs or alcohol while participating. - Smoking is prohibited except in designated areas. - Any player who appears to violate the above terms under this clause may be sanctioned.

29	Dispute where players alcohol intake was a factor (2012)	http://www.fifa.com/mm/document/affederation/administration/01/96/93/29/3121241.pdf	In this respect, the club maintains that the player's behaviour on and off the field did not meet the expectations of a football player; the player allegedly abandoned training sessions, refused to follow team instructions, insulted team coaches, stayed out late, drank large amounts of alcohol and was even caught smoking.
30	Dispute where players alcohol intake was a factor (2009)	http://resources.fifa.com/mm/document/affederation/administration/drclabour/49339.pdf	<p>The reasons given by the Respondent were that, according to a letter from the coach, the Claimant had poor attendance and attitude at training sessions, lacked fitness and allegedly overused alcohol.</p> <p>In continuation, the Chamber went on to consider the alleged behaviour of the Claimant, which according to the Respondent, included unsatisfactory attendance at training sessions, a lack of fitness, a poor attitude and the use of alcohol.</p> <p>In this regard, the Chamber was eager to point out that, in accordance with art. 12 par. 3 of the Procedural Rules, any party claiming a right on the basis of an alleged fact shall carry the burden of proof. In this context, the Chamber acknowledged that, in accordance with the documentation on file, the Respondent did not provide any documentary evidence in support of its above-stated allegations, other than a letter from its own employee (the team coach), i.e. evidence that the Claimant's attendance at training was below the expected standards as a result of his attitude, and that the Claimant consumed alcohol to such an extent that it violated his contractual obligations. As a consequence, the Chamber decided that the allegations of the Respondent regarding the Claimant's behaviour, in particular his failure to fulfil his contractual obligation, had to be rejected, since there was not sufficient evidence provided by the Respondent in order to prove the allegations.</p>

31	Stadium Code of Conduct for the 2014 Fifa World Cup Brazil	http://www.fifa.com/worldcup/news/y=2013/m=8/news=stadium-code-conduct-for-the-2014-fifa-world-cup-braziltm-2153822.html	Unless otherwise authorised by the FIFA World Cup Authorities in writing, Stadium Visitors and Accredited Persons are not permitted to bring into, possess, hold or use in, the Stadium the following Prohibited Items: liquids of any kind (including beverages whether alcoholic or not), except if acquired inside the Stadia, contained in plastic cups, and in accordance with the security proceedings applicable to the Events; Furthermore, unless otherwise authorised by the FIFA World Cup Authorities, Stadium Visitors and Accredited Persons shall not: be noticeably under the influence of alcohol, narcotics or any behaviour-modifying substance;
32	Ruiz: I can look back with happiness	http://www.fifa.com/worldcup/news/y=2016/m=9/news=ruiz-i-can-look-back-with-happiness-2834103.html	El Pescadito plans to keep on encouraging young children and teenagers to swap guns, drugs and alcohol for football: “Every footballer has a different story to tell, though there are quite a few of us who have the same one: players from the neighbourhoods who grew up on dirt pitches and had tough upbringings. And there are still a lot of them out there waiting to be discovered. We have to get out to those areas where kids have no opportunities and where delinquency is on the rise. If we can do that, we can give them hope of a different kind of life.”
33	Football's one game wonders	http://www.fifa.com/news/y=2013/m=10/news=football-one-game-wonders-2198666.html	World Cup heroes to zeros While on the subject of wonder goals, everyone will surely remember Saudi Arabia’s Saeed Al-Owairan weaving his way through the Belgian defence to provide one of the great FIFA World Cup moments at USA 1994. But if you are wondering why little was heard of him thereafter, it is because his career petered out, with a nadir reached when Al-Owairan was suspended from football for a year and jailed for violating his country’s alcohol laws.

34	Born- again Gera relishing another resurgence (2016)	http://www.fifa.com/worldcup/news/y=2016/m=5/news=born-again-gera-relishing-another-resurgence-2789910.html	"When I was a young kid I had some very dark, difficult years. I idled my time away in the street. I almost committed suicide, literally," he confided to FIFA.com, not ashamed by this past but hugely proud to have put it behind him. As a teenager, he was in such a poor state – his mind and gaunt body so ravaged by alcohol, cigarettes and drugs – that a doctor told him he would never be able to play football professionally.
35	Dispute where players alcohol intake was a factor (2014)	http://resources.fifa.com/mm/document/afederation/administration/02/45/66/48/01141052%5fenglish.pdf	In response to the Claimant’s claim, the Respondent declared that the Claimant had, throughout the term of the contract, “severely violated his employment obligations”. In this regard, the Respondent explained that it had to fine the Claimant as follows: (i) on 5 July 2009 with the amount of USD 25,000, for not attending the mid- season training camp; (ii) on 20 February 2010 with the amount of USD 25,000, for not attending the pre-season training camp; and (iii) on 15 July 2011 with the amount of USD 50,000, for not attending the mid-season training camp. Furthermore, the Respondent declared that on 20 November 2009, it sanctioned the Claimant with a fine in the sum of USD 70,000 because he was “under the criminal prosecution caused by severe violation of the countrys law, i.e. driving in an ggressive and dangerous manner under the elevated influence of alcohol”.
36	FIFA 11 for Health launches in the Caribbean	http://www.fifa.com/development/news/y=2015/m=4/news=fifa-11-for-health-launches-in-the-caribbean-2593942.html	The FIFA 11 for Health messages vary based on region and the following have been developed for the Caribbean: - Avoid drugs and alcohol (links to Ronaldo's video message)

37	Dispute where players alcohol intake was a factor (2006)	https://resources.fifa.com/mm/document/affederation/administration/1061097_8548.pdf	The Respondent claims that the Claimant and his agent were hiding information on the physical problems of the Claimant such as his serious alcohol problems which and that the agent did everything to prevent the representatives of the Respondent from seeing the players playing.
38	Volunteer programme leaves a lasting legacy for young people in PNG	http://www.fifa.com/u20womensworldcup/news/y=2016/m=11/news=volunteer-programme-leaves-a-lasting-legacy-for-young-people-in-png-2855615.html	In Papua New Guinea, young people make up almost half of the urban poor population. Within the region, the World Bank has estimated that 70-80 per cent of young people are unemployed, with studies indicating that urban youth are adversely affected by high levels of poverty. Studies also show that young people engage in risky activities such as crime, drugs, alcohol and violence as a result of inequalities.
39	Varallo: I was just a boy	http://www.fifa.com/news/y=2010/m=2/news=varallo-was-just-boy-1166532.html	Over the last 80 years, many aspects of football have evolved. What were training and nutrition like in your day, for example? The food we ate was healthy and gave us energy; there was no alcohol or smoking. There were no fizzy drinks, and people didn't eat as much pasta as today.
40	Sun Wen & Michelle Akers on top (2000) A news story about two women who were voted joint women player of the century	http://www.fifa.com/womens-football/news/y=2000/m=12/news=sun-wen-and-michelle-akers-top-76192.html	Yet thanks to her enormous willpower, discipline and a special diet (no dairy products, breads or alcohol) Michelle Akers still managed to continue playing football, despite having to undergo intravenous rehydration with two to three liquids of saline solution after every match.

41	<p>Walter Gagg: "Heysel was a turning point"</p> <p>Interview with Walter Gagg, FIFA director of stadiums and security.</p>	<p>http://www.fifa.com/about-fifa/news/y=2005/m=5/news=walter-gagg-heysel-was-turning-point-97813.html</p>	<p>What other measures have you tried?</p> <p>The ban on the sale of alcohol 24 hours before games. When implemented at Italy 1990, it proved a success.</p>
42	<p>Michelle Akers: I want to play four more years (1996)</p>	<p>http://www.fifa.com/womens-football/news/y=1996/m=10/news=chelle-akers-want-play-four-more-years-71771.html</p>	<p>How do you combat the illness and still play at such a high level?</p> <p>I was struggling to get through a one-hour practice, but my doctor put me on a new diet that changed my performance. I can't have dairy products, bakery goods or alcohol. I drink a lot of juice. I haven't felt as good as I do today for a long time.</p>
43	<p>Fatigue is a footballers worst enemy Interview with sports doctor Dr Raul Madero</p>	<p>http://www.fifa.com/development/news/y=2002/m=11/news=fatigue-footballer-worst-enemy-84261.html</p>	<p>How did you cope with studying, how did you manage your time? *</p> <p>-I didn't go out. In my book "Top Competitions", I wrote that every player who starts playing in the first division at the age of 18 - as I did - hangs his adolescence and youth up in a wardrobe. Studying, educating yourself require huge effort; it means learning more and studying subjects in depth. Professional sport makes enormous demands on the body, requires great concentration and a certain amount of mental stability, which no-one has at that age. I just didn't go out at night, didn't drink alcohol except on special occasions - and acquired a respect for drinking. I enjoyed smoking at that time but I wasn't addicted to it and I eventually gave it up. I kept to a strict timetable and a rigorous schedule. It was the only way I managed to do two things at once.</p>



44	<p>Fascinating findings on footballer's fitness (2005)</p> <p>Sports nutrition experts held a 3 day seminar to discuss current state of knowledge on the influence of nutrition on football performance</p>	<p>http://www.fifa.com/development/news/y=2005/m=11/news=fascinating-findings-footballers-fitness-101506.html</p>	<p>Dr. Ron Maughan (UK) showed that beyond being an energy source, alcohol impacts multiple systems that can have a negative influence on performance and recovery from play. A further issue is that alcohol intake may influence nutritional choices that will further affect recovery after play.</p>
45	<p>2014 Fifa world cup brazil general terms and conditions for the use of tickets</p>	<p>http://resources.fifa.com/mm/document/tournament/ticketing/02/51/15/78/gtc_en_neutral.pdf</p>	<p>a) A Ticket, and consequently the license to enter and stay in a Stadium, will be automatically revoked in case of a violation of any terms of the GTCs, the Stadium Code of Conduct, the Ticket Sales Regulations and/or any of the relevant laws, by laws, regulations, ordinances of, or instructions given by, the FIFA World Cup™ Authorities. Examples of prohibited conduct include: to be noticeably under the influence of alcohol, narcotics or any behaviour - modifying substance; to express any offensive messages, of racist nature, xenophobic nature, or which stimulate other forms of discrimination; to promote any political, ideological messages or any charitable cause; to hinder or harass other individuals, including players and Match officials; to behave, or to show a tendency to behave violently, harmfully or in a manner likely to disrupt public order.</p>



46	Ke Nako Celebrate Africa's Humanity - South Africa 2010 world cup	http://www.fifa.com/mm/document/tournament/loc/01/24/89/89/ke%5fnako.pdf	Upon arrival at the stadiums, there will be a security check. It is important to note that there are certain items that are prohibited inside the stadium. These include: alcohol or drugs Remember, while it's all about having a good time, fans under the influence of alcohol or drugs will not be allowed into the venue.
47	Volunteer campaign for russia 2018 kicks off with illustrious backing	http://www.fifa.com/worldcup/news/y=2016/m=6/news=volunteer-campaign-for-russia-2018-kicks-off-with-illustrious-backing-2799263.html	As part of the day's celebrations, FIFA Partners and Sponsors also showed their excitement about and commitment to the Volunteer Programme. Coca-Cola, Gazprom and BUD Alcohol Free helped encourage potential volunteers to register through a range of social media initiatives.

48	Dispute where players alcohol intake was a factor (2015)	https://resources.fifa.com/mm/document/affederation/administration/02/80/44/43/0115911.pdf	<p>Article 10 of the contract further states that “the Club reserves fully its rights at any time to proceed to unilateral immediate termination of the contract in case the Player is not having a normal, healthy and athletic life that is reasonably expected from a professional player [...] or in case the Player consumes alcohol in a way that such consumption may affect the Players physical or mental condition, skills and abilities as a professional player [...]. In such case, the Player will have no right to claim any compensation or damages whatsoever”.</p> <p>In continuation, the 2nd Claimant/ 1st Respondent analyses the reasons put forward by the 1st Claimant / 2nd Respondent in order to justify the termination of the contract. In this regard, the 2nd Claimant / 1st Respondent points out that the decisive reason is actually the violation of art.10 of the contract and asserts that he has never fallen under one of the situations referred to in said article. In particular, the 2nd Claimant / 1st Respondent highlights that it cannot be deemed that on 27 July 2013, he consumed alcohol “in a way that may affect his physical or mental condition, skill and abilities” since he just had one drink in a restaurant/club and behaved correctly. As to this event, the 2nd Claimant / 1st Respondent also stresses that the 1st Claimant / 2nd Respondent would not have waited for one week, i.e. until 4 August 2013, before initiating a disciplinary procedure if it had considered the behaviour sufficiently serious as to justify a termination of the contract.</p>
49	From the streets to the Sahara (footballers hidden stories)	http://www.fifa.com/sustainability/news/y=2008/m=4/news=from-the-street-the-sahara-752135.html	<p>New article about a programme intended to support street children in Nepal and provide them with accommodation, food, and something to do. Implies football can help people stay away from drugs and alcohol use by giving them something to do. Glue sniffing, alcohol and drug abuse are other common risks among street children, who see it as the only escape from the tension of their various problems</p>



50	Ryan Giggs: 20 years at the top	http://www.fifa.com/live-scores/news/y=2011/m=3/news=ryan-giggs-years-the-top-1391201.html	For those wondering how he has managed to stay on top for so long, his manager points to Giggs' shunning of alcohol, chocolate and fast food, twice-weekly yoga sessions and regular sessions with an osteopath and acupuncturist.
51	Glossary and abbreviations in doping	http://www.fifa.com/development/news/y=2007/m=5/news=glossary-and-abbreviations-514058.html	Cocaine: Highly toxic for the heart with dramatic fatalities reported, even more so if combined with alcohol. Presence of cocaine in urine is a severe doping offence. A high MCV may indicate anaemia due to nutritional deficiencies, bone marrow abnormalities, liver disease, alcoholism, chronic lung disease, or therapy with certain medications.
52	FIFA legacy programmes launched in papua new guinea	http://www.fifa.com/u20womensworldcup/news/y=2016/m=7/news=fifa-legacy-programmes-launched-in-papua-new-guinea-2804855.html	The 11 key messages are: play football, respect girls and women, protect yourself from HIV and TB, avoid drugs and alcohol, use treated bed nets, wash your hands, drink clean water, eat a balanced diet, get vaccinated, take your prescribed medication and fair play
53	FIFA 11 for health programme announced for papua new guinea	http://www.fifa.com/u20womensworldcup/news/y=2016/m=5/news=fifa-11-for-health-programme-announced-for-papua-new-guinea-2792191.html	The "FIFA 11 for Health" programme encompasses simple messages on prevention that are linked to a specific football action. To better reflect the health profile of Papua New Guinea, the programme will integrate tuberculosis (TB) in its educational messages in order to focus on a disease that is a major public health concern in the country. The 11 key messages are: play football, respect girls and women, protect yourself from HIV and TB, avoid drugs and alcohol, use treated bed nets, wash your hands, drink clean water, eat a balanced diet, get vaccinated, take your prescribed medication and fair play.



- 54** Hope through the power of football <http://www.fifa.com/sustainability/news/y=2011/m=12/news=hope-through-the-power-football-1562422.html> The following 16 projects were newly adopted by the football for hope initiative in 2011:
 - Club Deportivo y Social Bongiovanni (Argentina)
 Health promotion through education about sexual health and prevention of drug and alcohol abuse

55	Dispute where players alcohol intake was a factor (2014)	https://resources.fifa.com/mm/document/affederation/administration/02/61/87/97/03141626_english.pdf	<p>In its reply to the claim, the Respondent argued that the contract was terminated due to the unprofessional behaviour of the Claimant as he could not provide his services during a match that was deemed “critical” by the club (and took place on 21 March, 2009) since he had been detained for driving under the influence of alcohol on 19 March 2009. In this respect, the Respondent provided a copy of a police report dated 3 September 2009, which indicated that the Claimant was charged for driving under the influence of alcohol on 19 March 2009. Furthermore, the Respondent claimed that this attitude was in contravention of its “Internal Rules”, which provided that:</p> <p>-art.6: “All Players must behave properly both during training and also during their personal lives. In the event of any fighting during training or any misbehaviour outside the field which is reported by the police authorities the club will immediately terminate the contract of employment and/or fine the player with a fine not exceeding one month salary.”</p> <p>-art.11: “In the event that a player wishes to go out in the night after 12 o’clock he can do so only after having the prior express permission of the coach. Failure to obtain such permission will result to a penalty not exceeding 50% of the player’s monthly salary. Consecutive infringements of this clause might result in the club terminating the contract of employment of the player.”</p>
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56	How much stimulation do you need	http://www.fifa.com/mm/document/afdeve/loping/medical/6.10.1.%20how%20much%20stimulation%20do%20you%20need%5f1508.pdf	Fatalities have occurred when cocaine was jointly used with anabolic steroids. Combined abuse of alcohol and cocaine is extremely toxic to the heart, increasing the risk of sudden death by heart or respiratory arrest.
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57	Andrew Walsh: A safe haven	http://www.fifa.com/about-fifa/news/y=2009/m=9/news=andrew-walsh-safe-haven-1105862.html	<p>Founded in Cologne in 1986 by two students from the city's sports university, as a company focusing primarily on market research in the field of sports sponsorship, Sport+Markt has since grown into a multinational operation with 13 offices in seven countries and projects spanning the globe. Their expanded services still cover market research but also include consultancy, commercial auditing, multi-media compliance monitoring, and media and audience research and has helped draw in big-name clubs and clients, among them Bayern Munich, Liverpool, Barcelona, Coca-Cola, adidas, the Premier League, UEFA and FIFA.</p> <p>FIFA World caught up in August with Sport+Markt board member and head of international affairs, Andrew Walsh, and asked his views on the current financial malaise. Without downplaying the potential effects of further losses on the international stock markets, Walsh is convinced that sports sponsors and rights-holders can look to the future with a fair amount of confidence - in some cases even benefiting indirectly from the downturns in other sectors.</p> <p>Have you noticed much of a change in the type of companies who are sponsoring sport now? Has the financial crisis brought many "new players" into the industry?</p> <p>We have seen a surge of interest in recent years from certain sectors, such as telecoms, while some of the classical sponsor types such as tobacco and alcohol have found their way increasingly blocked. I think that travel and tourism is also on the up as the fight for the tourist dollar intensifies. Nevertheless, the most obvious change as a direct consequence of the economic downturn has probably been seen rather in where the key sponsors are now coming from, geographically. In the past, a lot of the big blue-chip firms that we saw in European football's top competitions were primarily from the United States or Japan, with the Korean firms also making an impact. But now that some of those are suffering due to their location in the classical finance centres, the door has opened much more to other regions such as China and India, other emerging markets and the Middle East. The landscape is changing, which also brings new challenges as European club owners and rights-holders have to learn how to deal with different corporate structures, cultures and expectations.</p>
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58	F-MARC set sights from stadium to shanty towns	http://www.fifa.com/development/news/y=2009/m=3/news=marc-set-sights-from-stadiums-shanty-towns-1032743.html	The '11 For Health' lessons seem simple, but there is clearly an effective learning process at work. AIDS awareness, malaria prevention, respect for women and girls, avoiding alcohol and substance abuse, and basic hygiene were just some of the messages quickly absorbed by the young participants.
59	General terms and conditions for the use of tickets - training sessions open to public	http://resources.fifa.com/mm/document/tournament/loc/02/35/53/98/col-tcgstreinosabertosaop%3%bablico_eng_neutral.pdf	3.7. Examples of conducts prohibited in Training Sites include (a) to be noticeably under the influence of alcohol, narcotics or any behavior - modifying substance;
60	Dispute where players alcohol intake was a factor (2014)	https://resources.fifa.com/mm/document/affederation/administration/02/52/32/68/05141539_english.pdf	The Respondent explained that the fine of 19 February 2010 was imposed on the Claimant for testing positive in an alcohol control. The second fine was issued on “28 March 2010” when the Claimant was involved in a bar fight. The Respondent clarified that it showed its goodwill to the Claimant by reducing the fine from 25% to 10%.

61	Dispute where players alcohol intake was a factor (2010)	https://resources.fifa.com/mm/document/affederation/administration/drclabour/310625.pdf	<p>The Respondent also submitted that the Claimant had not been available for two months as he had been involved in a serious car accident in early September 2007. According to the Respondent, the Claimant had been drinking alcohol the night before the accident, which was a clear breach of the club's rules.</p> <p>Concerning the car accident, the Respondent stated that the internal rules had been in place before the player signed the employment contract, the player had been aware of them and had pledged to respect them because article 11 of the employment contract clearly stipulated that the club's internal rules applied to the contractual relationship between the two parties. As the player had caused the accident, the club had been entitled not to pay the player for the period during which he had been unavailable. Furthermore, the Respondent pointed out that the Claimant had not denied the allegation that he had consumed alcohol or the fact that he had been responsible for the accident.</p>
62	The Goal Project	http://www.fifa.com/mm/goalproject/MKD_2002_ENG.pdf	<p>On 15 October 2002, the Goal Bureau approved a financial contribution to cover the cost of extending the technical centre in Strumica. As well as a small stadium, the centre will boast a number of training pitches, floodlighting and a building with dressing rooms, conference rooms and a small cafeteria. The Strumica region is a well-known hotbed for football. Countless numbers of boys and girls play football on the streets, in school playgrounds or in public areas. This centre should also allow activities to be increased and improved. The main objective is to attract youngsters to football instead of to vices such as alcohol, drugs etc.</p>
63	Williams: This is the life for me	http://www.fifa.com/clubworldcup/news/y=2014/m=12/news=williams-this-is-the-life-for-me-2490942.html	<p>"It's very special to be involved in things like this," Williams told FIFA.com after he and his teammates celebrated Auckland's 4-3 shootout win, which came after a goalless draw. "We were dancing in the dressing room, singing our team songs and hugging each other. There were a few tears shed too. There was no alcohol, though. We've got a game on Saturday."</p>

64	Terms and Conditions for the FIFA Interactive World Cup 2014 seasonal challenges	http://de.fifa.com/m/document/tournament/competition/02/18/05/31/fiwc2014tcs%5fneutral.pdf	<p>General Rules: Drugs and Alcohol</p> <ul style="list-style-type: none"> - Use of alcohol or drugs is prohibited on the premises of, or during the attendance of, live events or tournaments, for the duration of the competitive tournament. - Players must not be under the influence of drugs or alcohol while participating. - Smoking is prohibited except in designated areas. - Any player who appears to violate the above terms under this clause may be sanctioned.
65	mathews' magic still remembered	http://www.fifa.com/tournaments/players-coaches/people=174743/profile.html	<p>Nicknamed 'the Wizard of Dribble', Matthews had a rigorous exercise and diet regime: he neither smoked nor drank alcohol, was a near-vegetarian, drank carrot juice every day and fasted on Mondays. While playing for Blackpool he ran the length of the beach every day at 7.00am wearing shoes that contained lead, so that when it came to playing football, his feet felt lighter giving him the impression that he could run faster</p>
66	Stadium Code of Conduct for the Fifa Confederations Cup Brazil 2013	http://www.fifa.com/confederationscup/organisation/ticketing/legal/stadium-code-of-conduct/index.html	<p>Prohibited Items: liquids of any kind (including beverages whether alcoholic or not) Furthermore, unless otherwise authorised by the FIFA Confederations Cup Authorities, Stadium Visitors and Accredited Persons shall not: be noticeably under the influence of alcohol, narcotics or any behaviour-modifying substance;</p>
67	Prolific Scots conquer the world	http://www.fifa.com/sustainability/news/y=2007/m=8/news=prolific-scots-conquer-the-world-564299.html	<p>Each tournament produces significant changes in the participants' lives. While it is too early to gauge the impact of the 2007 edition, last year's Cape Town event certainly exceeded expectations. According to a survey by the Homeless World Cup Organisation after the 2006 Homeless World Cup, 92 percent of players had a new motivation for life, 93 players successfully addressed a drug or alcohol dependency, 44 percent improved their housing situation and 72 percent continue to play football.</p>



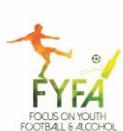
68	Katutura Football for Hope Centre	http://www.fifa.com/sustainability/news/y=2009/m=10/news=katutura-football-for-hope-centre-1117787.html	The Football for Hope Centre in Namibia will be located in Windhoek and will be hosted by Special Olympics. Individuals with special needs face discrimination within Namibian society, finding it difficult to integrate into society. People with disabilities face unemployment and barriers to education as well as social stigma. The wider community in Windhoek also has a high prevalence of HIV/AIDS, illiteracy, poverty and alcohol-related abuse and violence.
69	Baguineda Football for Hope Centre	http://www.fifa.com/sustainability/news/y=2009/m=11/news=baguineda-football-for-hope-centre-1130490.html	The Football for Hope Centre in Mali will be situated in Baguineda, 35km from the capital, Bamako. Over 90 per cent of this rural community on the Niger River are farmers, but there are high levels of youth unemployment and the average income is barely one dollar per day. Poverty, illiteracy and a lack of educational opportunities have led to an increase in drug and alcohol abuse amongst young people.
70	Dispute where players alcohol intake was a factor (2015)	https://resources.fifa.com/mm/document/administration/02/81/23/32/04151073.pdf	The Respondent further emphasises the Claimant's failure to comply with his obligations. In this regard, the Respondent asserts that the Claimant refused to train with the reserve team, behaved unprofessionally by drinking alcohol very late at night and showed complete disrespect to the Respondent's officials.



71	Dispute where players alcohol intake was a factor (2014)	http://resources.fifa.com/mm/document/afederation/administration/02/75/42/56/11142323.pdf	<p>Said document reads, inter alia, that as the player was found guilty on 17 January 2012 of being in possession of alcoholic drinks, his visa could not be extended and that the player was given a 72 hours' time limit to leave the country as from the date of notification of the document at stake to the club.</p> <p>The player further held that the club did not satisfy with the rule of the burden of proof, as did not submit any copy of the decision finding him in possession of alcohol.</p> <p>In continuation, the members of the Chamber noted that the Respondent, for its part, asserted that its non-payment of the Claimant's remuneration is justified by the fact that the player was found guilty on 17 January 2012 of being in possession of alcoholic drinks and that, consequently, he had to leave country D.</p> <p>Nevertheless, the Chamber pointed out that, according to the Respondent, it is only on 17 January 2012 that the Claimant was found guilty of having been in possession of alcoholic drinks and ordered to leave country D within a 72 hours' time limit following the date of notification of the relevant aforementioned ruling.</p>
72	Dispute where players alcohol intake was a factor (2013)	http://resources.fifa.com/mm/document/afederation/administration/02/24/25/60/0313379%5fenglish.pdf	<p>In reply to the claim, the club stated that only the amount of EUR 1,525 is owed to the player. In this respect, the club held that it had imposed a fine amounting to EUR 2,000 to the player due to an alcohol incident in a bar during the club's preparation session in country C.</p>

73	The FA get down to business in the warm heart of africa	http://www.fifa.com/development/news/y=2001/m=11/news=the-get-down-business-the-warm-heart-africa-80208.html	For the English party, the trip was a valuable opportunity to discover the stark challenges which face African football. When asked to list the factors threatening the development of the game in their region, delegates included HIV / AIDS, alcohol abuse, crime and chronic lack of financing. However, the partnership with The F.A. and the affiliation to FIFA and CAF were consistently identified as beacons of hope, and the workshops served the highlight the close bond between England and its Meridian partners. "Football has the power to unite nations and people and we feel we have made friends with each and every one of you," concluded Ray Kiddell as the group departed for England.
74	Dispute where players alcohol intake was a factor (2010)	https://resources.fifa.com/mm/document/affederation/administration/drclabour/510736.pdf	Finally, the Respondent stated that on 7 January 2009, i.e. after the contract had been terminated, the Claimant had been arrested for driving under the influence of alcohol and had been imprisoned until the Respondent intervened to secure his release.
75	Dispute where players alcohol intake was a factor (2015)	https://resources.fifa.com/mm/document/affederation/administration/02/74/28/42/03152489_english.pdf	In continuation, the club explained that the player was not focused on football and was going out at night and consuming alcohol. In this respect, the club asserted that the player had an accident with the EUR 20,000 worth car he was provided with by the club and that this amount should be deducted from the player's balance.
76	General terms and conditions for the confederation cup in russia 2017	http://www.fifa.com/confederationscup/organisation/ticketing/legal/terms-conditions/index.html	a) A Ticket, and consequently the license to enter and stay in a Stadium, will be automatically revoked in case of a violation of any terms of the GTCs, the Stadium Code of Conduct, the Ticket Sales Regulations and/or any of the relevant laws, by-laws, regulations, ordinances of, or instructions given by, the FIFA Confederations Cup Authorities. Examples of prohibited conduct include: to be noticeably under the influence of alcohol, narcotics or any behaviour-modifying substance;





Appendix G: UEFA Articles

No.	Document	PDF	References to Alcohol
1	Border Crossing and Security Guide for Uefa Euro 2012	http://www.uefa.com/MultimediaFiles/Download/EuroExperience/competitions/General/01/79/59/41/1795941_DOWNLOAD.pdf	<p>UKRAINE INFO- Prohibited items in STADIA - alcohol</p> <p>Rules on drinking - Consumption of alcoholic beverages is not permitted in public places such as streets, parks, stadia, stations, airports, public transport, etc. Consumption of alcohol in prohibited places can result in a warning, fine of between UAH 17-119 or administrative arrest for a term of up to 15 days.</p> <p>Poland Info - it is prohibited to bring alcohol into the stadium, but alcoholic beverages with alcohol content up to 3.5% may be purchased and consumed inside. Those showing signs of alcohol impairment may be denied entry.</p> <p>Rules on drinking - it is prohibited to sell or consume alcohol: in streets, squares and parks (except for places designated for the consumption of alcoholic beverages), in schools and other educational establishments, social care centres and student hostels, in workplaces and company canteens, in the places and during the time of mass gatherings, on public transport, in facilities used by military authorities and authorities in charge of internal affairs.</p> <p>Consumption of alcohol in prohibited places is subject to a fine of PLN 100.</p>



- 2** Estadio do restelo - Stadium rules and regulations - http://www.uefa.com/MultimediaFiles/Download/competitions/Final/02/09/59/62/2095962_DOWNLOAD.OAD.pdf
- It is strictly forbidden to enter the stadium under the influence of alcohol and/or to carry into the stadium alcoholic beverages.
- On being admitted on this sports facility, spectators are assumed to have accepted these regulations and the rules laid down by FIFA, UEFA, as well as any rules and regulations on safety and the use of the public areas in the sports facility.
- Spectators must agree to a personal protection and security search designed to detect substances or objects that are prohibited or liable to provoke acts of violence. The search will be conducted by the sports facility stewards, if any, or by the LAW Enforcement Forces.
 - Spectators must agree to undergo tests to control and screen for alcohol, narcotics, psychotropic substances and similar products.
 - Spectators must not be under the influence of alcohol – the limits of which are laid down by law
- The following are violations punishable by expulsion from the sports facility and a possible fine:
- The introduction, sale of consumption of alcoholic beverages.

3	Health Advice for travellers to poland and ukraine for the 2012 uefa championship.	http://www.uefa.com/MultimediaFiles/Download/competitions/General/01/75/59/47/1755947_DOWNLOAD.pdf	What to do if it is very hot outside: Avoid alcohol and too much caffeine or sugar Safety and Security during your stay: Drive carefully, road quality may not be good in all areas. Avoid driving after drinking alcohol, in Poland and Ukraine it is strictly forbidden. What to do if you get diarrhoea: Avoid coffee, overly sweetened drinks, and alcohol.
4	UEFA Champions	http://www.uefa.com/M	Stadium Rules and Regulations



	League Final Wmbley 2013 - Finalist Information Leaflet	ultimediaFiles/Download/EuroExperience/competitions/UCL/01/95/28/16/1952816_DOWNLOAD.pdf	It is strictly forbidden to enter the stadium under the influence of alcohol and/or to carry into the stadium alcoholic beverages, narcotics, psychoactive drugs, stimulants or any other similar substances. Any person in possession of any of the following items will be refused entry to the stadium: Alcohol
5	Uefa Euro 2008 Sustainability report	http://www.uefa.com/MultimediaFiles/Download/Competitions/EURO_/77/42/52/774252_DOWNLOAD.pdf	Charter for Sustainability UEFA Euro 2008: Be exemplary in the fields of prevention and youth protection- Concrete measures of prevention (in particular against alcohol and nicotine abuse) are to be taken in the context of UEFA EURO 2008 The public sale of alcoholic drinks was forbidden in the stadia, according to the UEFA security guidelines with the exception of the hospitality area. In all host cities and public viewing areas in Austria and Switzerland a non-alcoholic drink was cheaper than the cheapest alcoholic drink. In Switzerland, PAPO in collaboration with the national working group, Alcohol Prevention EURO 2008, developed a model for alcohol prevention. According to this model, low-risk alcohol consumption at public viewing areas should be ensured with adapted measures. In Austria, the Ministry of Health developed recommendations on the prevention of alcohol. The objectives of the alcohol prevention at the EURO 2008 were the systematic implementation of the youth protection regulations (beer and wine from 16 years-of-age, spirits from 18 years-of-age) and the reduction of the excessive consumption of alcohol, in order to prevent incidents of violence, accidents and damage to property. To achieve these objectives, in Switzerland a uniform regulation on the

			<p>sale of alcohol was reached, sales personnel trained, information material distributed to organizers and a supplier code of conduct supporting the prevention measures agreed.</p> <p>Goal Met? In the stadia, only alcohol-free beer was sold alongside soft drinks and mineral water, beverages on sale and at all other locations at least one non-alcoholic drink was cheaper than alcoholic beverages.</p>
6	2017 UEFA Europa League Final Supporters Leaflet	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/47/11/01/2471101_Download.pdf	<p>Rules of Conduct: Anyone who is under the influence of alcohol or drugs will not be allowed into the stadium.</p> <p>It is prohibited to take alcohol or drugs into the stadium</p>
7	UEFA Euro 2016 - making the most of your stay in france	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/36/31/12/2363112_Download.pdf	Information on customs duties
8	Super Cup 2013 - Ground Regulations	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/01/96/04/14/1960414_Download.pdf	<p>Persons apparently under the influence of alcohol or another habit forming substance, as well as persons threatening the safety or property of other people shall forfeit their right to stay and the organizing or security agency or the Police of the Czech Republic are authorized to march them out of the premises of the Stadium.</p> <p>Organizing or security agency or the Police of the Czech Republic are authorized to</p>

			<p>check, even with a use of technical equipment, any person that may, because of suspicion of previous consumption of alcohol or another habit forming substance, or because of bringing weapons or other dangerous articles or substances creating danger of fire, represent a possible security risk for the particular event. This check includes carried luggage and individual carried items. Visitors of the stadium are not allowed to bring into the area of the stadium the following articles or articles of similar nature or purpose: Alcoholic beverages and narcotics of all kinds.</p> <p>Persons violating provisions of these Visiting Rules may be expelled from the Stadium without refund and submitted to the entrance ban. The same rule applies to any person under the influence of alcohol or habit forming substances. Should a suspicion from criminal offence or other misdemeanor arise, criminal charges may be filed.</p>
9	UEFA Futsal Cup Finals- Lisbon 2010 Ticketing terms and Conditions	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/01/47/52/21/1475221_DOWNLOAD.pdf	<p>Entrance to the Hall will be refused to any person noticeably under the influence of alcohol, narcotics or any behaviour-modifying substance, or to any person behaving or who is likely to behave violently, harmfully or contrary to public order. In such circumstances no refunds or compensation will be given. Ticket holders accept to submit to control tests, in accordance with the applicable legal provisions, and they shall be considered to be under the influence of alcohol if they present an alcoholism rate above 1,2 g/l. It is forbidden to use, possess, hold, or bring the following items without limitation,</p>



			into the hall to be assessed at the discretion of the stewards, safety personnel, and/or any other duly authorised persons: Alcohol drinks, narcotics, stimulants
10	Uefa Euro 2020 Evaluation Report - Bidding Document - 19 associations submitted bid dossiers to be part of the 60th Anniversary of the UEFA European Football Championship.	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/14/49/29/2144929_DOWNLOAD.pdf	<p>Association of Football Federations of Azerbaijan - Advertising restrictions impacting UEFA sponsors would be lifted by a special law during the tournament.</p> <p>Football Federation of Belarus - Advertising of beer is allowed with some restrictions.</p> <p>Royal Belgium Football Association - Advertising of alcohol is not forbidden but should encourage moderation. Public viewing activities can only be regulated where an entrance fee is payable and additional authorisations are required where events are held on public property.</p> <p>Bulgarian Football Union - Advertising of tobacco and alcohol is prohibited with limited exceptions.</p> <p>Danish Football Association - No statutory restrictions apply specifically to advertising at sports events, with the limiting principle that alcoholic beverages should not be associated with active participation in sport. Public viewing activities are regulated, as broadcasters can prohibit unauthorised retransmission of their broadcasts.</p> <p>English Football Association - Advertising of tobacco is forbidden and advertising of alcohol permitted with some restrictions. Public viewing activities can be regulated where an entrance fee is due.</p> <p>Football Association of the Former Yugoslav Republic of Macedonia - Advertising of</p>

		<p>tobacco and alcohol is prohibited, with the exception of wine and beer under certain conditions. Public viewing activities can be regulated where an entrance fee is due.</p> <p>German Football Association - No mention of alcohol.</p> <p>Hungarian Football Federation - Advertising of tobacco products is prohibited, but not alcohol. Advertising of the latter must nevertheless meet some legal requirements. Public viewing activities can also be regulated.</p> <p>Italian Football Federation - Advertising of tobacco is forbidden, while advertising of alcohol is permitted with restrictions. There are no specific rules applicable to public viewing, which is subject to copyright/intellectual property regimes.</p> <p>Israel Football Association- No mention of alcohol.</p> <p>Royal Netherlands Football Association - Advertising of alcohol is permitted under certain conditions, while public viewing activities are regulated and require the prior authorisation of the rights holder.</p> <p>Romanian Football Federation - Advertising of tobacco is prohibited and the promotion of alcohol authorised under certain conditions. Public viewing activities can be regulated, as broadcasters can prohibit the public communication of their broadcasts.</p> <p>Football Association of Ireland - No mention of alcohol</p> <p>Russian Football Union - Advertising restrictions impacting the organisation of the tournament would be lifted by special laws and public viewing activities</p>
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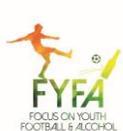


			<p>are regulated, as all viewings require the local authorities' authorisation and the event organiser's permission.</p> <p>Scottish Football Association - Advertising bans apply to tobacco and restrictions to alcohol. Public viewing activities can be regulated where an entrance fee is due.</p> <p>Royal Spanish Football Federation - Tobacco advertising is prohibited, as is advertising of alcoholic beverages (depending on the level of alcohol). Public viewing is regulated and the TV broadcasters or producers are entitled to control the use of their broadcasts.</p> <p>Swedish Football Association - Tobacco advertising is heavily restricted and alcohol advertising regulated for beverages stronger than 2.25%. Brands can advertise if they also offer alcoholic beverages under 2.25%. Public viewing activities can be regulated where an entrance fee is payable and additional authorisations are required when events are held in public places</p> <p>Football Association of Wales - Advertising of tobacco is forbidden and advertising of alcohol permitted with some restrictions. Public viewing activities can be regulated where an entrance fee is payable.</p>
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11	Stadium Rules for UEFA Euro 2016	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/02/25/56/31/2255631_DOWNLOAD.pdf	Any person appointed by UEFA, the FFF and/or EURO 2016 SAS, or a police officer, shall be entitled to examine – including through the use of technical aids – whether persons represent a risk of potential disruption to public order, in particular on the grounds that they have consumed alcohol or drugs or are in possession of weapons or other prohibited items. Any qualified person appointed by the UEFA, the FFF and/or EURO 2016 SAS, or a police officer, shall be entitled to search any person’s clothing and other items in their possession.
12	2015/16 UEFA Futsal Cup Manual	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/26/41/58/2264158_DOWNLOAD.pdf	Doping Control Station should have: An assortment of non-alcoholic, caffeine-free drinks in their original, unopened and sealed bottles or cans, must be provided in a refrigerator in the waiting room of the doping control station (approximately 10 litres of still mineral water, 12 cans of caffeine-free soft drinks and 12 cans of non-alcoholic beer). Chaperones must not supply medication or alcoholic drinks to the player. Sale of Beverages in the Hall: No public sale or distribution of alcohol is permitted within the hall or its private surroundings. All alcohol-free drinks that are sold or distributed must be dispensed in cardboard or open plastic containers which could not be used in any dangerous manner.
13	UEFA Euro 2016 - Bid Evaluation Report	http://www.uefa.com/MultimediaFiles/Download/MediaRelease/uefaorg/MediaReleases/01/48/83/27/1488327_DOWNLOAD.pdf	Turkey - It is to be noted that the Government intends to lift an existing ban on promotion of alcohol beverages to allow for commercial exploitation of the low-alcohol product category. France - a clear commitment to healthy lifestyle policies is included and mention is made of alcohol and tobacco-free stadiums as well as on-site healthy-eating promotions. It is to be noted that current French legislation prohibits advertising



			of alcohol in public areas, including stadiums.
14	2016/17 UEFA Futsal Cup Manual	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/41/16/68/2411668_DOWNLOAD.pdf	SAME AS 2015/16
15	UEFA EURO 2020 Tournament Requirements	http://www.uefa.com/MultimediaFiles/Download/EuroExperience/competitions/General/01/95/21/41/1952141_DOWNLOAD.pdf	<p>The sale of commercial rights constitutes one of the most important sources of revenue for UEFA EURO 2020. The successful sale of such rights may be impacted by certain commercial restrictions imposed by local law, for instance with regard to advertising opportunities (e.g. prohibition of advertising for alcohol). Accordingly, the bidder must describe what restrictions apply in the host country in respect of commercial advertising and promotions at sports events that may affect UEFA’s commercial programme for UEFA EURO 2020.</p> <p>An appropriate legal framework exists to enable UEFA EURO 2020 to take place in a safe and secure environment. This must be enacted and communicated to all parties at least one year prior to the tournament and be capable of being implemented at the relevant times. Indicators: Safety and security measures at sports events, e.g. specific legal provisions to restrict the sale of alcohol, use of fireworks or activities of ticket touts, the introduction of injunctions to prohibit access to sports sites of people whose presence could present a risk to the safety of the event and the use of surveillance equipment in public spaces.</p> <p>Doping Control Station should have: An assortment of drinks no greater than 500ml</p>



			size each, free of prohibited doping substances, in their original, unopened and sealed bottles or cans (approximately 10 litres of still mineral water, 12 cans of caffeine-free soft drinks and 12 cans of non-alcoholic beer).
16	UEFA Super Cup 2015 Georgia	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/26/92/05/2269205_DOWNLOAD.pdf	Alcohol is a prohibited item
17	UEFA 2011 England - fan info	http://www.uefa.com/MultimediaFiles/Download/EuroExperience/competitions/UCL/01/62/00/02/1620002_DOWNLOAD.pdf	Alcohol is a prohibited item
18	UEFA Super Cup 2011 Ticketing Terms & Conditions	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/01/64/82/14/1648214_DOWNLOAD.pdf	No person shall enter or attempt to enter, the Stadium whilst under the influence of alcohol or drugs, or in possession of, whilst using, holding or attempting to bring without limitation the following items: alcoholic beverages, drugs, narcotics, stimulants or similar substances
19	Regulation of the UEFA European	http://www.uefa.com/MultimediaFiles/Download/	No public sale or distribution of alcohol is permitted within the venue or its private environs. All alcohol-free drinks which are sold or distributed must be

	Futsal Championship 2009/10	Regulations/uefa/Others/73/49/35/734935_DOWNLOAD.pdf	dispensed in paper or open plastic containers which could not be used in a dangerous manner. The following details should be produced and distributed with the ticket: opening times of the gates, hall regulations, including prohibition of alcohol and offensive articles, procedure for searching spectators, etc.
20	Regulations of The UEFA European under 19 Championship 2009/10	http://www.uefa.com/MultimediaFiles/Download/Regulations/uefa/Others/84/44/03/844403_DOWNLOAD.pdf	Officials must refrain from smoking and drinking alcohol in the dining room in front of the players.
21	2016 UEFA European Football Championship - Tournament Requirements	http://www.uefa.com/MultimediaFiles/Download/Regulations/uefa/Others/84/03/26/840326_DOWNLOAD.pdf	Health - Sub-topics: Alcohol Abuse. Goals -Safe alcohol consumption. Indicators - No alcoholic beverages or only low-alcohol beverages on sale. UEFA Euro 2008: Example, Alcohol - The public sale of alcoholic beverages was forbidden in the stadiums in accordance with the UEFA security guidelines, with the exception of the hospitality areas. In all host cities and public viewing areas in Austria and Switzerland, a non-alcoholic drink was cheaper than the cheapest alcoholic drink. The sale of commercial rights constitutes one of the most important sources of revenue for UEFA EURO 2016. The successful sale of such rights may be impacted by certain commercial or restrictions imposed by local law, for instance with regard to advertising opportunities (e.g. prohibition of advertising for tobacco or alcohol). Consequently, the bidder is required to describe what restrictions apply in the bidder's country in respect of commercial advertising and

			<p>promotions at sports events that may affect the commercial programme for UEFA EURO 2016, and propose legal measures that could help to minimise the effect of such restrictions in the host country.</p> <p>Safety and security measures at sports events, e.g. specific legal provisions to restrict the sale of alcohol, use of fireworks or activities of ticket touts, the introduction of injunctions to prohibit access to sports sites of people whose presence could present a risk to the safety of the event and the use of surveillance equipment in public spaces</p>
22	Regulations of The UEFA European under 17 Championship 2009/10	http://www.uefa.com/MultimediaFiles/Download/Regulations/uefa/Others/84/43/94/844394_DOWNLOAD.pdf	Officials must refrain from smoking and drinking alcohol in the dining room in front of the players.
23	Regulations of the UEFA Regions Cup 2008/09 competition	http://www.uefa.com/MultimediaFiles/Download/Regulations/uefa/Others/67/74/11/677411_DOWNLOAD.pdf	Local organising committee responsible for: The implementation of all directive given by the local authorities (and UEFA) regarding safety and security (alcohol)
24	Regulations of the UEFA European women's under 17 championship	http://www.uefa.com/MultimediaFiles/Download/Regulations/uefa/Others/84/43/90/844390_DOWNLOAD.pdf	Officials must refrain from smoking and drinking alcohol in the dining room in front of the players.



	2009/10	LOAD.pdf	
25	Regulations of the UEFA European women's under 19 championship 2009/10	http://www.uefa.com/MultimediaFiles/Download/Regulations/uefa/Others/84/43/98/844398_DOWNLOAD.pdf	Officials must refrain from smoking and drinking alcohol in the dining room in front of the players.
26	UEFA Futsal Cup 2010/2011 Club Manual	http://www.uefa.com/MultimediaFiles/Download/TechnicalReport/competitions/Regulations/87/03/65/870365_DOWNLOAD.pdf	Could not locate
27	2010 UEFA Europa League Final Ticketing terms and conditions	http://www.uefa.com/MultimediaFiles/Download/Publications/competitions/Ticketing/01/44/79/97/1447997_DOWNLOAD.pdf	Ticket holders who display signs of intoxication by alcohol or drugs, or who are masked or hooded, or who are behaving in a disruptive or violent way – or those who may incite such behaviour – may be refused entry to, or removed from, the stadiumEntrance to the stadium with any objects prohibited by the stadium rules and regulations is not permitted; this applies in particular to the following objects: Alcoholic drinks
28	UEFA futsal euro 2012	http://www.uefa.com/MultimediaFiles/Download/Ticketing/Competitions/Futsal_/01/72/20/86/1722	Entrance to the Hall will be refused to any person noticeably under the influence of alcohol, narcotics or any behaviour-modifying substance, or to any person behaving or who is likely to behave violently, harmfully or contrary to public order. Any such persons who do gain access to a Hall shall be expelled.

		086_DOWNLOAD.pdf	In such circumstances no refunds or compensation will be given. Ticket Holders agree to submit to any control and screening tests in accordance with any instructions given by security staff and any applicable laws. No person shall enter or attempt to enter, the Hall whilst under the influence, or in possession of, whilst using, holding or attempting to bring without limitation the following items: Alcoholic beverages
29	Colovay Prohibited item list	http://www.uefa.com/MultimediaFiles/Download/competitions/General/02/44/93/61/2449361_DOWNLOAD.pdf	Alcohol is a prohibited item
30	UEFA women's championship league final 2013 ticket conditions	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/01/91/32/22/1913222_DOWNLOAD.pdf	Without prejudice to the generality, the following shall constitute breaches of the Conditions of Issue: Intoxication by alcohol
31	UEFA European women's championship 2005 ticketing	http://www.uefa.com/MultimediaFiles/Download/competitions/WOCO/281982_DOWNLOAD.pdf	Entrance to the Stadium will be refused to any person noticeably under the influence of alcohol, narcotics or any behaviour-modifying substance, or to any person behaving or who is likely to behave violently, harmfully or contrary to public order. In such circumstances no refunds or compensation will be given. It is forbidden without limitation to use, possess or bring the following items into the Stadium, with items to be assessed at the discretion of the stewards, safety

			personnel, and/or any other duly authorised persons: Alcoholic drinks
32	Final tournament UEFA womens championship 2011/2013 ticketing info	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/01/91/51/57/1915157_DOWNLOAD.pdf	Entrance to the Stadium will be refused to any person noticeably under the influence of alcohol. Any such persons who do gain access to the Stadium shall be expelled. In such circumstances no refunds or compensation will be given. Ticket Holders agree to submit to any control and screening tests in accordance with any instructions given by security staff and any applicable laws. No person shall enter or attempt to enter, the Hall whilst under the influence, or in possession of, whilst using, holding or attempting to bring without limitation the following items: Alcoholic beverages
33	UEFA women's championship league final 2011/12 Club manual	http://www.uefa.com/MultimediaFiles/Download/competitions/General/01/67/56/48/1675648_DOWNLOAD.pdf	A Manager for Sports Facilities and Match Organisation who is responsible for: the implementation of all directives given by the local authorities and UEFA regarding safety and security (no sales of alcohol, removal of dangerous materials at the venue, racist behaviour, prevention of pitch invasion and securing the technical zone, etc. Doping Control Station should have: An assortment of non-alcoholic, caffeine-free drinks in their original, unopened and sealed bottles or cans, must be provided in a refrigerator in the waiting room of the doping control station (approximately 10 litres of still mineral water, 12 cans of caffeine-free soft drinks and 12 cans of non-alcoholic beer). Sale of Beverages in the Stadium: No public sale or distribution of alcohol is permitted within the stadium or its private environs. All alcohol-free drinks that are sold or distributed must be dispensed in cardboard or open plastic containers which could not be used in any dangerous manner.

34	Example of Ground Regulations	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/02/11/18/30/2111830_DOWNLOAD.pdf	<p>Under the Sporting Events (Control of Alcohol etc) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:</p> <p>17.1 Attempting to enter the Ground or being inside the Ground whilst drunk;</p> <p>17.2 Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed</p>
35	UEFA Futsal Cup 2011 Club manual	http://www.uefa.com/MultimediaFiles/Download/competitions/General/01/64/93/16/1649316_DOWNLOAD.pdf	<p>A Manager for Sports Facilities and Match Organisation who is responsible for: the implementation of all directives given by the local authorities and UEFA regarding safety and security (no sales of alcohol, removal of dangerous materials at the venue, racist behaviour, prevention of pitch invasion and securing the technical zone, etc.</p> <p>Doping Control Station should have: An assortment of non-alcoholic, caffeine-free drinks in their original, unopened and sealed bottles or cans, must be provided in a refrigerator in the waiting room of the doping control station (approximately 10 litres of still mineral water, 12 cans of caffeine-free soft drinks and 12 cans of non-alcoholic beer).</p> <p>Chaperones must not supply medication or alcoholic drinks to the player</p> <p>Sale of Beverages in the Hall: No public sale or distribution of alcohol is permitted within the Hall or its private surroundings. All alcohol-free drinks that are sold or distributed must be dispensed in cardboard or open plastic containers which</p>

			could not be used in any dangerous manner.
36	UEFA Super Cup 2012 Ticketing terms and conditions	http://www.uefa.com/MultimediaFiles/Download/competitions/Ticketing/01/81/67/91/1816791_DOWNLOAD.pdf	No person shall enter or attempt to enter, the Stadium whilst under the influence of alcohol or drugs, or in possession of, whilst using, holding or attempting to bring without limitation the following items: alcoholic beverages, drugs, narcotics, stimulants or similar substances
37	UEFA Futsal Cup Club Manual 2013/14	http://www.uefa.com/MultimediaFiles/Download/competitions/General/01/99/11/26/1991126_DOWNLOAD.pdf	A Manager for Sports Facilities and Match Organisation who is responsible for: the implementation of all directives given by the local authorities and UEFA regarding safety and security (no sales of alcohol, removal of dangerous materials at the venue, racist behaviour, prevention of pitch invasion and securing the technical zone, etc. Doping Control Station should have: An assortment of non-alcoholic, caffeine-free drinks in their original, unopened and sealed bottles or cans, must be provided in a refrigerator in the waiting room of the doping control station (approximately 10 litres of still mineral water, 12 cans of caffeine-free soft drinks and 12 cans of non-alcoholic beer). Chaperones must not supply medication or alcoholic drinks to the player Sale of Beverages in the Hall: No public sale or distribution of alcohol is permitted within the Hall or its private surroundings. All alcohol-free drinks that are sold or distributed must be dispensed in cardboard or open plastic containers which could not be used in any dangerous manner.



			UEFA grants the host the right to exploit the commercial rights provided that: Packages in the tobacco, alcohol, energy drinks and betting product categories are not involved
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Appendix H: UEFA Foundation for Children Articles

No.	Project	PDF	Project Details
1	Extra Time - Tackling the 'Dead Zone'	https://uefafoundation.org/action/extra-time-tackling-the-dead-zone/	<p>The project is based in Guatemala and has been in progress since 03/04/2017. The extra time project aims to tackle social problems relating to poverty, gang crime, drug/alcohol abuse and domestic/sexual violence. They use sport to try and steer children away from crime, substance abuse, and anti social behaviour. They are building sporting facilities and using them for a variety of community projects and workshops. It includes after school sports clubs and community workshops where children will have access to life skill information. In addition the project will organise tournaments in order to bridge the gap between local communities.</p> <p>Objectives</p> <ul style="list-style-type: none"> - To tackle the 'dead zone' and give children living in poverty an alternative to hanging around on the streets after school - To offer positive alternative activities, steering children away from crime, alcohol/drug abuse and unprotected/underage sex - To increase participation in sport among children with no current access to facilities, coaching or equipment - To empower girls through sport, self-defence classes and workshops - To provide the local community with a safe venue for workshops - To bridge gaps between communities through inter-school football tournaments <p>Expected results</p> <ul style="list-style-type: none"> - 3,000 local people with access to sport and community workshops that are not currently available to them - Safer, healthier and more academically engaged children - Children with less time and inclination to engage in gang crime, alcohol/drug abuse or unprotected sex after school



			<ul style="list-style-type: none"> - Children who are well educated on the subjects of sex, sexually transmitted diseases and sexual abuse - A reduction in the number of children at the School of Hope who are involved in gang crime - Better future prospects for children as a result of essential life skills taught through sporting activities - A reduction in the number of cases of substance abuse at the School of Hope - A reduction in the number of teenage pregnancies at the School of Hope (expected to fall from ten to five by the end of the first year) - More confident girls who are actively engaged in higher education and making positive choices regarding their future - Greater engagement in the local community through community workshops - Better networking with schools in surrounding communities through tournament events
2	Life Skills Curriculum Project	https://uefafoundation.org/action/life-skills-curriculum-project/	<p>The project is based in the Democratic Republic of the Congo and has been in progress since 01/01/2006. The life skills curriculum project aims to tackle health and social problems relating to drug and alcohol abuse, malnutrition, and communicable disease transmission.</p> <p>It partners with a locally run grassroots organisation focusing on educating youth through basketball. They use sport as a tool for health promotion and education.</p> <p>The life skills curriculum project is a course to provide young people with a chance to learn about personal health, practice non-violent conflict resolution and increase young people's ability to work with others and speak about the challenges they face in their communities.</p> <p>These objectives are met through the five components of the course:</p> <p>Personal development – focus on health, hygiene and self-confidence</p> <p>Collaboration and cooperation – focus on conflict resolution</p> <p>Interpersonal communication – focus on processing and expressing emotions, as well as on public speaking</p> <p>Professional development – focus on goal-setting, time management and leadership development</p>



		<p>Problem-solving and critical thinking – focus on dialogue around community issues such as poverty, insecurity, domestic and sexual abuse, and peer pressure</p> <p>Objectives Deliver the life skills curriculum to PJB players aged 14 and older. These youngster will develop personally and professionally, learn strategies for facilitating non-violent conflict resolution, collaborate with others and practise critical thinking. Train 15 young leaders (university and upper secondary students) to teach and deliver life skills lessons on and off the court. Offer the life skills curriculum to over 1,200 young people in the city of Goma. Create a media programme to promote the life skills programme and reach a larger number of young people in the city.</p> <p>Expected impact and results The personal development classes increase young people’s confidence and leadership skills. The communication lessons prepare young people to facilitate non-violent communication and make them fluent in peace strategies. The professional development lessons prepare young people to succeed both academically and professionally. The collaboration and cooperation lessons improve young people’s ability to work in diverse groups. The problem-solving units cultivate critical-thinking skills as well as open dialogue for talking about difficult issues such as poverty and insecurity. The ultimate result of the life skills programme is that young people are helped to become active citizen leaders in their community</p>
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3	Bophelo Ke Kgwele. The Game, The Life	https://uefafoundation.org/acton/bophelo-ke-guwele-the-game-the-life/	<p>The project is based in South Africa and has been in progress since 01/01/2017. The Bophelo Ke Kgwele project aims to use the power of football to drive education and personal development in order to improve the life chances of children by combining sport and education. The project uses football to drive social cohesion, personal development and awareness of issues such as criminality, health, HIV/AIDS, self-esteem and high risk behaviours (violence, alcohol, drugs, gangs, risky sex).</p> <p>The project is based on 3 pillars: Educational support, sport, and the development of life skills.</p> <p>Objectives</p> <p>The Bophelo Ke Kgwele project seeks to meet the primary needs of the children of the Mamelodi township, teaching them life skills and giving them the key tools that they require in order to develop into responsible citizens. With that in mind, it seeks to achieve the following objectives:</p> <ul style="list-style-type: none"> - Prevent criminality and high-risk behaviour by allowing children to experience moments of togetherness, joy and innocence with other children in a safe and protected environment. These precious moments are an opportunity for children to learn skills and tools – such as respect for others, team spirit and solidarity – that will help them to avoid high-risk behaviour. - Support children’s general education by means of ‘Let’s Read’ sessions allowing the very youngest children (six to eight years old) to learn to read and write in English in a stimulating environment. - Raise awareness and provide information about HIV/AIDS: The prevention and treatment of HIV/AIDS is one of the main issues addressed at these various sessions, as children and disadvantaged groups in townships have to deal with this pandemic from a very young age. - Help to integrate young people into the world of work: The programme aims to provide vocational training to the children, and to young local coaches who want to dedicate themselves to their community. This life skills project has given nine young coaches an opportunity to work with local children.
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		<p>- Improve children’s physical and mental well-being: Sport gives children and young people a healthy lifestyle, and that is accompanied throughout the programme by personal development sessions spelling out sport’s intuitive lessons. The project’s implementation on the ground involves the following:</p> <ul style="list-style-type: none"> - Sporting and educational activities organised every day after school - Sports sessions and life skills sessions four times a week, with matches or tournaments organised on Fridays - Educational support in the form of ‘Let’s Read’ sessions teaching the youngest children to read and write - Camps and other activities at weekends and during holidays - Monthly meetings and training sessions for the nine young coaches <p>Expected results</p> <p>The project seeks to achieve a lasting impact, helping to bring about a better and more egalitarian world for the forgotten people of South Africa’s townships. This requires children to have a secure environment where they can learn and develop in complete safety after school, as well as a high level of support from young local coaches.</p> <p>In the medium to long term, the project aims to reduce high-risk behaviour, and thus criminality, through increased awareness of the dangers of such actions.</p> <p>In the short term, the project seeks, in the first instance, to:</p> <ul style="list-style-type: none"> - improve children’s academic results; - find work for the young coaches supporting the children; - improve children’s physical health.
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4	Fundación Red Deporte y Cooperación	https://uefafoundation.org/accion-red-deporte-y-cooperacion/	<p>The project is based in Madrid and has been in progress since 15/06/2016. The project aims to empower young people in people in disadvantaged communities throughout Africa, Latin america and eastern Europe.</p> <p>Its programmes are focused on leadership, life skills, gender equality, HIV prevention, hygiene, basic health education and the prevention of alcohol and drug abuse.</p>
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Appendix I: SportDev Articles

No.	Document	PDF	References to Alcohol
1	A friendly football match and a health carnival	https://www.sportanddev.org/en/article/news/friendly-football-match-and-health-carnival	<p>Project based in Malaysia. The Addressing Alcoholism within the Orang Asli Population project (AIPOA) will celebrate IDSDP by promoting healthy lifestyles through football.</p> <p>Activity: Our team will be continuing to design and implement our project. And maybe playing a little football with the children. We are working with the indigenous Orang Asli population in rural Malaysia on a project designed to reduce alcoholism within the village. Besides that, playing football seems to be the best entry point to any population around the globe. Our project will culminate in a health carnival situated around a friendly football match between local villages.</p> <p>Message: The International Day of Sport for Development and Peace means that finally there is a dedicated day for this so far neglected topic. It happens to be just one day before the World Health Day, yet the potential of using sports as a means of community development and promoting healthy lifestyle around the world is absent in most public health conferences, talks and educational programmes.</p>
2	Kicking Out Violence: Small Goal Tournament	https://www.sportanddev.org/en/article/news/kicking-out-violence-small-goal-tournament	<p>The Caribbean Sport and Development Agency hosted a tournament as part of a project to empower youth while reducing crime, violence, drug and alcohol use.</p> <p>The Caribbean Sport and Development Agency, in partnership with the Citizens Security Programme Trinidad and Tobago and the residents of Sogren Trace, hosted a small goal tournament on 24 March 2013. It encouraged social regeneration through sport.</p> <p>The overall project advocates for young people’s needs to be included in local planning and decision-making</p>



processes so their needs are addressed and their assets mobilised, thus actualising the policy goal of social inclusion and empowerment for youth whilst reducing crime, violence, drug and alcohol use.

The innovative Small Goal Tournament was used to collect data for and mobilise young people around anti-drug and non-violence themes. This part of the project evolved from learning derived from the community; that suggests that a semi-competitive environment is the best one in which sport can impact the target community, at least in the embryonic stages of the intervention.

The act of becoming acquainted with the target group and understanding the appropriate environment (recreational, traditional, semi-competitive and competitive, etc.) through which sport may impact the target group was a key part of the process. This created a “hype” and an opportunity to begin to connect the decided outcomes (improved citizenry - reduction in anti-social behaviour) with the tool (sport).

Informal conversations with each team were facilitated through liaison officers (sport for development student volunteers from the University of Trinidad and Tobago) to answer questions pertaining to their interests, habits, favourite sport, alcohol use, drug use, ambitions and general information about their community.

This community event yielded over 75 participants and many more supportive onlookers. Eight small goal teams (men’s, women’s, children’s, elder’s) competed for prizes that included best overall and most appropriate team name (according to anti-drug and non-violence themes). Each prize consisted of sporting equipment that would help aid the after school and weekend sporting activities in the community. The residents plan on making this a quarterly event.



<p>3</p>	<p>The impact of development through sport: Australian Sports Outreach Program Case Studies</p>	<p>https://www.sportanddev.org/sites/default/files/downloads/asop_vanuatu_research.pdf</p> <p>https://www.sportanddev.org/sites/default/files/downloads/nauru.pdf</p>	<p>Vanuatu</p> <p>The Australian Sports Outreach Program in Vanuatu is working with local communities to help address important development challenges, including health related behaviours, young people’s engagement and quality of life for women and challenges for people with disabilities. Through a partnership with Vanuatu’s Department of Youth Development, Sports and Training, three projects in five provinces are being delivered through the Nabanga Sport for Development program.</p> <p>With Australia’s support, Nabanga is developing healthier, more inclusive and more cohesive communities through sport. Sport is well placed to help combat non-communicable diseases by getting people more active more often, and by providing opportunities to deliver messages on other risk factors including diet, tobacco and alcohol. When used strategically, sport can also address barriers to inclusion, and establish and build relationships within and between communities.</p> <p>The Australian Sports Outreach Program in Nauru is an Australian government programme that is helping to kick-start the health and wellbeing of Nauruans, as well as the nation’s social development, by building healthy, inclusive and cohesive communities through sport.</p> <p>Nauru</p> <p>Through Nauru’s Ministry of Sports, funding is provided to increase leadership opportunities and the engagement of Nauruans in community activities and to increase participation in physical activities that will improve their health. Sport is well placed to help combat non-communicable diseases such as diabetes by getting people more active more often and by providing opportunities to deliver messages on other risk factors including diet, tobacco and alcohol.</p> <p>By encouraging people to participate in sport, the project is helping Nauru’s government save lives by reducing</p>
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			the risk of non-communicable diseases, and promoting opportunities for all by improving the quality of life for women, young people and those with disability.
4	Field of Dreams - Transformative power of a football field in India	https://www.sportanddev.org/en/article/news/field-dreams	<i>“Most of the members of this community enjoy football. Before there was this facility people were practicing in the streets at night, but the police would chase everyone away. That’s how we worked on our fitness – running from the police! Before this field was here this area had lots of problems with drugs, alcohol and other bad things. The people in the community did not feel safe. In a way this field has stabilized the community, you will not see anyone doing bad things around here anymore. Parents now feel comfortable sending their children here at night. Girls have been invited to play too. Everyone should feel safe here; it’s football, not bad-ball. Because of this field I have been able to start my coaching career. Without it I would have nothing.”</i>



<p>5</p>	<p>Enfant Foot Development</p>	<p>Enfant - Foot - Developpement is an association which tries to help children to become responsible for their own destiny, giving them a chance to flourish, to discover their talents and develop their full potential through soccer, educational, cultural activities and recreation. A pilot study on the situation of street children was conducted by the EFD team in 3 neighborhoods of Lomé. This pilot study was based on the understanding of their living conditions, their needs and the reasons that led them to the street. It was found that these children live in very difficult conditions that often require them to engage in certain risky behaviors such as theft, robbery, prostitution, alcohol and drug abuse and begging.</p> <p>Football as a school for life: This project aims to works with 500 street children in participatory process to ensure withdrawal and a successful socio-educational or vocational rehabilitation. The project comprises five phases. Over the first three phases children are asked to form football teams and participate in a football tournament. Through football EFD tries to educate the children and help them acquire social skills and competences. The participation of the street children in a football team is the best way for street children to learn how to work as part of a team, to learn respect, discipline and team work.</p> <p>Socio-cultural activities: The fourth phase of the project includes socio-cultural activities and seeks to identify other talents that children might have beyond football. In this way, children who are not interested or good at football can acquire self-confidence and self-esteem through other activities. Through all these different activities children get to understand that their place is not in the street but in a family.</p>
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6	From Germany to South Africa - Two clubs team up	https://www.sportanddev.org/en/article/news/germany-south-africa-two-football-clubs-team	So another two years later after playing tournaments within the Comondale area and further planning and especially writing a club constitution, Borussia Comondale is now a registered non profit organisation. After this registration BC management started to promote the sports in the area, to improve the infrastructure like a sportsground, changing rooms etc. and to integrate the community. This all should assist with fighting against crime, drug and alcohol abuse since youth will focused on education and football. In this time Borussia Comondale created three football teams of different age groups.
7	PPI in South Africa Offer Hope to Teens	https://www.sportanddev.org/en/article/news/ppi-south-africa-offer-hope-teens	Peace Players International (PPI) is working in partnership with a South African organisation, Sasol, to reach out to youth and provide hope. PPI is using basketball to teach lifeskills to youth in impoverished communities in Durban, South Africa. Their programme includes education on HIV/AIDS education, drug and alcohol abuse, and teenage pregnancy among others.
8	Idee: Sport aims to bring the youth community together	https://www.sportanddev.org/en/article/news/ideesport-aims-bring-youth-community-together	Idee: Sport is a Swiss organisation that implements events for young people in local sports halls. The overall goal is to promote health among young people and to fight against drug, alcohol and cigarette abuse. The project also aims to promote gender equity and the integration of young foreigners.



9	Muuvit programme to increase physical activity expanded in Ukraine and Poland	https://www.sportanddev.org/en/article/news/muuvit-programme-increase-physical-activity-expanded-ukraine-and-poland	<p>Before Euro 2012, UEFA launched a 1-year initiative in the tournament host nations, Poland and Ukraine, that aims to promote healthy lifestyles with a focus on diets, increased physical activity, and awareness surrounding smoking prevention and responsible alcohol consumption.</p>
10	Same Idea: Somewhere New	https://www.sportanddev.org/en/article/news/same-idea-somewhere-new-cac-harare	<p>All of the coaches were there with the same vision, to better their coaching techniques in order to address the biggest issues they see in their communities and to better reach the children that they coach. Our CAC coaches spent 13 hours over 5 days going over games that could be adaptable to all sports and still address the deepest issues within the communities here in Zimbabwe.</p> <p>The last day of full training proved to be one of the best response we have seen to the CAC games here in Zimbabwe. The HIV/AIDS and alcohol abuse games opened up many discussions and questions for all of the coaches to discuss. They found that they were all dealing with similar problems and many of them had solutions that could be shared.</p>

11	UEFA - respect your health and Muuvit	https://www.sportanddev.org/en/article/news/uefa-respect-your-health-and-muuvit	<p>UEFA launched a one-year initiative ahead of the Euro 2012 football championships in Poland and Ukraine. The initiative aims to promote healthy lifestyles, with a focus on healthy diets, increased physical activity, awareness surrounding smoking prevention and responsible alcohol consumption.</p> <p>RESPECT your Health – Euroschools 2012</p> <p>The Muuvit initiative supported by UEFA is going global. Muuvit is a virtual adventure programme that encourages students to exercise and travel the world. Students collect virtual kilometres by doing physical activities. Therefore, the more you exercise, the further you travel and discover the world.</p>
12	CAC conducts training in Nagpur, India	https://www.sportanddev.org/en/article/news/cac-conducts-training-nagpur-india	<p>Coaches across continents ran workshops in Nagpur India.</p> <p>The games covered topics such as alcohol addiction, gender equity, health and wellness, conflict resolution and the environment as well as games that concentrated on teaching football skills. This was all new to the local teachers and it was great to see their eagerness to learn. Hopefully CAC can return next year and coach them in greater numbers.</p>
13	Same idea, somewhere new: CAC in Harare	https://www.sportanddev.org/en/article/news/same-idea-somewhere-new-cac-harare	<p>Background info on CAC - All of the coaches were there with the same vision, to better their coaching techniques in order to address the biggest issues they see in their communities and to better reach the children that they coach. Our CAC coaches spent 13 hours over 5 days going over games that could be adaptable to all sports and still address the deepest issues within the communities here in Zimbabwe.</p> <p>The last day of full training proved to be one of the best response we have seen to the CAC games here in Zimbabwe. The HIV/AIDS and alcohol abuse games opened up many discussions and questions for all of the coaches to discuss. They found that they were all dealing with similar problems and many of them had solutions that could be shared.</p>

<p>14</p>	<p>World Health Day 2013 Control your blood pressure control your life</p>	<p>https://www.sportanddev.org/en/article/news/world-health-day-2013-control-your-blood-pressure-control-your-life</p>	<p>Sport and healthy lifestyles Yet this ‘silent killer’ is both preventable and treatable, principally through greater public awareness of the causes and healthier lifestyles. Modern lifestyles contribute significantly to this global health burden – an unbalanced diet, lack of physical activity, smoking, harmful use of alcohol and higher stress. Sport and physical activity are critical as part of an integrated approach to countering this life-threatening condition. Alongside a healthy diet, not smoking, low alcohol consumption, and managing stress, 30 minutes of daily physical activity can significantly lower blood pressure. Recent campaigns by UEFA and the World Heart Federation and the well-established Muuvit programme bring much needed awareness to what is increasingly a condition of the modern era.</p>
<p>15</p>	<p>First-Ever International Standards for youth sports released</p>	<p>https://www.sportanddev.org/en/article/news/first-ever-international-standards-youth-sports-released</p>	<p>International Alliance for Youth Sports unveils Standards to help enhance sports programming for children worldwide. The International Alliance for Youth Sports (IAYS), one of the world’s leading advocates for positive and safe sports for children, has released the first-ever International Standards for Youth Sports. Standard #9 – Drug, Tobacco and Alcohol-Free Environment Parents, coaches, officials, fans, children and coordinators must be drug, tobacco, alcohol and performance enhancer free at youth sports activities.</p>



<p>16</p>	<p>Women on the move project for traumatised women in south sudan</p>	<p>https://www.sportanddev.org/en/article/news/new-video-women-move-project-traumatised-women-south-sudan</p>	<p>The Swiss Academy for Development (SAD), in partnership with the South Sudan Psychosocial Programme (SSPP) is using sport and play activities to enable women traumatised by civil war and violence to better cope with daily challenges.</p> <p>Since the project started in November 2012, sport and play activities which enhance life skills and coping strategies have been taking place twice a week in the eight newly-developed playgrounds.</p> <p>827 women and 171 men have participated in 16 sensitisation events on themes like domestic violence, HIV/AIDS, child rights and alcoholism</p>
<p>17</p>	<p>University Researcher backs sport for development in the pacific</p>	<p>https://www.sportanddev.org/en/article/news/university-researcher-backs-sport-development-pacific</p>	<p>Sport is being used to address issues such as crime and violence, drug and alcohol misuse, gender-based violence, gender inequity, HIV/AIDS, and governance” says Dr Stewart-Withers. An example of this is the Strongim Komuniti Klub, which is successfully promoting sporting opportunities and delivering life skills training, leadership, and promoting revenue generation activities.</p>



18	Update from the healthy island through sport forum	https://www.sportanddev.org/en/article/news/update-healthy-islands-through-sport-forum	"Non-communicable diseases (NCDs) like diabetes and obesity place a burden on local health systems and reduce productivity and household income. Sport can play a powerful role by increasing physical activity and its profile and popularity can raise awareness of healthy behaviours such as better diets, less alcohol and stopping smoking," Mr Marles said."
19	Borussia Comondale fosters youth development and peace in south africa	https://www.sportanddev.org/en/article/news/borussia-comondale-fosters-youth-development-and-peace-south-africa	"The Project, Borussia Comondale combines football education and training with development measures for thousands of young people. The project offers free football training to the children while at the same time teaching them useful life lessons. Developing and spreading the game of football is intended to fight crime and drug and alcohol abuse since youth will be focusing on football and will have less time to get into trouble"
20	Keeping Sport Alive Uganda tackle Hiv	https://www.sportanddev.org/en/article/news/keeping-sports-alive-uganda-tackle-hiv	Beside the Gender and sports campaign, Keeping Sports Alive Uganda has introduced a campaign against Alcohol and drug abuse.

21	Executive Director of Sport Sans Frontières (a French NGO).	https://www.sportanddev.org/en/article/news/e-debate-caroline-gutton-shares-her-thoughts-round-1	<p>How can we formulate realistic aims for Sport for Development projects aimed at improving health? Can you name examples of realistic aims?</p> <p>These objectives can be either individual or collective:</p> <p>For individual objectives: Sport must teach the young men and women how to respect his/her body. Not only in minimising the risk of injuries, but also in avoiding all kinds of addictive behaviour (e.g. alcohol, drugs...)</p>
22	ChildFund Australia uses rugby to promote healthy living to girls in Laos	https://www.sportanddev.org/en/article/news/childfund-australia-uses-rugby-promote-healthy-living-girls-laos	<p>sportanddev: As 7 April marks World Health Day, how is ChildFund Australia using sport to promote health? The links between sport and health are clear. In Laos, there is a growing risk of drug use for young people and sport is an excellent tool to ensure that children stay away from the lures of drugs. In addition, widespread alcohol and tobacco use also poses a significant risk to the next generation. Providing opportunities for children to build a love for sport can be a key factor in reducing the negative impacts of tobacco and alcohol.</p>
23	What is sport for development	https://www.sportanddev.org/en/article/news/what-sport-development-and-why-do-we-need-it	<p>The United Nations (UN) acknowledges the ability of sports as a means to promoting education, health, development and peace in particular and as a powerful and cost-effective way to advance the Millennium Development Goals (MDGs), in general.</p> <p>What it means is that consistent and uninterrupted use of sports along with its non-sport components in a positive and safe environment helps us address issues such as poverty, education, health, drug/alcohol abuse and gender discrimination, etc. in a much better way.</p>



24 e-debate: Vladimir Borkovic reflects in round 1 Network and Research Director for “streetfootballworld”

https://www.sportanddev.org/sites/default/files/downloads/vladimir_borkovic_full_answers_round_1.pdf

The second aspect is health awareness with the ultimate aim of course being a reduction in chronic diseases such as AIDS and malaria, and a reduction in self-inflicted health problems associated with diet and the consumption of drugs and alcohol. Increasing health awareness and knowledge of positive lifestyle choices and disease prevention is a realistic aim for the development through sports community, with the larger objective being the internalisation of this knowledge and the actualisation of positive lifestyle choices. It is relatively straightforward to evaluate the transmission of health education, but long-term benefits and social change are harder to assess, especially the impact of sport in generating social change.

25	UN Special Advisor at IPC Event	https://www.sportanddev.org/en/article/news/un-special-adviser-ipc-event	"The impact of the Homeless World Cup has been consistently significant with a large majority of players changing their lives for the better, by coming off drugs and alcohol, moving into jobs, education, homes, training, reuniting with families and some even going on to become players and coaches for professional or semi-professional football teams" Mr. Lemke declared in a message of support.
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<p>26</p>	<p>"The sky will not be my limit" CameroonFD P girls shape their own futures</p>	<p>https://www.sportanddev.org/en/article/news/sky-will-not-be-my-limit-cameroonfdp-girls-shape-their-own-futures</p>	<p>Reflecting on being part of cameroonFDP, a player stated: " I have benefited so much from this organisation and the sky will not be my limit. I am a role model in my community because I am disciplined and punctual both in and out of the field, and keep away from social distractions like alcohol and smoking"</p>
<p>27</p>	<p>Homeless world cup 'shocked and angered' by dutch government decision to refuse team nigeria visa</p>	<p>https://www.sportanddev.org/en/article/news/homeless-world-cup-shocked-and-angered-dutch-government-decision-refuse-team-nigeria</p>	<p>The Homeless World Cup offers homeless and marginalised people a hand-up to a better future. Since its first event in 2003, over one million players in 74 nations have used football to build self-esteem, improve their physical and mental well-being and ultimately change their lives. Over 70% of participants experience a significant life change – they come off drugs, alcohol, get jobs, homes, education, training, become football players, coaches and social entrepreneurs.</p>

28	basketball + creating waves of change across oceania	https://www.sportanddev.org/en/article/news/basketball-creating-waves-change-across-oceania	<p>Active in five nations throughout Oceania and Asia, this programme uses basketball as a community development tool. Each nation has its own key social objectives but the overall goal is to improve people’s lives through basketball.</p> <p>"At first I only played hoop for fun," said Muieraoui. "Now through the Hoops for Health programme, I am starting on having this mentality as I have to play for my health. I managed to influence my two elder brothers to play the game not only for fun but also if they value their lives or health. I found myself happy as I get to know lots of people or players from other clubs. I haven't missed any basketball functions I get involved more and forget other influences like alcohol as I set my target to be the best basketball player in three years."</p>
29	Hoops4hope cycle team 2010	https://www.sportanddev.org/en/article/news/h4h-cycle-team-2010	<p>Hoops4Hope and Soccer4Hope programs emphasize fun and sportsmanship, while delivering a research based curriculum that enable youth to make better decisions around relevant social issues such as HIV prevention, conflict, drugs and alcohol abuse and gender issues.</p>
30	Grassroot soccer begins generation skillz in south africa	https://www.sportanddev.org/en/article/news/grassroot-soccer-begins-generation-skillz-south-africa	<p>Generation Skillz initiative was launched on 6th September 2010. The project is designed for youth aged 15-19 and addresses several areas of the HIV epidemic:multiple partners, intergenerational/transactional sex, alcohol abuse, and gender based violence.</p> <p>The project seeks to use soccer to discuss these serious issues that are considered taboo and are too often ignored.</p>



31	Community Championship in Cameroon	https://www.sportanddev.org/en/article/news/community-championship-cameroon	<p>Sport Network's first community tournament in Cameroon, opened on 15 June 2013. The final will take place on 25 August 2013 in Boulembe on the football fields constructed by Sport Network, with funds provided by AECID in cooperation with the UNHCR.</p> <p>Sport Network use the popularity of the sporting event to raise awareness about HIV/AIDS, drug and alcohol abuse, domestic violence, gender based violence, first aid, school attendance and other related themes. Prior to each game, we use a participatory and interactive methodology involving both players and spectators to raise awareness about these issues.</p>
32	United nations issues statement on Homeless World Cup	https://www.sportanddev.org/en/article/news/united-nations-issues-statement-homeless-world-cup	<p>The United Nations Special Adviser on Sport for Development and Peace, Mr. Wilfried Lemke has issued a statement of support for the Rio 2010 Homeless World Cup</p> <p>"The experience encourages participants to come off drugs and alcohol, move into jobs, education, homes, reunite with family and in some instances go on to become players and coaches for professional or semi-professional football teams."</p>
33	excitement, passion, and learning in Punjab	https://www.sportanddev.org/en/article/news/excitement-passion-and-learning-punjab	<p>In November this year I joined CAC for the second time as a CIC and I went back to Rurka Kalan, which is a village in the state of Punjab. I learned many new games during the one week coaching course with coaches from Youth Football Clubs (YFC) as well as Youth For Change. YFC have run a football academy in Rurka Kalan for the past 13 years. From the very beginning they have focused on the prevention of alcohol and drug abuse among the youth and have encouraged them to invest in their education by being involved in sport.</p>



<p>34</p>	<p>Volunteer at the Rio 2010 Homeless World Cup and Travel Free to Brazil</p>	<p>https://www.sportanddev.org/en/article/opportunity/volunteer-rio-2010-homeless-world-cup-and-travel-free-brazil</p>	<p>The impact is unprecedented. Over 70% of players change their lives coming off drugs and alcohol, moving into jobs, education, homes, training, reuniting with families, becoming players and coaches for pro or semi-pro football teams.</p>
<p>35</p>	<p>Young footballer who carried the Zambian torch inspires Zambian youth</p>	<p>https://www.sportanddev.org/en/article/news/young-footballer-who-carried-zambian-torch-inspires-zambian-youth</p>	<p>Ceaser, an under-17 Sport in Action football player, has participated in the International Inspiration programme in Zambia supported by the United Nations Children Emergency Fund (UNICEF).</p> <p>In an interview at his school by Muvi Television which was aired on the Zkids News programme, Ceaser spoke of the power of sport to inspire people’s lives. He demonstrated how fun and sports activities can be integrated with messages on HIV/AIDS, drug and alcohol abuse and other issues. He also spoke about how sport as a global movement unites nations through events such as the Olympics.</p>

<p>36</p>	<p>Health education through football at the Laureus Sport for Good Summit</p>	<p>https://www.sportanddev.org/en/article/news/health-education-through-football-laureus-sport-good-summit</p>	<p>Coaching for Hope delivers a compelling session to young people working in the sport and development sector across Europe.</p> <p>After a number of warm up activities, which focused on team building and team work, the session moved on to its focus, health education through football. The group was split into pairs. Statements were read and each pair was asked to come to an agreement – true or false? Statements included:</p> <ul style="list-style-type: none"> • “Alcohol is not a drug.” • “People who become dependent on drugs are weak.” • “Asking for help is a sign of weakness.” <p>Once a consensus was reached each pair was required to pass a football downfield to reach either the “red zone” (false) or the “green zone” (true).</p>
<p>37</p>	<p>Beyond Sport Awards – Sport for Social Inclusion</p>	<p>https://www.sportanddev.org/en/article/news/beyond-sport-awards-sport-social-inclusion</p>	<p>The Sport for Social Inclusion Award is for those projects that use sport to address issues of social, ethnic, physical, economic or gender exclusion. The nominees for the 2016 award are:</p> <p style="padding-left: 20px;">Community Reintegration Project (CORE) - Hockey Association of Malawi (Malawi)</p> <p>The project aims at reducing the impact of social exclusion towards young people involved in crime, prostitution, drug and alcohol abuse through hockey in order to facilitate positive social change and transformation hence reintegrate them into community.</p>



38	Creativity in the Copperbelt with Coaches Across Continents	https://www.sportanddev.org/en/article/news/creativity-copperbelt-coaches-across-continents	As soon as we stepped on the pitch I found participants were eager to share their knowledge of games from the previous year and ready to work to build an even stronger foundation. The focus of the week included gender equity, HIV, drugs and alcohol as well as a large portion on environmental games. Part of CAC's year two curriculum allows participants to adapt games midway through the week to fit a social message they feel is important in their own community.
39	Green-Kenya raises environmental awareness	https://www.sportanddev.org/en/article/news/green-kenya-raises-environmental-awareness	Green-Kenya was registered as a community based organisation that uses sport to address social impact in the community. The organisation amplified voices to speak about what was ailing youths and how to create role models in the community. The aim of Green-Kenya is to create a safe space for young people to have a platform to acquire knowledge and skills to conserve the environment through sports. This is done by engaging the youths in meaningful activity that positively impacts the community in Nairobi. The vision of Green-Kenya is to have a world in which youth and adult learn, grow and work together as catalysts for positive change, giving our children a green future through sports Reflection from youth: "I started playing soccer from the age of 9 years, the soccer field was like our second home, we played until it was dark in the evening. The game made us to be very popular in our community, my team mates and I earned a lot of respect from our peers. The sport prevented me and some of my teammate from engaging in alcohol, drug abuse and bad company in the slum."



40	Peace Players International : Brendan Tuohey Spoke to Game On!	https://www.sportanddev.org/en/article/news/peace-players-international-brendan-tuohey-spoke-game	Peace Players International (PPI) is using basketball as a tool to educate the youth in impoverished communities in Durban about HIV/AIDS, drug and alcohol abuse and teenage pregnancy among others.
41	United Nations Supports Homeless World Cup	https://www.sportanddev.org/en/article/news/united-nations-supports-homeless-world-cup	Success stories attributed to the Tournament include players drastically altering their lifestyles, coming off drugs and alcohol, moving into jobs, reconnecting with families and some continuing on to coach and play in professional and semi professional capacities.
42	Street Football for Street Children and Youth	https://www.sportanddev.org/en/article/news/street-football-street-children-and-youth	South Africa Homeless Street Soccer (SAHSS) initiative introduced street football games for Street children and youth in Cape Town By playing street football, street children and youth, often known of drug and alcohol abusing, are being kept engaged and having something constructive occupying their mind.



<p>43</p>	<p>Homeless World Cup 2008</p>	<p>https://www.sportanddev.org/en/event/homeless-world-cup-2008</p>	<p>Research consistently demonstrates that 77% of players experience a significant life change. They come off drugs and alcohol, move into homes, jobs, education, training, repair relationships, become coaches and players with semi-pro teams.</p>
<p>44</p>	<p>Senior Coaches Across Continents staff member Markus Bensch writes about his time in Cape Verde with Delta Cultura.</p>	<p>https://www.sportanddev.org/en/article/news/let-me-do-it-myself-and-then-i-will-understand-it</p>	<p>The participants were very eager to learn many new games and actively participated in the conversations that very often caused controversial discussions. During the two week training we focused mainly on topics like conflict resolution, alcohol and drug abuse, children’s rights and powerful female role models in football.</p>



45	Coaches Across Continents: Finding beauty inside and out	https://www.sportanddev.org/en/article/news/coaches-across-continents-finding-beauty-inside-and-out	It became evident that drugs, alcohol, child rights, gender equity and violence were all ugly problems in the beautiful city. We specifically selected games that highlighted these problems to help educate the local leaders, allowing them to pass down all that they had learnt to the children they train.
46	Global tournament for the homeless nets £500,000	https://www.sportanddev.org/en/article/news/global-tournament-homeless-nets-ps500000	According to research, 77% of players involved experience a significant life change; no-longer using drugs and alcohol, moving into homes, jobs, education, training, repairing relationships and becoming coaches or players with semi-pro teams. 94% claim to have a renewed motivation for life.
47	Empowerment of Women and Girls Through Football project soon to be launched	https://www.sportanddev.org/en/article/news/empowerment-women-and-girls-through-football-project-soon-be-launched	<p>The end of June marks the official launch of 'Empowerment of Women and Girls Through Football', a project established through a partnership between City of Cape Town and Coaching For Hope.</p> <p>An integral part of the project will be to use the football sessions to address challenges and issues that are specific to each community. A workshop hosted by Coaching for Hope identified the main issues affecting women and girls in their communities.</p> <p>These included: Lack of access to playing fields; Teenage pregnancies, alcohol and substance misuse; Fear for one's safety; Violence and rape; and Lack of support by male dominated structures and individual men.</p>



<p>48</p>	<p>Olympism4Humanity</p>	<p>https://www.sportanddev.org/en/event/olympism4humanity</p>	<p>Olympism4Humanity is guided by the International Olympic Academy’s vision and efforts “to explore and enhance the contribution of Olympism to humanity” - mission is to advance, disseminate and promote Olympism to address local, regional and global societal challenges, such as: Child protection, education and welfare; Gender and disability inequalities and discrimination; Human rights, social cohesion and civic disengagement; Conflict, inter-ethnic intolerance and democratic governance</p> <ul style="list-style-type: none"> Health and well-being HIV/AIDS Drug and alcohol abuse Unemployment, poverty and homelessness Refugees and migration
<p>49</p>	<p>Coaches Across Continents: Tap dancing across Chingola</p>	<p>https://www.sportanddev.org/en/article/news/coaches-across-continents-tap-dancing-across-chingola</p>	<p>During her practice she conducted an energised ‘Circle of Friends’, a game showcasing the destructive effects of alcohol and a game demonstrating what happens to a community when you exclude women from participating in most aspects of the economy.</p>



<p>50</p>	<p>A new NGO in Zambia is looking to change lives through sport</p>	<p>https://www.sportanddev.org/en/article/news/new-ngo-zambia-looking-change-lives-through-sport</p>	<p>Fountain of Good Sport Community Foundation (FOGS) is a Zambia-based NGO, founded in 2017 and working for the promotion of children’s rights and survival in the region.</p> <p>The main objectives are:</p> <ol style="list-style-type: none"> 1. To engage children and young adults in physical activities in order to keep them from behaviours such as drugs and alcohol abuse 2. To provide education about sports, HIV/AIDS and gender-based violence for both boys and girls in the community 3. To provide learning materials and courses to our members 4. To keep in contact with our donors to sustain the funding and expand the funding base
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51	11 for Health Pilot Launched	https://www.sportanddev.org/en/article/news/11-health-pilot-launched	<p>F-MARC has launched a pilot programme to prevent communicable and non-communicable diseases by breaking down health messages into 11 simple, easy to remember points.</p> <p>'11 for Health' potential is without limit. Following the success of '11+' (an injury prevention program developed by FIFA's Medical Assessment and Research Centre (F-MARC) that has been proven to prevent severe sports injuries by up to 50 per cent and general injuries by one third), F-MARC have developed an '11 for Health' programme based on the same strategy: breaking down the complexities of injury prevention, or in this case communicable and non-communicable diseases, into 11 simple, easily memorable points.</p> <p>Ideally, the '11+' injury prevention program and '11 for Health' would work together, in order to harness the full potential of using football to promote health.</p> <p>Entrusted with the task of helping to develop and carry out the '11 for Health in Africa' curriculum is Grassroot Soccer. Grassroot Soccer have been using the power of football to battle HIV and AIDS in a number of African countries since 2002, and their work clearly impressed F-MARC, who were eager to find a local partner with the reach and community credentials needed to carry out such an important programme.</p> <p>The '11 For Health' lessons seem simple, but there is clearly an effective learning process at work. AIDS awareness, malaria prevention, respect for women and girls, avoiding alcohol and substance abuse, and basic hygiene were just some of the messages quickly absorbed by the young participants.</p>
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52	Laureus Fair Play Summit kicks off in Switzerland	https://www.sportanddev.org/en/article/news/laureus-fair-play-summit-kicks-switzerland	<p>Around 100 young people have met in Bern for the Laureus Sport for Good Foundation’s Fair Play Summit. Coming from seven countries across Europe, the participants are young leaders and staff from Laureus and Laureus-funded projects that use sport to achieve social aims.</p> <p>Health education through football: Coaching for Hope delivered a taster of how the organisation transmits health messages and life skills through sport, in a wide range of countries and contexts. The session emphasised teamwork and generated discussions about drugs and alcohol.</p>
53	UEFA Backs Homeless World Cup	https://www.sportanddev.org/en/article/news/uefa-backs-homeless-world-cup	<p>Life-changing: The life-changing nature of the event has been proved by research, which shows that the competition has made a difference in the lives of more than 70 per cent of participants. Some have even become coaches and players with professional or semi-professional clubs; others have won their own private battles with alcohol or drugs, repaired personal relationships, or moved into homes, jobs, education and training.</p> <p>Social responsibility: By adopting a flexible and clear social responsibility policy, UEFA is supporting the belief that football should be used as a tool for broader benefit within society, employing its potential to influence attitudes and behaviour beyond the confines of the stadium. Since 1999, UEFA has reinvested fines imposed in UEFA competitions for specific purposes such as humanitarian aid, social and educational projects. The Homeless World Cup receives UEFA backing because it has a strong link with football, has a set of clearly defined goals and successfully develops the use of football as a means of fostering inclusion.</p>



54	San Carlos Apache Wellness Center Prevention Programs	https://www.sportanddev.org/en/article/news/san-carlos-apache-wellness-center-prevention-programs	<p>Discover how the San Carlos Apache Wellness Center is incorporating sporting events into its itinerary in order to provide health promotion and prevention outreach services.</p> <p>In retrospect, it is evident how the San Carlos Apache Tribe are using the medium of sport through it's Wellness Center events to enhance community resilience by working to address the high rates of disease, poverty, alcoholism, and community violence that are present within this native community.</p>
55	Beyond Sport Awards – Sport for Health Award	https://www.sportanddev.org/en/article/news/beyond-sport-awards-sport-health-award	<p>Programmes from USA, Zimbabwe and Zambia are nominated in the Sport for Health category.</p> <p>Chalk Talk Group Therapy - Doc Wayne Youth Services (USA). Doc Wayne offers sport-based group therapy sessions based off of the do the good® curriculum through Boston Alcohol and Substance Abuse Programme (ASAP). Doc Wayne offers an experiential group counselling experience for those who wish to participate in a non-traditional modality of action-oriented counselling rather than traditional talk therapy. Doc Wayne is designed to assist participants in addressing concerns of self-esteem, self-concept, anxiety, aggression, anger management, social awareness, and overall effective emotion management. The approach of Doc Wayne is Cognitive/Behavioral in nature and informed by The ARC Framework (Attachment, Self-Regulation and Competency Framework). Each Doc Wayne session lasts 7 weeks. During this period there is one specific sport that is implemented from the onset of the group through the remaining weeks</p>



56	20 Centres for 2010 Project: Views from the Field: Tanzania	https://www.sportanddev.org/en/article/news/20-centres-2010-project-views-field-tanzania	I am confident that IDYDC will maximise the potential of the FIFA Football for Hope Centre by expanding its existing programming which include: EduSports, incorporating football and life skills and Zinduka, a Grassroot Soccer Skillz curriculum adaptation; Alcohol Project, abuse awareness and education through football; Champion, a project that works with men and boys on gender awareness and transformation, as well as other long-standing projects such as vocational skills training, microfinance and orphanage home for orphans and vulnerable children.
57	Community development through soccer	https://www.sportanddev.org/en/article/news/community-development-through-soccer	Elite Soccer Development Africa has set up a project in Kempton Park on the outskirts of Johannesburg, South Africa. As part of the project, a team for participants was set up. Young men could only be part of the team if they underwent random rapid diagnostic tests for alcohol and drug use. The thinking is that sport could help young men develop the habits needed to maintain their social health, community development and secure a job. These skills include:Developing consistent daily routines; Staying drug free; Forming healthy relationships; Being sociable; Being able to solve problems, set goals, resolve conflict and honour commitments
58	Australian Socceroos stars get behind the Melbourne 2008 Homeless World Cup	https://www.sportanddev.org/en/article/news/australian-socceroos-stars-get-behind-melbourne-2008-homeless-world-cup	In addition to a great sporting spectacle, the Homeless World Cup has a long-lasting impact on the players involved. Over 70 percent of players significantly change their lives for the better, including finding homes, employment, coming off drugs and alcohol, reconnecting with their families and even becoming coaches and football players.



59	UNICEF launches website on sport and child development	UNICEF launches Team UNICEF, a website to share news on its work in sport and child development. UNICEF has spent more than 60 years advocating for children’s rights, which means a lot of experience with sport and the right of play for children. Team UNICEF: Team UNICEF is a new website to feature the many activities, events and processes UNICEF has in place to promote sport and the right of play, together with a spirit of collaboration, teamwork and energy that sport evokes. Galz and Goals: Programme in Windhoek, Namibia, uses sport as a platform to promote individual health and social responsibility. It aims to empower girls and young women to achieve their goals. The project benefits thousands of young girls in primary and secondary schools across the country. As part of this partnership a curriculum is being developed for teachers, coaches and parents in communicating and teaching information on HIV/AIDS, drug and alcohol abuse and gender discrimination.
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<p>60</p>	<p>Afghanistan win UEFA-backed Homeless World Cup</p>	<p>https://www.sportanddev.org/en/article/news/afghanistan-win-uefa-backed-homeless-world-cup</p>	<p>Lasting impact: Since its inception five years ago, the Homeless World Cup has had a long-lasting impact on the players involved. Over 70 percent of players significantly change their lives for the better, including finding homes, employment, coming off drugs and alcohol, reconnecting with their families and even becoming coaches and football players. UEFA ethos: The Homeless World Cup receives UEFA backing because it has a strong link with football, has a set of clearly defined goals and successfully develops the use of football as a means of fostering inclusion. By adopting a flexible and clear social responsibility policy, UEFA is supporting the belief that football should be used as a tool for broader benefit within society, employing its potential to influence attitudes and behaviour beyond the confines of the stadium. Since 1999, UEFA has reinvested fines imposed in UEFA competitions for specific purposes such as humanitarian aid, social and educational projects.</p>
<p>61</p>	<p>Coaches Across Continents: Education across continents</p>	<p>https://www.sportanddev.org/en/article/news/coaches-across-continents-education-across-continents</p>	<p>The on-line platform “Sport Session Planner” makes all of that possible. The players learned in the first three months of the course how to use this tool by entering CAC games into their personal accounts. The “Sport Session Planner” allows participants to share games with other members and also gives them the option to copy existing games in order to change and make them their own. In their adaptations the coaches addressed various social issues such as alcohol and drug abuse, HIV/AIDS and family planning, the importance of education, gender equity, fun games and many more.</p>



62	Homeless World Cup Foundation appoints new team	https://www.sportanddev.org/en/article/news/homeless-world-cup-foundation-appoints-new-team	<p>"The first Homeless World Cup took place in Graz 2003 uniting 18 nations. Players represented their country and changed their lives forever. Over 70% of participants come off drugs and alcohol, move in to jobs, homes, education and even become coaches and football players. At the 6th Melbourne 2008 Homeless World Cup 56 nations were united with the first Women's Cup and a legacy of 30 football programmes across Australia. The 7th Milan 2009 Homeless World Cup takes place from 6-13 September 2009.</p>
63	Tip Off for the 5th Championship of Basketball for Immigration in Madrid	https://www.sportanddev.org/en/article/news/tip-5th-championship-basketball-immigration-madrid	<p>About Sports and Cooperation Network Sports and Cooperation Network (Red Deporte y Cooperación) is a nonprofit organization based in Spain and the United States. Entering its second decade, Sport and Cooperation Network specializes in using the power of sport and physical activity to educate youth and unite communities in the developing countries of Africa, South America, and Caribbean through broad-based educational programs and by constructing or renovating community sports facilities in impoverished neighbourhoods. Specifically, our education and health components for youth focus on: • leadership skills; • gender equality• psychomotor development; • academic enhancement; • AIDS/HIV prevention; • hygiene• alcohol/drug prevention</p>



64	Video: Recognition for Australian supported netball programme in Tonga	https://www.sportanddev.org/en/article/news/video-recognition-australian-supported-netball-programme-tonga	<p>Showing how health and sport make a great team, an Australian supported development through sport initiative in Tonga has received recognition by the World Health Organization (WHO) as a ‘Best Practice’ health intervention.</p> <p>Research has shown that many of those taking part have made lifestyle changes since playing netball, including eating a healthier diet, drinking less alcohol and cutting down on smoking. The WHO Healthy Islands Recognition Award for best practice showcases the important role of sport in getting people moving for a healthier and more active Pacific.</p>
65	All Stars football match in Rome marks 100 days until the Milan 2009 Homeless World Cup	https://www.sportanddev.org/en/article/news/all-stars-football-match-rome-marks-100-days-until-milan-2009-homeless-world-cup	<p>There are one billion homeless people in the world. Over 70% of players at the Homeless World cup experience a significant life change; coming off drugs and alcohol, moving into homes, jobs, education, training, repairing relationships, becoming coaches or players with semi-pro teams and social entrepreneurs. Since 2003 the Homeless World Cup has engaged over 100,000 players and has triggered football programmes in over 70 nations.</p>



66	Rio Gears Up For the Homeless World Cup	https://www.sportanddev.org/en/article/news/rio-gears-homeless-world-cup	David Duke, homeless and battling issues with alcohol represented Scotland at the 2004 Gothenburg HWC. It got him back into football and he completed his coaching badges to become a certified youth coach. David coached Scotland to victory at the 2007 Copenhagen HWC and is now CEO of Street Soccer Scotland - a project that is providing 500 homeless people with football sessions, essential life skills, a Scottish Homeless Cup and a national league.
67	Homeless World Cup appoints Commercial Director	https://www.sportanddev.org/en/article/news/homeless-world-cup-appoints-commercial-director	Research demonstrates that over 70% of players involved experience a significant life change; no-longer using drugs and alcohol, moving into homes, jobs, education, training, repairing relationships and becoming coaches or players with semi-pro teams. 94% claim to have a renewed motivation for life.
68	2010 Homeless World Cup World Rankings Announced	https://www.sportanddev.org/en/article/news/2010-homeless-world-cup-world-rankings-announced	Research demonstrates over 70% of players experience a significant life change – they come off drugs, alcohol, improve their health and self esteem, repair relationships, get jobs, homes, education, training, become football players, coaches and social entrepreneurs.



69	UEFA Foundation for Children backs 12 new projects	https://www.sportanddev.org/en/article/news/uefa-foundation-children-backs-12-new-projects	<p>The UEFA Foundation for Children has earmarked €1 million in financial support for 12 new projects, involving programmes designed to help vulnerable, disadvantaged or disabled children across the world.</p> <p>A programme of education through sport which keeps children occupied and active from when they leave school during the day until the evening – normally a period in the day when they are generally left to their own devices. The programme is run by the Education for Children organisation which is active in Jocotenango, a region of Guatemala marked by extreme poverty, gang crime, drugs and alcohol, as well as by domestic and sexual violence</p>
70	European top-leagues get involved in FARE Action Week	https://www.sportanddev.org/en/article/news/european-top-leagues-get-involved-fare-action-week	<p>“No to racism” pitch-side boards</p> <p>Furthermore, when CSKA Moscow plays Manchester United on Wednesday huge perimeter boards will spread a “No to Racism” message in the stadium. Since the beginning of the season both Russian UEFA Champions League clubs CSKA Moscow and Rubin Kazan display the anti-racism motto at their home-ties, because advertising alcoholic beverages is prohibited in Russian football stadiums. UEFA have opted for the “No to racism” boards also to underline the new racism regulations which gives more power to referees to stop racist chanting or other discriminatory behaviour.</p>



71	5 reasons girls should play sports	https://www.sportanddev.org/en/article/news/5-reasons-girls-should-play-sports	Self-confidence. Girls who play sports learn to appreciate their bodies regardless of size; feel physically, mentally and emotional stronger; enjoy being in shape; often make friends with greater ease; and usually embrace other healthy lifestyle habits – such as not smoking, staying away from drugs and alcohol, choosing to eat well; and getting enough sleep. These habits, developed and encouraged in childhood and youth, will often become healthy ones for life.
72	Homeless World Cup	https://www.sportanddev.org/en/event/homeless-world-cup	The impact of the event is unprecedented. Over 70% of players change their lives coming off drugs and alcohol moving into jobs, education, homes, training, reuniting with their families, becoming players and coaches for pro or semio-pro football teams.
73	RESPECT is the key theme of UEFA EURO 2012	https://www.sportanddev.org/en/article/news/respect-key-theme-uefa-euro-2012	Health Finally, the RESPECT your Health – Euroschools 2012 project promotes healthy lifestyles among children and their families, with a focus on smoking prevention, healthy diet, moderation in alcohol consumption, and encouraging physical activity. Coordinated by UEFA partner streetfootballworld, the programme trains schools, NGOs and local coaches to combine sport sessions with health education activities. As part of the Respect your Health project, UEFA EURO 2012 has also been declared a tobacco-free event.



74	Sport and play for psychosocial support	<p>the Swiss Academy for Development and South Sudan Psychosocial Programme launched Women on the Move, an innovative project which highlights the potential for sport to be used for dealing with the psychological and physical effects of trauma.</p> <p>As Pia Ammann, SAD project coordinator for Women on the Move, explains: Sport can contribute to personal growth and improve quality of life by drawing attention away from suffering, improving health, strengthening relationships and building resilience. The project offers sport and play activities for women twice weekly in five locations. Netball, football and volleyball are offered, complemented by activities such as play-based games, story telling and traditional dancing with songs written by the participants. Sessions also include group discussions on topics suggested by the participants (e.g. domestic violence, child abuse, alcohol abuse and trauma).</p>
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Appendix J: SportDev Partner Information Articles

No.	Organisation	Website	References to Alcohol
1	Riovisions FC	https://www.sportanddev.org/en/organisation/riovisions-fc	A 42 member youth group with strong Grassroot football teams for both gender. We use football to reach out to the youth in the local community and create a forum for discussing Health, entrepreneurship and Drugs/alcohol abuse.
2	Sports Clinic	https://www.sportanddev.org/en/event/sports-clinic	Keeping Sports Alive Uganda has organized sports Clinic for children and youths in Northern Uganda, Kitgum to keep the children and the vulnerable youths away from drug abuse, alcohol abuse and as a HIV preventive measure during holidays. Our activities are centered towards transforming lives through sports
3	Street Soccer Mexico	https://www.sportanddev.org/en/organization/street-soccer-mexico-ac	Organize sporting events so that our youth and adults can stray away from alcohol and/or drug abuse. Guide individuals to rebuild a positive self- image and self-confidence after living in the streets.
4	Promotora Mexicana de Valores Deportivos, A.C.	https://www.sportanddev.org/en/organisation/promotora-mexicana-de-valores-deportivos-ac	With the purpose of keeping away of the social problems (alcoholism, vandalism and drugs) to children and youth in disadvantaged as well as and promote the sport in the south zone of the state of Tamaulipas



5	Ntsay, Escola de Basquetebol	https://www.sportanddev.org/en/organisation/ntsay-escola-de-basquetebol	Non Government Organization with objectives to promote, through sports, educational activities, the fight against HIV/AIDS, alcohol abuse; the integral formation of young people for the development of the local communities
6	Sports For Real Change (SRC)	https://www.sportanddev.org/en/organisation/sports-real-change-src	Sports For Real Change (SRC) is a sports-for-development organization that uses sports as a tool for social change. SRC has been organizing tournament, league and training for children and youth in Kilifi county area since 2014. Today over 400 boys and girls aged 8-25 years participate in our football activities in Kilifi County, which are complemented by life skills trainings, safe water & sanitation and hand wash programmer, environment conservation, Reproductive Health, HIV/AIDs, gender violence, alcoholism and drugs substances prevention awareness activities.
7	Youth breakout session at ISDPA Power of Sport Summit	https://www.sportanddev.org/en/article/news/re-blog-youth-breakout-session-isdpa-power-sport-summit	Each cone represents a risk factor for HIV/AIDS, such as alcohol or drug use, peer pressure, etc...every time they hit a cone they have to do one pushup to demonstrate the effect of these risk factors. GRS uses the policy of finding a “top story” such as “use a condom” and a “bottom story,” the underlying social pressures and norms that actually prevent their usage.



Appendix K: Commonwealth Games Article

Title: New role places children's and young people's rights at the heart of commonwealth games and mega sporting events

PDF: <https://us2.campaign-archive.com/?u=f10a798540c235ff87d5c474b&id=4e3dffa5ef>

Content:

For immediate release: 15 February 2017: Lucy Amis, formerly Research Fellow - Mega-Sporting Events (MSEs) at the Institute for Human Rights and Business, has been appointed as Children's Rights and Sports Specialist at Unicef UK, as part of a ground-breaking collaboration with the Commonwealth Games Federation (CGF) to integrate children and young people's rights in the bidding processes and operational delivery of future Commonwealth Games and Youth Games. Unicef and the CGF recognise the power of sport to change children's lives for the better and the power and responsibility of major events like the Commonwealth Games to promote and protect children's rights on and off the field of play. Unicef UK's Head of Sport Guy Price said: "We are thrilled to welcome Lucy to Unicef UK in this new role. Working in partnership with the CGF we will support Organising Committees and governments to integrate children's rights into their plans. Many Committees are already breaking new ground in this area and we will take these lessons to support the Commonwealth Sports Movement in delivering its vision of using sport as a power for positive change across the Commonwealth."

Commonwealth Games Federation Chief Executive Officer David Grevemberg CBE said:

"Now more than ever, the Commonwealth Sports Movement believes in the critical importance of UN Guiding Principles on Business and Human Rights for global sport and MSEs. In line with Transformation 2022, we must continue to be explicit about the value we place on host communities and citizens and the positive impacts we seek to achieve in all that we do. This new role at Unicef UK, which the CGF has proudly advocated and supported, will be a vital partner, resource and critical friend to our members and host cities."



After an award-winning and first-of-its-kind partnership at the Glasgow 2014 Commonwealth Games, where over £5million was raised to support sport and development initiatives throughout the Commonwealth, Unicef began working with the Commonwealth Games Federation to ensure that children's rights become an integral part of the delivery of the games and their legacy and to ensure that the games act as a platform to raise awareness of children's rights globally.

This new post will lead a ground-breaking partnership project to advise on and work with the CGF, governments and bidding and host cities to support and ensure the integration of human and child rights into all future Commonwealth Games and Youth Games.

Lucy Amis said:

"I am delighted to be joining Unicef UK as Children's Rights and Sports Specialist, and to be working directly with the CGF to integrate human and children's rights into their governance and bidding processes, as well as helping to build the human rights capacity of all Commonwealth Games Hosts"

Lucy is currently on assignment in the Bahamas supporting the Bahamas 2017 Commonwealth Youth Games organisers and their partners. Indeed, the Children's Rights and Sports Specialist will have a specific focus on the next two Commonwealth Games (2018 and 2022) and next two Commonwealth Youth Games (2017 and 2021). The work will then be used to build a plan and develop guidance to ensure human and children's rights due diligence is integrated into all future Commonwealth Games and more broadly into other Mega-Sporting Events.

Mark Peters, Chief Executive of the Gold Coast 2018 Organising Corporation said:

"The Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) looks forward to working with Lucy in her role of Children's Rights and Sports Specialist with Unicef UK. GOLDOC is well progressed in building on the work of the Glasgow 2014 Commonwealth Games and strengthening learning across the Commonwealth movement on these important issues. The intention to develop a Reconciliation Action Plan for the Gold Coast 2018 Commonwealth Games, a first for any major event in Australia, is one important example of the initiatives being delivered for our event."

Robert McVeigh, Chairman of the Northern Ireland Commonwealth Games Council said:

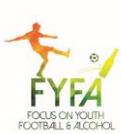


“The Directors of Belfast 2021 Commonwealth Youth Games congratulate Lucy Amis on her appointment and we welcome the collaboration currently being undertaken between UNICEF and the CGF. We wish her every success in the role and look forward to working with her to promote, advance and implement essential human and child rights criteria into Commonwealth Games and Commonwealth Youth Games delivery.

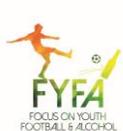


Appendix L: Olympic Committee Articles

No.	Document	PDF	References to Alcohol
1	Young Leaders Programme	https://www.olympic.org/news/zambian-olympic-youth-development-centre-welcomes-royal-guest	Reference to the “Young Leaders” programme, a character-building training scheme that sees the children confront issues such as drugs, alcohol, sex and career choices, through song, dance and drama.
2	Highlights of the week 2011	https://www.olympic.org/news/highlights-of-the-week-92	NATIONAL OLYMPIC COMMITTEES “Enjoy sport without alcohol” is the slogan of a campaign launched by the German NOC in collaboration with the Federal Centre for Health Education. This campaign to prevent alcohol in sports clubs calls upon them to organise alcohol-free sports weekends, to set an example for the responsible handling of alcohol. German NOC President and IOC member Thomas Bach is patron of this campaign. He officially launched this campaign with the Centre’s Director, Elisabeth Pott. More info at www.dosb.de .



3	Healthy Lifestyle Experience, part of the Culture and Education Programme at the inaugural YOG in Singapore.	https://www.olympic.org/news/staying-healthy-at-the-yog	The exhibition, held at the International Convention Centre, features an array of fun interactive zones and displays that help people assess their physical fitness and receive advice on healthy living. Exhibits include machines to measure people's body-mass index and exercise bikes to assess aerobic fitness, a simulator that shows what you may look like in 20 years time if you smoke cigarettes on a daily basis and a set of "beer goggles" that recreate the effects that alcohol has on your body."This experience is basically an interactive exhibit showing what it means to live a healthy lifestyle," said programme co-ordinator Alex Fun. "It also encourages young athletes to avoid the temptations of alcohol, cigarettes, drugs and unhealthy foods by showing them the negative side-effects." The programme, run in partnership with the Health Promotion Board, is expected to attract 4,000 visitors each day during the Games, with families, school groups, tourists and the general public all getting involved."We want to promote the notion that living a healthy lifestyle is not difficult," added Fun. "It can be built into your daily life by being mindful of what you eat and by exercising regularly. "We believe the social and interactive aspects of the exhibit will not only help the messages to stay in their minds longer, but it will be a fun experience for them to learn with their peers and discuss these issues."
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Appendix M: World Rugby Articles

No	Website	PDF	References to Alcohol
1	Rugby Ready Website	http://rugbyready.worldrugby.org/index.php?section=62_2&tab=	<p>Alcohol</p> <p>Alcohol consumption is harmful as it affects training and performance in several ways, such as:</p> <ul style="list-style-type: none"> - reducing muscle force production - decreasing muscle strength and power capabilities - altering the transport, activation, utilisation and storage of most nutrients - causing dehydration which may persist long after alcohol consumption - dehydration impairs performance - altering protein and carbohydrate metabolism, increasing metabolic rate and oxygen consumption - impairing recovery from injury and micro-tissue damage associated with training - impairing the functioning of the central nervous system, co-ordination and precision.
2	Keep Rugby Onside-World Rugby's Anti-corruption website	http://integrity.worldrugby.org/?module=1&section=8	<p>Drug and alcohol problems:</p> <p>Speak to alcohol and drug services in your country, your Union/Players' Association, your doctor or trusted family members and friends.</p>



3	World-Wide Partner: Heineken	https://www.worldrugby.org/text/35294	"In any sponsorship, Heineken aim to provide more than just branding or financial investment. They also aim to bring enjoyment and memorable experiences to Rugby World Cup fans by providing creative and entertaining campaigns that leverage the sponsorship."
4	What you need to know before you go	https://www.worldrugby.org/text/26455	Provides a link to information concerning drink-driving limits and penalties for NZ, also mentions "great stuff to buy in New Zealand, such as fine wine and food..."
5	Wellington Rugby Zone tickets - last chance	https://www.worldrugby.org/news/33609	While the Rugby Zone will be a secure and monitored area, the consumption of alcohol is still welcome.
6	World Rugby welcomes long-term health study outcomes	https://www.worldrugby.org/news/81734	The key recommendations made by AUT were:"...Education on the harmful effects of excessive alcohol ingestion should be a core inclusion in all sports education programmes..." Also, Retired rugby players (both elite and community) compared with non-contact sports people reported: ... 3. Fewer alcohol drinking sessions in a week but higher alcohol intake during a drinking session.
7	Dane Coles thanks New Zealand pal Keven Mealamu for helping to make his dream come	https://www.worldrugby.org/news/119152	"Yeah, very true," Coles said on Monday at the All Blacks' Weybridge hotel, when reminded that he was once a bit of a hell-raiser, making all the wrong headlines for alcohol-related incidents off the field. Six years ago, the New Zealand Rugby Union even fined him \$1000 and ordered him to undertake alcohol counselling.



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- 8 Wellington organisers turn focus to the rugby <https://www.worldrugby.org/news/32544> For 2013 organisers will be tightening the policy on alcohol consumption, introducing wristbands for ticket holders who are 18 and over. Fans will only be able to drink at the stadium if they have a wristband and anyone caught smuggling alcohol into the event will lose their ticket for both days of the tournament. Those under 25, appropriate identification will be required. This will be combined with the bag searches and increased assessment for intoxication. Once inside, wristbands will be removed if patrons are displaying drunken behaviour or if they are an obvious nuisance. Patrons will also be removed from the stadium if they're caught drinking without a wristband. "We want everyone to have a great time, but be responsible. Wristbands will mean we can all keep an eye on those who are eligible to drink and ensure everyone is pacing themselves," said Hertz Sevens General Manager, Steve Walters. "We're focused on making the entire experience even more enjoyable for everyone with non-stop world-class Sevens rugby and great entertainment, and with free water available throughout the tournament we can contribute further a safe drinking environment." With Wellington experiencing a heat wave, fans are also being advised to protect themselves from the sun as best as possible, and take on water. "Nobody goes out expecting to end up in the back of an ambulance, but it's the little things, like not eating enough or drinking enough water, that tend to ruin people's weekends," said emergency medicine specialist Dr Paul Quigley. Free water is also available.



9	https://www.worldrugby.org/news/33662	Samoa prepares its next generation	The syllabus includes sections on nutrition, personal organisation and time management, drugs/alcohol, sports medicine and communications. This year also re-introduced an English component into the syllabus with the focus on communications and study skills.
10	https://www.worldrugby.org/news/26552	New Zealand Sevens name contracted squad	One new policy in place for 2011 is that anyone caught trying to smuggle alcohol into Westpac Stadium will have their ticket confiscated and will be denied entry into the tournament. Bringing in alcohol is a breach of the ticket's terms and conditions of entry Only empty water bottles, up to one litre in size, will be allowed through the turnstiles. "There will be eight free water stations available over both tournament days as well as the NZI Sevens waterboys being out and about offering fans free, chilled water," added Walters. "Spectators need to pace themselves over the event and it's ok to take a drinks break to stay match fit for a fun-filled two days." Wellington Police Senior Sergeant and Sevens Operation Commander Simon Feltham says Police want those heading to the Sevens to drink responsibly and look after their mates. "We want everyone at the Stadium to be able to remember the 2011 NZI Sevens for all the right reasons. This means drinking plenty of water in between alcoholic drinks and encouraging your mates to do the same," he said.
11	https://www.worldrugby.org/news/27396	Welcome to 7he Sevens	Parents and children (up to the age of 12) will be able to watch all the action in a dedicated, alcohol-free area.



Appendix N: World Anti-Doping Agency Articles

N.	Title	Website	Detail
1	WADA	http://www.wada-ama.org	Guidelines for Breath Alcohol Testing : https://www.wada-ama.org/sites/default/files/resources/files/wada_guidelines_breath_alcohol_testing_2014_v1.0_en.pdf
2	WADA Prohibited List Q&A	https://www.wada-ama.org/en/questions-answers/prohibited-list-qa#item-1420	<p>31. WHY IS ALCOHOL NO LONGER PROHIBITED? UP</p> <p>Effective 1 January 2018, and after careful consideration and extensive consultation, Alcohol is excluded from the Prohibited List. The intent of this change is not to compromise the integrity or safety of any sport where alcohol use is a concern, but rather to endorse a different means of enforcing bans on alcohol use in these sports. The International Federations (IF) affected by this change were alerted sufficiently in advance in order to amend their rules and to put in place protocols to test for alcohol use and appropriately sanction athletes who do not abide by the rules of their sport. Control of the process will allow IF more flexibility in applying rules or thresholds as they see fit. The National Anti-Doping Organizations are no longer obliged to conduct tests but may assist IF and National Federations where appropriate.</p>



3	WADA Funded Research Project	https://www.wada-ama.org/en/resources/research/dose-response-effect-of-alcohol-ingestion-on-steroid-profile-acronym-profethyl	DOSE-RESPONSE EFFECT OF ALCOHOL INGESTION ON STEROID PROFILE (ACRONYM: PROFETHYL)
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Appendix O: Analysis of Federations References

No.	Sport	Federation	Website	Outcome	References to Alcohol
1	Aquatics	Federation Internationale De Nation (FINA)	www.Fina.org	Prohibitive	Not on website, but within the FINA General Rules, "GR 6.3 Advertising for tobacco, alcohol or sports-related betting is not allowed." https://www.fina.org/sites/default/files/logo_fina_general_rules_as_approved_by_the_ec_on_22.07.2017_final_4.pdf
2	Archery	World Archery	Info@Archery.org	Situational	Not directly on website but within the Constitution and Procedures book, it states: 2.2.5 "Tobacco and alcohol advertising and sponsorship are forbidden at World Championships."
3	Athletics	The International Association of Athletics Federation	Info@IAAF.org	Lax	Advertising of alcohol products with an alcohol content of up to 20% by volume is permitted in respect of Competitions, except for drink mixes or cocktails where the base alcohol is more than 20% by volume. Advertising of any other alcohol products in respect of Competitions is prohibited.

4	Badminton	Badminton World Federation (BWF)	BWF@BWFbadminton.org	Situational	There is mention of tobacco or tobacco-related advertising to be prohibited on Junior Clothing, but nothing of alcohol
5	Basketball	The International Basketball Federation	Info@FIBA.com	Situational	In their Venue Regulations (not allowed at event venue), it is stated under "Prohibited: Liquids" that 'alcohol, beer, soft drinks, water' http://www.fiba.basketball/venuerules.pdf In their Internal Regulations Book 2, under team sponsors, it states: "advertising for hard alcohol, tobacco and any substances on the WADA Prohibited List as applicable from time to time (or products containing such substances) is prohibited. For the avoidance of doubt, advertising for beer or wine is permitted." http://www.fiba.basketball/internal-regulations/book2/competitions.pdf
6	Biathlon	The International Biathlon Union	Biathlon@IBU.At	Lax/Situational	As stated in their Rules for Advertising : "All Advertising must comply with the laws and rules of the country where the sport event is held. Even if otherwise permitted by such laws and rules, no advertising permitted for....Spirits (more than 15% Vol.), Drugs (including medication), Tobacco, War Related games and/or violent games" http://res.cloudinary.com/deltatre-spa-ibu/image/upload/zidmavl9y6aimug9dg9w.pdf

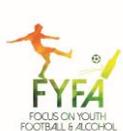


7	Bobsleigh	The International Bobsleigh and Skeleton federation	Office@IBSF.org	No Policy	World Anti-Doping Code Prohibition List 2018 states: Alcohol (ethanol) is prohibited In-Competition only, in the following sports. Detection will be conducted by analysis of breath/ and or blood. The doping violation threshold is equivalent to a blood alcohol concentration of 0.10g/L: Air Sports (FAI), Automobile (FIA), Archery (WA) and Powerboat (UIM). https://www.wada-ama.org/sites/default/files/resources/files/2016-09-29_-_wada_prohibited_list_2017_eng_final.pdf
8	Boxing	International Boxing Association (AIBA)	Info@AIBA.org	No Policy	BMA is the marketing agency but there is no official website or documents discussing marketing or sponsorship
9	Canoe	International Canoe Federation (ICF)	Info@CanoeICF.com	Lax	In Canoe Sprint Guidelines, it states under advertising: 3.5 The Advertising of tobacco smoking and strong spirit drinks is not permitted. " https://www.canoeicf.com/sites/default/files/icf_canoe_sprint_for_print_2017.pdf Same applies for all sport categories it seems (canoe ocean, dragon boat e.g.)
10	Curling	World Curling Federation	Info@WorldCurling.org	Situational/Lax	As stated in their Code of Conduct under Tobacco, Illegal Drug and Excessive Alcohol Use: "The WCF puts health and safety first. All WCF workplaces/events are to be free from the use of illegal drugs and the misuse of other substances. Workplaces will shift based on where the WCF member is attending to perform their duties. We are committed to providing our employees with a safe and healthy work environment and therefore expect all people to any of our workplaces to be able to function



					<p>at an acceptable level of performance and not to be affected by excessive alcohol, legal or illegal drugs.</p> <p>Excessive alcohol must not be offered or consumed at any WCF workplace/events. We prohibit smoking in our offices. At some workplaces/events, smoking may be permitted in designated smoking areas. The possession or use of illegal substances at WCF workplaces, functions or in conjunction with WCF business is strictly prohibited. Alcohol and drug dependency is recognised by the WCF as an illness." and " If you consume excessive alcohol at an authorised designated area, or off-site during a workday, you should not return to your role until you are fully fit for work."</p>
11	Cycling	Union Cycliste Internationale (UCI/ICU)	Admin@UCI.ch	Lax	<p>UCI guidelines: As stated in their Rules and Regulations under sponsoring: "Without prejudice of the applicable law, no brand of tobacco, spirits, pornographic products or any other products that might damage the image of the UCI or the sport of cycling in general shall be associated directly or indirectly with a licence-holder, a UCI team or a national or international cycling competition. As defined in the present article, a spirit is a beverage with a content in alcohol of 15% or more. Besides the refusal of the licence, the registration of the team and the registration of the race, breaches of this article are punished as follows:</p> <ul style="list-style-type: none"> • Refused start and fine from CHF 1,000 to 200,000 for a team • Refused start and fine from CHF 1,000 to 25,000 for a licence-holder • Removal of the race from the calendar and/or fine from CHF 5,000 to

					500,000 due jointly by the licence-holder, the owner and the organiser of the race http://www.uci.ch/mm/Document/News/Rulesandregulation/16/26/49/1-GEN-20141101-E_English.pdf
12	Equestrian	The Federation Equestre Internationale	info@FEI.org	Lax	In the FEI's Officials' Code of Conduct: "I will refrain from consuming alcohol and I will not use any substances and/or medications that would impair my judgement." https://inside.fei.org/sites/default/files/GENERAL%20REGULATIONS%20%20-%20Effective%201%20January%202018%20-%20Markup.pdf
13	Fencing	The Federation Internationale D'Esime	info@fie.ch	Lax/ Situational	Rules of Conduct for Referees..."Shall refrain from promoting, propagandizing, advertising, merchandising, or displaying any brands of medicines, food, tobacco, alcohol and any goods or services that harm or may harm overall health, healthy habits, environment or violate the law." http://static.fie.org/uploads/19/95735-FIE%20Statutes%20ang.pdf
14	Football	FIFA		Situational/Lax	FIFA recognises that the regulation of the consumption of alcohol is critical. If the possession, sale, distribution or consumption of alcohol is to be permitted at a match, then the match organiser must take all reasonable measures to ensure that the consumption of alcohol does not interfere with the spectators' safe enjoyment of the match. Unless otherwise regulated by the law of the country where the event takes place, the following minimum measures are to be used: <ul style="list-style-type: none"> • Restrict the sale and distribution of alcohol to authorised



					<p>personnel; • Prohibit the possession and distribution of alcohol at the stadium premises (outer security perimeter) or in the stadium itself by any unauthorised individuals; • Prohibit the admission of any individual that appears to be drunk; • Prohibit the possession and distribution of glass or plastic bottles, cans or other closed portable containers that may be thrown and cause injury.</p> <p>2. FIFA, the confederations and associations reserve the right to further restrict the possession, sale, distribution or consumption of alcohol at matches, including the type of beverages that may be sold, where alcoholic beverages may be consumed, or banning alcohol, as deemed appropriate under the circumstances</p> <p>http://www.fifa.com/mm/document/tournament/competition/51/53/98/fifa_safety_regulations_en.pdf</p>
15	Golf	International Golf Federation	info@IGFMail.org	No Policy	
16	Gymnastics	Federation Internationale de Gymnastique (FIG/IFG)	info@fig-gymnastics.org	Lax	<p>1.4.1 Advertising of Alcoholic Beverages</p> <p>The advertising of the products of champagne, wines, beer and «light drinks» with an alcohol content of under 20% is permitted at FIG events and must comply with the laws and rules of the organising country. --> this was found in Rules for Advertising and Publicity on the website http://www.fig-gymnastics.com/site/rules/publicity</p>



17	Handball	International Handball Federation (IHF)	IHF.Office@IHF.Info	Lax/Situational	The use of company and product names, trademarks and classes of goods is permitted, provided that they do not offend common decency. The advertising may not be of a political, confessional, racist or ideological nature. National regulations (bans on advertising for tobacco, alcohol, drugs, etc.) must be observed. --> Found on the Regulations for IHF Competitions (However this was only found by searching rules and IHF into Google Search Engine, it does not come up in website's search engine. http://www.ihf.info/files/Uploads/NewsAttachments/0_Regulations%20for%20IHF%20Competitions_GB.pdf
18	Hockey	International Hockey Federation (IHF)	info@FIH.ch	No Policy	
19	Ice Hockey	International Ice Hockey Federation (IIHF)	Office@IIHF.Com	No Policy	Nothing found, checked all handbooks concerning regulations, rules of conduct, advertisement policies on website



20	Judo	International Judo Federation (IJF)	president@IJF.org	Lax/Situational	Event Organization Document 2.2 Security: "Appropriate measures are to be taken prior to, during and after the event to ensure public safety...These measures include...Restriction of intoxicated people, with alcohol or drugs, visibly unstable persons from entering the venue. No tolerance regarding alcohol consumption within the sports venues. Spectator inspection (weapons, fireworks, alcohol, glass, laser devices)." http://99e89a50309ad79ff91d-082b8fd5551e97bc65e327988b444396.r14.cf3.rackcdn.com/up/2017/03/2015_IJF_Event_Organization_Gu-1490291523.pdf
21	Luge	Federation Internationale de Luge de Course (FIL)	office@fil-luge.org	Prohibitive	In International Luge Regulations, under Advertising: 11. Forbidden Advertisement: "Provided there are no stricter national laws, following advertisement is prohibited: 1. on the athlete and sled: advertising for tobacco, illegal drugs or alcohol. Exception: advertising for non-alcohol beer and, regarding athletes of age (18), advertising for products with an alcohol percentage of less than 10%. 2. At the sports venue and on bibs: advertising for tobacco, illegal drugs or products with an alcohol percentage of more than 10%. The FIL Executive Board can allow an exception of this prohibition following a request from the event organizer or the venue operator." http://www.fil-luge.org/cdn/uploads/iro-2016-e-gut-zum-druck.pdf



22	Modern Pentathlon	Union Internationale de Pentathlon Moderns (UIPM)	UIPM@Pentathlon.org	No Policy	N/A
23	Rowing	International Federation of Rowing Associations (FISA)	info@fisa.org	Lax	In the FISA Rulebook 2017, PART VI-ORGANISATION OF REGATTAS, SECTION 2-Advertising provisions: "Advertising of tobacco products and strong liquor (more than 15% alcohol) prohibited". http://www.worldrowing.com/mm//Document/General/General/12/68/94/FISArulebookEN2017finalweb4_Neutral.pdf
24	Rugby	World Rugby	Info@Worldrugby.org	No Policy	

25	Sailing	World Sailing	office@sailing.org	Lax/Situational	<p>In Appendices of the Sailing Regulations, (Regulation 20) Advertising Code : "20.2.4 Any Advertising and anything advertised shall meet generally accepted moral and ethical standards. Any Advertising which is political, religious, racial or propaganda shall not be displayed on a boat, personal equipment or any other object on board a boat while Racing. Attention is also drawn to the laws of individual nations which may restrict Advertising within their territory or territorial waters. 20.2.5 A Competitor may choose not to display Advertising required under Regulations 20.4 or 20.6 which is for alcohol or tobacco, or which he genuinely objects to for substantive moral, political or religious reasons."</p> <p>http://www.sailing.org/tools/documents/2017AdvertisingCodeRegulation20-[21690].pdf</p>
26	Shooting	International Shooting Sport Federation (ISSF)	Munich@ISSF-Sports.org	Lax	<p>In the issf Rulebook, under The Prohibited List: "Alcohol is not included on the Prohibited List as being prohibited in shooting sport. However, alcohol is dangerous to the health of Athletes, and more importantly can pose a serious safety risk at the shooting range when misused. Any Athlete showing signs of intoxication with alcohol or other drugs shall immediately be expelled from a shooting range. A breath analyzer and/or psychomotor tests may be used to facilitate decisions on this matter."</p> <p>http://www.issfsports.org/documents/rules/2017/ISSFRuleBook2017-2ndPrintV1.1-ENG.pdf</p>



27	Skiing	Federation Internationale de Ski (FIS)	Lewis@Fis-ski.com	Situational	In Advertising Rules for all sports on this web page, under 1.5 Illumination of advertising inventory: ""1.7 Advertisements for alcohol and tobacco products may not occupy more than 25% of the total authorized advertising space." http://www.fis-ski.com/mm/Document/documentlibrary/Marketing/06/99/48/AdvertisingRules_170531_final_Neutral.pdf
28	Table Tennis	International Table Tennis Federation (ITTF)	ITTF@ITTFMail.com	Situational	In the ittf Handbook, searching in 'alcohol' leads to: 3.2.5.1.1 "Advertisements or markings in or next to the playing area, on playing clothing or numbers and on umpires' clothing, shall not be for tobacco goods, alcoholic drinks, harmful drugs or illegal products and they shall be without negative discrimination or connotation on the grounds of race, xenophobia, gender, religion, disabilities or other forms of discrimination." https://d3mjm6zw6cr45s.cloudfront.net/2018/01/2018ITTFHandbook.pdf
29	Taekwondo	World Taekwondo (WT)	member@wtf.org	No Policy	
30	Tennis	International Tennis Federation (ITF)	ITF@ITFTennis.com	No Policy	
31	Triathlon	International Triathlon Union (ITU)	ITUHQ@Triathlon.org	No Policy	



32	Volleyball	Federation Internationale de Volleyball (FIVB)	Info@FIVB.org	No Policy	No search engine identified
33	Weightlifting	International Weightlifting Federation (IWF)	IWF@IWFNET.Net	No Policy	
34	Wrestling	United World Wrestling (UWW)	info@unitedworldwrestling.org	Lax	"It is strictly forbidden for coaches to drink alcohol." The same applies for Referees during a competition. https://unitedworldwrestling.org/sites/default/files/media/document/code_conduite_a.pdf Otherwise, no sign of a specific marketing or advertisement policy, even concerning uniform or sponsorship
35	American Football	International Federation of American Football (IFAF)	Info@IFAF.info	Situational	Under the 2014 IFAF U19 World Championship Regulations: "Permission will be granted if there is no conflict with tournament main sponsors and the advertisement is suitable for IFAF Junior World Championships. A tournament main sponsor is a sponsor who pays a significant amount of money to LOC. Non suitable advertisers for JWC include but are not limited to alcohol and tobacco products as well as sexist material. The definition of a significant amount of money is subject to circumstances." http://ifaf.org/pdf/documents/regulations/2014_ifaf_u19wc_regulations.pdf Anheuser-Busch InBev is the NFL's main sponsor and a ban on marketing liquor was lifted in 2017, restrictions apply.



36	Baseball	World Baseball Softball Confederation (WBSC)	WBSC@WBSC.org	No Policy	No mention of marketing/advertisement policy specifically displayed on web site and no search engine available.
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Appendix P: Letter and Communication to Organisations



Victoria Troy, Research Officer

Scottish Health Action on Alcohol Problems (SHAAP)

12 Queen Street

Edinburgh

EH2 1JQ

Date

Dear XXXX

Scottish Health Action on Alcohol Problems, a project of the Royal College of Physicians of Edinburgh are currently part of an EU funded research project entitled: 'Focus on Youth Football & Alcohol' (www.FYFAproject.eu). The aim of the project is to investigate, and review policies related to young people, sport, marketing and alcohol particularly within the context of football.

In February and March 2018, we are looking to conduct a number of short interviews with people from international sporting agencies. The interviews can be in any format (face to face, over the phone, Skype, and can even be sent as an electronic questionnaire). The aim of the interview is to gain a better understanding of whether reducing alcohol harm to youths is, or should be, a priority for international sporting bodies; and to identify the types of policies or programs (if any) which are currently being delivered/endorsed by international sporting bodies. In addition to this, we would like to explore any potential barriers and enablers to the implementation of policies and practices at an international level.

We are keen to speak to stakeholders from a variety of organizations; particularly, those who are involved in aspects of corporate social responsibility. Additionally, we would welcome the opportunity to discuss these topics with anyone who has been part of international strategies to reduce alcohol-related harm to young people.



I have attached the questionnaire which can be completed and sent back to myself. It is short and wouldn't take longer than 10 minutes to complete. Alternatively, we would be extremely grateful if you would be willing to send us any information about current alcohol policies within your organisation and would be delighted to hear from anyone willing to discuss these in more detail.

We would very much appreciate your assistance in this matter and would welcome any correspondence in relation to this.

Many thanks in anticipation of your help.

Best wishes

Yours sincerely

Victoria Troy

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Research Officer

Office: +44 (0) 131 247 3667

**Scottish Health
Action on Alcohol
Problems**

Mobile: 07720811274



Appendix Q: FYFA Interview Schedule

Questions for everyone:

Please provide a brief overview of your organisation and your role within it.

To what extent is reducing alcohol-related harm to youths a priority of international sporting bodies?

Why might this [be/not be] a priority for international sporting bodies?

Are you aware of any policy or program which is funded, endorsed, or delivered by international sporting agencies that aims to reduce alcohol-related harm to youths?

Follow up questions if policies/programmes identified:

- I. What are the specific components of the policy/programme?
- II. Why has this been prioritised?
- III. How was it developed?
- IV. Where has the policy been implemented (countries and sporting contexts)
- V. How long has it been in force/implemented?
- VI. Who is responsible for its delivery/regulation/or enforcement?
- VII. What evidence is there that it works?
- VIII. What have been the main barriers to implementing the policy?
- IX. What has helped the implementation of the policy?
- X. What are the main strengths of this policy?
- XI. What are the main limitations of this policy?

What do you think are the biggest challenges to implementing policies and programmes to reduce underage drinking and/or alcohol-related harms to youths at an international level?

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?

Do you think you/your organisation could have an impact on preventing alcohol-related harms to youths?

Questions for Interviewees who are unable to identify policies/programmes aimed at reducing alcohol-related harm:

Are you aware of any policies or programs that are funded, endorsed, or delivered by international sporting agencies that aim to tackle other health related behaviours or illnesses such as smoking or obesity?

Follow up questions if policies/programmes identified:

- I. What are the specific components of the policy/programme?



- II. Why has this been prioritised?
 - III. How was it developed?
 - IV. Where has the policy been implemented (countries and sporting contexts)
 - V. How long has it been in force/implemented?
 - VI. Who is responsible for its delivery/regulation/or enforcement?
 - VII. What evidence is there that it works?
 - VIII. What have been the main barriers to implementing the policy?
 - IX. What has helped the implementation of the policy?
 - X. What are the main strengths of this policy?
- What are the main limitations of this policy

