



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

Work package 6

Deliverable D6.2 – Report summarizing findings and comparing local practices based on the interviews in football clubs in six member states

Main Partners

European Alcohol Policy Alliance



Scottish Health Action on Alcohol Problems



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Summary

Being a member of a sports club can support a healthy lifestyle, although some studies show that participation in team sports in particular can increase alcohol consumption and drug use (Lisha & Sussman, 2010; Wichström & Wichström, 2009). Sports clubs have a wide reach into communities and as such are ideal settings for health promotion (Geidne et al., 2013). Setting-based health promotion can be defined as the process of enabling people to increase control over, and to improve their health in within their everyday life; where they learn, work, play and love (WHO, 1986). Sports clubs therefore can play an important role in promoting preventative approaches (Hallderson et al., 2013).

Prevention focuses on minimizing the influence of risk factors and maximizing the influence of protective factors (VAD, 2015). Factors that increase the likelihood of substance use may be characterised as risk factors and conversely, factors that decrease the likelihood of substance use may be characterised as protective factors.

Research shows that sports clubs often have a positive attitude towards health promotion in their club however, health promotion is not a priority. The core business for youth sports clubs is not health but to increase membership and to provide high quality sports experiences. A lack of expertise or knowledge and a lack of time was identified as important barriers of health promotion in youth sports clubs (Meganck et al., 2014). Clubs often see health promotion more in terms of prevention of illness, injury and safety promotion rather than the prevention of substance use problems (Ng et al., 2017).

In terms of prevention of substance use problems, alcohol and drug policies should consist of four pillars: rules and regulations, education, referral, and structural measures (VAD, 2015). Good practice is when sports clubs go further than being focussed only on sports performance and this is identified in the sports club for Health Programme (Kokko et al., 2006). This constitutes of five themes: 1) health policy promotion, 2) environmental health and safety, 3) community relations, 4) health education and individual skills and 5) health services. The Good Sports Programme (Goodsports, 2016) is also exemplary, and outlines the steps needed to be taken by clubs to implement effective alcohol and drugs policies: first, to be aware of the national policy and legal requirements, secondly to focus on structural measures such as enabling healthy alternatives, and thirdly to create comprehensive alcohol management policy.

For this research section, the second part of work package six, semi-structured interviews were conducted with 49 stakeholders from seven different local sports clubs.

Between three and six stakeholders were interviewed in each partner country (Belgium, Finland, Poland, Slovenia and the United Kingdom). The aim was to explore their attitudes towards and experiences with young people, alcohol and alcohol advertising, and which actions they undertake in this regard. Italy also carried out a quantitative study that involved nine different sports clubs and heard from 22 senior managers.

Based on this study several findings were uncovered:

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

Combining the results of both Work Package reports (D6.1 and D6.2), the following recommendations to policy makers and sports clubs are made:

- Even though alcohol consumption does not immediately seem to be problematic in these sports clubs for young people, it can become an issue and the development of a carefully designed alcohol policy is advised;
- Awareness raising, among club stakeholders, about harmful alcohol consumption in sports clubs and the necessity of alcohol prevention in sports clubs should be encouraged;
- When constructing an alcohol- and/or drug policy it is important to address the following four pillars: (1) rules and regulations, (2) education, (3) referral, and (4) structural measures;
- It is recommended to provide health education to sports club's managers that does not only tackle performance-related (health) subjects, but also non-performance-related subjects;
- Health promotion training sessions directed to the sports club key persons should be available to encourage the practical implementation of health promotion actions for players and supporters;
- We recommend instituting a ban on alcohol advertising before, during and after sports events for young people and ideally for the sports club in general as well.



- It is recommended to uncover more good practices (e.g. Sports Club for Health) and adapting them to the context of the local sports club or, if necessary, develop other prevention initiatives/ programs;
- It would be helpful to extend the FYFA interview to other sport clubs/associations in order to gain a better understanding of their attitudes, perspectives and opinions on alcohol, sports and young people that may exist within the sports club.

1. Introduction

This report presents the findings from work package (WP) six, D6.2 – Report summarizing findings and comparing local practices. This is the second deliverable out of two for (WP) six. This report consists of seven chapters. The second chapter describes the aims and objectives of this particular work package. The third chapter describes the methods used. The fourth chapter presents the context of this report, that is the wider literature and good practices identified. Chapter five is made up of the findings from each country. Chapter six is the analysis, outlining the findings together with the background literature and discussion, with conclusions and recommendations drawn in chapter seven.

2. Aims and objectives

The main aim of this research is to better understand the practices of local sports clubs in relation to alcohol, sports and young people. The objectives therefore were for each research member:

1. Identify one or two local sports clubs where young people across genders, aged 13-15 years old, play sports to participate in the study;
2. To compile, examine and analyse their written policies concerning young people and alcohol;
3. To conduct semi-structured, qualitative interviews with up to six stakeholders in each chosen club to explore:
 - a. Their attitudes towards alcohol and young people's consumption;
 - b. Whether the stakeholders think alcohol is a challenge with the young people with whom they work;
 - c. Strategies used to reduce alcohol-related risks and harm for young people;
 - d. Their attitudes and actions in relation to exposure of young people to alcohol promotion;
 - e. Procedures that they believe are effective and provide evidence to support these conclusions.
4. To produce two reports (focusing on policies and conducted interviews) and summarise the key findings.

3. Methods

The aim of WP6 was to review local policies and practices related to alcohol, young people, marketing and football in six member states, complementing the previous work packages, which were a review of international (WP4) and national (WP5) policies in these areas. To do so, two main strands were chosen: a review of the policies and practice related to young people, sport, marketing and alcohol at local level, and interviews with relevant stakeholders at local sports clubs.

3.1 Identification of the sports clubs

Our main target group, for the FYFA project, is the population enjoying sports in common community sports clubs. Therefore, the selection of community sports clubs was our first selection criteria.

A second selection criteria for sports clubs recruitment in our project was the selection of an amateur sports club as based on the research, this is the group who are most vulnerable to heavy and frequent drinking (O'Brien et al., 2007).

Research has provided evidence for a strong link between the alcohol producers (marketing and promotion) and sports (Kelly et al., 2017). This strong link influences the feasibility and desirability of preventive actions regarding the consumption of alcohol, taken in the sports club. As such, it was important to select a sports club with a first team that is eligible enough to attract (local) sponsors. This third selection criterion is based on the attractiveness of the sports club for local sponsorship which could provide us some insight in why clubs are sponsored by alcohol producers, or why not and if this is by their own choice. In order to collect data from different angles and perspectives while respecting the methodology previously indicated, it was decided that it would be opportune to question a wide variety of club members.

Our last and fourth selection criteria is sports clubs which have both men and women playing, because it was important to explore potential differences amongst men and women in this field (Ford, 2007; Martha et al., 2009).

Where FYFA partners were not able to identify a club that had this diversity, they could select a second sports club.

In summary, our targets for this WP were:

- community sports clubs;
- playing at amateur/ intermediate level;
- eligible for sponsorships, with a variety in members;
- including boys and girls between the ages of 13 and 15 years old.

3.2 Selection of the stakeholders

Between three to six stakeholders as indicated in the original protocol were interviewed from each partner country¹.

They were to cover a wide range of positions in the club to capture different attitudes, opinions that may exist within the sports club. We included key respondents such as:

- ✓ team trainers
- ✓ canteen personnel
- ✓ board members
- ✓ the chair of the board
- ✓ volunteer parents or family

Some key figures in the sports clubs had multiple responsibilities.

3.3 Data collection and analysis

Semi-structured interviews were conducted in order to gather information while allowing flexibility to explore attitudes and perceptions. The topic list was constructed based on the literature review and the specific information we wished to gather in this work package (cf. above).

Written consent to record interviews was given. Interview transcripts were coded and analyzed using NVIVO 12, with triangulation methods to explore the data from different perspectives.

To ensure anonymity, the names of the interviewees will not be provided and can not be linked to the interviews.

¹ next WP, which foresees interviews with male and female athletes between 13 and 15 years old, it was deemed that this choice might increase coherence within the project as it would enable partners to use the same sports club to do the interviews with senior managers in WP 6 and young people in WP 7. The other selection criteria were indicative, but not mandatory. In Italy the adaptation from the original protocol to the local context is described in 4.3.



Description of the FYFA WP 6 interview guideline

This guideline was constructed based on the information needs described in the project proposal and the literature reviewed for the work package. The guideline was then shared with and validated by the project partners.

Topic list:

Introductory questions:

1. How did you become a member this football club? What are your tasks/ responsibilities in the club?

Specific questions:

2. Situation assessment:
 - Is alcohol consumed on sports club occasions (players, supporters, others,...)?
 - How do you assess the influence of alcohol consumption on your sports club, safety, care and sociability, sports performance ...?
3. What are your thoughts about alcohol consumption by young people in general?
 - What do you think is an appropriate legal drinking age?
 - Do you think alcohol consumption by young people (who have not yet reached the legal drinking age) is a significant problem?
 - Why? Can you give an example?
4. Do you think the consumption of alcoholic beverages by young people (under the legal drinking age) in your club is problematic?
 - Why? Can you give an example?
 - How often do they consume alcohol at the club? (in the club canteen, in the dressing rooms, right before or after training?)
5. How would you tackle alcohol-related risks and harms for young people?
 - Have you ever been confronted with risky alcohol-related behavior in your club?
 - If yes, what did you do to minimize the risks?
 - If no initiatives were taken, why not?
 - What kind of initiatives do you think should be taken?
 - What kind of initiatives do you already have to reduce these risks and harms?



6. What are your views on the exposure of young people to alcohol promotions?
 - Do you think it influences them in one way or the other (positive or negative)?
 - Do you undertake any actions to avoid exposure to alcohol promotions at your club?
 - If no, why not?
 - Do you think any actions should be undertaken?

Finalizing questions:

7. Recapitulation of the most important points of the interview. Restitution.
8. Do you have any questions or remarks?

4. Context: Literature and good practices

A literature study has been carried out to understand how sports clubs can be considered an ideal setting for (alcohol) prevention and focus of preventative initiatives. Three good practices of health promotion initiatives in sports clubs were identified and are outlined.

The databases used to retrieve relevant literature were: Web of Science, Pub Med and the Cochrane library, ranging from year 2000 until present 2019. The key words and combinations of words used were: “settings approach”, “sport(s)”, “alcohol”, “alcohol consumption”, “coaches”, “implementation”, and “prevention”.

This section presents an overview of the literature with regard to the sports club as a setting for prevention, prevention in sports clubs and good practices.

4.1 The sports club as a setting for prevention

Research has recognised that engagement in sporting activities can offer a healthy and positive way of spending free time (Lisha & Sussman, 2010). However, there is some research that shows that being a member of a sports club, and participation in team sports in particular, can also generate negative outcomes, such as higher levels of alcohol consumption (Lisha & Sussman, 2010; Wichström & Wichström, 2009). An explanation that has been suggested is that there may be parallels between the motivating factors to engage in sport and using substances, both being related to a search for thrills and risk taking (UNODCCP, 2002).

Scientific research shows that members of team sports on a low/middle competitive (amateur) level are most at risk for problematic alcohol use (Martha et al., 2009, O’Brien et al., 2007). Research from both France and New Zealand notes that men who practice sports on a lower competitive level have a higher chance of experiencing ‘heavy episodic drinking’ (Martha et al., 2009; O’Brien et al., 2007). Conversely, players on the highest level (Olympic/ international level) have the least excessive alcohol consumption pattern. However, O’Brien et al. (2007) also found that drinking alcohol can also be used as a way to cope with the pressure of having to perform at their best, as the level of competition rises.

In the previous report (D6.1) about sports clubs’ policies the need to be concerned about young peoples’ alcohol consumption was highlighted.

Because of the health risks involved as a result of consuming alcohol (De Doncker, De Donder & Möbius, 2016; Graham & West, 2001; SHAAP, 2013; Squeglia, 2014) and the impact of alcohol

consumption on sports performance (Barnes, 2014; Lecoultre & Schutz, 2009; Maughan, 2006; Murphy et al., 2013; Pesta et al., 2013), studies have suggested that sports clubs would greatly benefit from focusing on preventing and reducing alcohol consumption by young people (McFadyan et al, 2019).

Practicing sports as an individual or as part of a team can strengthen protective factors (UNODCCP, 2002). Team sports such as volleyball or football stimulate the development of social skills such as communication, conflict management and cooperation to work towards shared goals. Individual sports, e.g. table tennis, may stimulate the development of self-confidence, self-discipline, coping with stress and setting personal goals. Extreme sports such as wild water kayaking has the potential to increase self-confidence and fulfil the sensation seeking behavior of young people who may otherwise turn to substance use (UNODCCP, 2002).

The settings-based approach

According to the definition of the World Health Organization (WHO), health promotion is defined as “the process of enabling people to increase control over, and to improve their health” (WHO, 1986: 1). The concept of health promoting settings is based on the idea that changes in people’s health-related behaviors are best achieved through a focus on “the settings of their everyday life; where they learn, work, play and love” (WHO, 1986: 3). A setting approach is thus not directed towards individuals but towards changing environmental conditions and organizational cultures (Kokko et al., 2006).

The Ottawa Charter identifies five strategic imperatives for health promotion (WHO, 1986):

- i. *Build a healthy policy*: this section focuses on legislation, organizational change and policies that fosters equity and ways to make a healthy choice the easy choice;
- ii. *Create a supportive environment*: gives a description of ways in which society and parts of society can organize work and leisure time to be safe, stimulating, satisfying and enjoyable;
- iii. *Strengthen community action*: this involves setting priorities, making decisions, and using strategies that help to empower a community through self-help and social support;
- iv. *Develop personal skills*: supporting personal and social development through information, education and the development of life skills;
- v. *Reorient health services*: including the transformation of the health care system towards health development and the cultural needs of the population.

The Bangkok Charter (WHO, 2005) also emphasizes that settings must form partnerships and build alliances with all sectors, including non-governmental organizations.

In this charter an attempt is made to go beyond the idea of sport only promoting health via physical activity, towards an idea of the sports club as a health promoting setting (WHO, 2005).

A healthy athlete

Kokko et al. (2011) argue that sports clubs contribute significantly to improving public health by promoting physical activity. However, it is important to integrate the promotion of physical activity within a broader perspective of health promotion and not only focussed on sports activity. However, studies suggest that this rarely happens; although sports clubs may have a strong ideology concerning the importance of living a healthy lifestyle, this seldom translates into preventive actions (Meganck et al., 2014; Ng et al., 2017). This can be attributed to the (exclusive) focus on sports performance and less on more general health concepts such as alcohol or illegal drug use (Kokko, 2006).

A healthy sports club

Crundall (2012) argues that sports clubs are often confronted with a wider risky drinking culture and in work package 4 some of the sports clubs lamented that in teenage years promising players may drift away from sport for this very reason. Alcohol can also sometimes take centre stage during club activities or other member activities (Crundall, 2012).

Young people who are part of a sports team can even be drinking more than their counterparts, who are not where there is a heavy drinking culture (Vest & Simpkins, 2013). According to Bandura's (1977) Social Learning Theory, (older) team members serve as role models for the young person and they model the behaviour of their older peers. A heavy drinking culture in the club can also increase the risk of drunk driving (Rowland et al., 2012).

Nevertheless, it is important to emphasise that sports clubs also have a lot of potential for positive change. A study by Halldorson et al. (2013) found that young people in sports clubs not only consume less alcohol, but also consume alcohol in a less risky manner. It was also found that being a member of a sports club can serve as a buffer for risk factors (cf. Supra – p.12) for alcohol use. Sports clubs have an important stimulating potential for living a healthy lifestyle, as they integrate a preventative approach in a policy for a healthier and more sustainable sports club (Halldorson et al., 2013).

The sports club as the driving force for a healthy life

Because of its often informal/ voluntary character, the sports club can play an important role in bringing the community together and for young people a welcoming environment to develop social skills (Geidne et al., 2013).

Parents, coaches, management and young people, in cooperation with the community can build a positive climate within, but also outside of the sports club. Coaches are important authority figures confidantes for athletes and key to instilling a good mentality and behavior of the sports team and the shared values of the sports club. Because of the informal character of the sports club, coaches and other volunteers come in contact with young people on a regular basis and can be quick to pick up any problems and react accordingly, for example to help deal with problematic alcohol use (Geidne et al., 2013).

Nevertheless, it would seem that sports clubs are often ambiguous when it comes to having an integrated health program with a focus on alcohol consumption, and this may be, because they are often dependent on revenues linked to sponsorship by the alcohol industry (Kelly et al., 2017). However, a study conducted by Crundall (2012) points out that having less focus on alcohol by sports clubs opens up possibilities for alternative fundraising². For example, encouraging families to visit the club canteen, an increase in membership fees or an opportunity for alternative community sponsors. Crundall also states that sports clubs with a healthy mission and vision are more often eligible for government grants (Crundall, 2012).

The RCT (Randomised Control Trial) of Rowland et al. (2019) found that interventions that target responsible alcohol management can actually increase club participation.

4.2 Prevention in sports clubs

It has been recommended that an alcohol and drug policy in every setting should consist of four pillars (rules and regulations, education, referral, and structural measures). In practice, this means that sports clubs need to focus on guidance, support and adequate referral (VAD, 2015). An inadequate policy that solely focuses on legislation and health education might lead to a decline in the attractiveness of the club and a decrease in membership (VAD, 2015).

Sport can often be a way of engaging young people who are at risk of harm or having been getting into trouble. If these informal structures however move too far towards formal education and development, there is a threat of losing the young people targeted, who are most at risk of substance (mis)use (UNODCCP, 2002).

Rules and regulations

The vision and mission of the club needs to be translated into concrete rules and regulations directly applicable to the broader legislation with the countries, and procedures outlined related to the violation of these rules. With a well-developed pillar of regulations, the organization anticipates possible incidents and works in a preventative way by clarifying what the standards are in terms of substance use (VAD, 2016).

A study in Finland found that 63% of coaches and management of sports clubs mentioned the presence of rules and regulations about substance use in the sports club (Kokko et al., 2009). Furthermore, management, coaches and (other) volunteers have stated that they would support the implementation of a written alcohol and drug policy in their club (Geidne et al., 2013). It is also good practice for a club's rules about alcohol to be recorded in a sports charter which is signed by every club member (gezondsporten.be).

² In this regard we can mention the sponsorship of SHAAP (Scottish Health Action on Alcohol Problems), one of our consortium partners, of Scottish Women's Football.



Fundraising

Club members, as well as non-members support policy measures that restrict sponsorship from the alcohol industry (Tobin et al., 2012) and to seek alternative financing. Contrary to the belief that banning alcohol sponsoring will result in a steep decline of the club's finances (Kelly et al., 2017), Crundall (2012) noted that this often resulted in opportunities to attract alternative sponsors for different types of Australian sport clubs. Not only would this attract more families and increase their involvement in the club, but it is also found that clubs who participate in health projects are more successful in receiving government funding (Crundall, 2012).

4.3 Good practices

Sports club for health

The Finnish Sports Club for Health (SCH) program (<https://www.scforh.info/>) offers recommendations for sports clubs to improve their health program based on a health setting approach, as described in the Ottawa Charter (WHO, 1986). This Charter states that the health of an individual is determined within their daily context, in which they work, learn, play and love, but as yet mention of the local sports club remains absent (Kokko et al., 2006).

SCH uses a broad understanding of a healthy sports club and sets out clear priorities for health. The SCH methodology offers 22 standards, clustered in five themes: 1) health promotion policy, 2) environmental health and safety, 3) community relations, 4) health education and individual skills, and 5) health services (Kokko et al., 2006). These prevention standards are directed towards sports clubs and national sporting associations to encourage them to include broad health perspectives in their activities, and brings to the fore the role of stakeholders, such as authorities and experts (Kokko et al., 2011).

Good Sports

The Good Sports programme was developed for Australian sports clubs and specifically targets the decrease of harmful alcohol consumption in the club by promoting adequate alcohol policies (Rowland et al., 2012). The programme always focuses on three overall topics at every level, i.e. community, funding and safety. Over a time span of 2,5 years, the Good Sports programme offers a three-step approach to implementation to be carried out by a Good Sports (Goodsports, 2016). These three different levels are :



GOOD SPORTS LEVEL 1

This focuses on the compliance of the sports club with the law and promotes taking responsibility members and the sale of alcohol at the club (Goodsports, 2016).

The main objectives for level 1 are:

- Clubs have attained the necessary liquor license;
- Clubs adhere to the requirements of their license;
- Reduction in alcohol related incidents;
- Maintaining a smoke-free environment;
- Increase in members;
- Increase in revenue.

GOOD SPORTS LEVEL 2

The second level of the Good Sports programme builds on the last and is focussed on the management of alcohol-related activities in the club, such as having food available when alcohol is around, providing safe transport options, and having a responsible revenue generation strategy in place. The aim is to develop a healthy club culture, inclusive of young people and families, whilst providing a duty of care to members and guests (Goodsports, 2016).

The main objectives for level 2 are:

- Minimising alcohol-related violence;
- Eliminating drink driving risk;
- Creating a healthy, inclusive social environment;
- Increase in members;
- Increase in revenue;
- Implementation of a safe transport policy.

GOOD SPORTS LEVEL 3

The third and final level of the Good Sports programme puts into practice everything from the previous levels in order to create a comprehensive alcohol management policy for the club. It is designed this way so that clubs have already begin to change their alcohol management practices before the policy document is written to ensure the policy is embedded in management and culture, making the operating procedures sustainable (Goodsports, 2016).

The main objectives for level 3 are to:

- Increase club revenue;
- Reduce alcohol-related incidents (including anti-social behavior and accidental injury);



- Provide safe-transport options;
- Provide a safe and healthy club environment;
- Increase membership.

The final requirement to reach top level accreditation of the Good Sports programme is a Good Sports-approved alcohol management policy.

Results

Evidence shows that successfully completing the Good Sports programme results in a significant reduction in alcohol consumption, leading up to a decrease of 68% in risky drinking behaviour within Clubs (Crundall, 2012; Rowland et al., 2011). Crundall (2012) found that clubs who participated in the Good Sports programme experienced an increase and diversification in revenue and membership, and overall, the club's income increased. Adopting a more moderate approach to alcohol allows the club to still receive income from alcohol sales while other income streams are successfully cultivated to take the emphasis away from alcohol. As such, unspecified fund raising grew as an alternative source of income. Membership of the club also increased, especially females, young people and non-players. This highlights that the clubs become more attractive to those not traditionally in the membership base.

Even though the Good Sports programme did not increase the capacity of clubs to field teams, it also did not decrease that capacity. Overall the study shows positive outcomes that are likely to be delivered for the long term good of clubs when they take action to better manage alcohol (Crundall, 2012). The findings of Crundall (2012) are in line with the findings of the RCT of Rowland et al. (2019), which concludes that interventions that target responsible alcohol management can also increase club participation.

Rowland, Toumbourou and Allen's (2012) study shows that the Good Sports programme also scores well on drink driving indicators. For each season that the club participated the risk of drink driving among club members decreased with 8%. The authors conclude that especially changing the drinking culture within the club and the social norms regarding alcohol is of impact, and that the specific prevention measures undertaken by the club are just a part of that (Rowland, Toumbourou & Allen, 2012).

Sportivos

In Flanders, Belgium, VAD (2017) has developed the Sportivos programme in 2017, based on the Good Sports programme. In addition to the Good Sports programme, which only focuses on alcohol consumption in sports clubs, Sportivos focuses on alcohol and cannabis use in sports clubs.

Like the Good Sports programme, Sportivos constitutes three phases (Bronze, Silver and Gold) which sports clubs have complete to create a comprehensive alcohol and drug policy. In order to successfully implement the different phases of the Sportivos programme, clubs are



supported by their local prevention workers. Completion of all three phases is not mandatory, however, in order to create sustainable policies and changes in the sports clubs, it is strongly encouraged (VAD, 2017).

SPORTIVOS BRONZE



Sportivos Bronze is directed towards key figures within the sports club. Club management and canteen personnel receive training on responsible alcohol consumption and sales and updated on the most relevant alcohol laws. Consequently, the whole club is informed about their participation in the Sportivos programme and a road safety initiative is organized (VAD, 2017).

Sportivos Bronze constitutes of:

- Communication tips:
How does the sports club communicate the prevention initiatives taken following their participation in the Sportivos programme?
- Training 'Alcohol and Drugs in the sports club':
Club management and canteen personnel receive training on responsible alcohol consumption and alcohol sales and the most relevant alcohol laws.
- Brochure 'What does the law say?':
The canteen provides a brochure with an overview of the applicable legislation, freely accessible for canteen personnel and other key figures.
- One road safety action:
The sports club has to carry out at least one initiative about road safety. The brochure provided offers an overview of possible actions.
- Promo package:
The participating sports clubs receive a promo package including posters, stickers and brochures. It is expected that this promotional material is visible in the club.

SPORTIVOS SILVER



Sportivos Silver is directed to all club members. Amongst others, in this phase, one of the club members will be trained to become an alcohol and drug coach. After this professional training, the alcohol and drug coach (A&D coach) will be trained to work in a preventative manner within the sports club, and to address potential problems and refer people with questions or problems to appropriate organisations (VAD, 2017).

The club's core group brainstorms about the club's vision regarding alcohol and drug use. The athletes are informed about the effects of alcohol and drugs on their health and sports performance. Furthermore, the club also receives an inspiration guide with several initiatives for fundraising (VAD, 2017).

Sportivos Silver constitutes of:

- Communication tips:
How does the sports club communicate the prevention initiatives taken following their participation in the Sportivos programme?
- Inform the athletes:
Athletes receive information on the effects of alcohol and drugs. Young athletes are receive this information through playing the game "homerun", and adult athletes through a brochure.
- A vision about alcohol and drugs in the sports club:
The core group of the sports club create a vision about alcohol and drug use in the sports club. This vision has to be ratified by the club management and is communicated at members and fans of the sports club.
- Selection of an alcohol and drug coach:
After the selection of the alcohol and drug coach, this person receives professional training about preventative approaches, how to deal with problems and where to refer club members with questions and/ or problems.
- Healthy fundraising
The club management receives an inspiration guide which includes several possible initiatives of fundraising which do not involve alcohol sponsorship.

SPORTIVOS GOLD



Sportivos Gold focuses on the structural embedding of initiatives within the community. The A&D coach remains the point of contact for all questions and problems regarding alcohol and drugs, and is responsible for activities in this area. The A&D coach receives support from VAD and their local prevention worker. The core group translates their A&D vision – created in Sportivos Silver – into concrete rules and regulations. VAD has an instruction manual to help facilitate this process, but every club can do this as they see fit according to their own needs. Additionally, the club also organises preventative actions for the fans (VAD, 2017).

4.4 Barriers to implementation

Research of Kokko, Villberg & Kannas (2015) examined the extent to which youth sports coaches have taken health promotion into account as a part of their coaching practice. Their health promotion activities were examined under three domains: (1) sports performance-related actions, (2) non-performance-related actions, and (3) health related actions. The results show that sports performance-related actions were those best recognized by the coaches. Non-performance related actions were less frequently realized and health education was rarely addressed. Substance related topics were only seldom addressed (Kokko et al., 2015).

The results show that coaches have not yet a comprehensive understanding of athlete development in their daily practices. A possible explanation for this is that the most prevalent features in sports systems are based on the voluntary activity of coaches and the lack the time, know-how or education, and competency on features beyond sports-specific skills (Kokko et al. 2015).

Coaches may have a positive orientation towards promoting health in sports clubs, but the practice and policies of clubs often fail to support those aims (Ng et al. 2017). Additionally, health promotion in sports clubs is often about prevention of illness or injury, or safety rather than the use of substances. In short, the focus on health promotion in clubs at present is generally too narrow. For substance misuse to get the attention it deserves, it needs to be better documented by figures and key persons should be fully aware of their roles in promoting prevention within the community (Kokko et al. 2015).

5. FYFA country reports

5.1 Belgium

Astrid De Schutter

VAD (Vereniging voor Alcohol en andere Drugproblemen vzw), Belgium

Introduction and overview

The football club interviewed for this work package was KRC Harelbeke, which was founded in 1930. The club is located in Harelbeke, West Flanders and are nicknamed “the rats”. The club has a first team playing in 3rd class and 2nd Amateurs. KRC Harelbeke has a A team, a B team, youth work and G-sport. There are girls and boys playing at KRC Harelbeke, in mixed teams. There is a greater proportion of boys that play.. There is a canteen present on the grounds of KRC Harelbeke and they are sponsored by the alcohol industry, Bavik.

Alcohol consumption in the sports club

All the interviewees indicate that alcohol consumption in the sports club is very common. Not only parents, but staff of the football club consume alcohol during or after the game. Nevertheless, they do not feel it constitutes a problematic situation. Most of the time, it was felt to enhance a pleasant atmosphere where players, parents and staff are able to socialize about the events taking place.

“At youth matches, parents and spectators always drink alcohol.” – C1

They also reported that alcohol consumption might cross a line sometimes, e.g. drinking during management meetings, parents who are drunk at the side-lines during the game, as examples. An important issue here is good role modelling for young players.

“Yes, they [staff, canteen staff, board members] drink alcohol as well. [...] It’s not a good example for the youth players. You cannot expect them not to drink a pint or something.” – C3

It was suggested that players do not consume alcohol on the club’s grounds. The higher the level they play at, the more conscious they are of potential harmful effects of alcohol on their sports performance. At the end of a match, the players are offered sandwiches and chocolate milk in order to let their body recover. They are fully aware that drinking alcohol is damaging to their body.

When asked if measurements are taken to prevent or address (problematic) alcohol use in the club, all the interviewees state that there is nothing official in place, except for minors (cf. D6.1 written policy). The alcohol consumption of players is dependent on their ambition to make a career out of football. Players who are in the first team or hope to make the first team later on, are well aware of the negative effects of alcohol on their sports performance and choose to refrain from alcohol consumption. Those players for whom football is just a hobby, are likely to drink a beer after a training or match.

One of the interviewees also mentioned that members of the club are asked to consume a beverage in the club canteen in order to support the club's finances. Even though it does not specifically mention alcohol, it is the preferred type of beverage.

"It doesn't say alcohol, it's just to support the operation of the youth players, which is embedded within the football club. But this is to illustrate that the use of alcohol is actually inherent to youth football and operating a football club." – C1

Alcohol consumption by young people

Even though the interviewees discourage alcohol consumption by the players and the house policy foresees severe sanctions when caught drinking under the legal age of 16 years old, they admitted that they have no control over what the young players do in their spare time.

When asked about the alcohol use of the players, the interviewees stand firmly that almost all players do not consume alcohol, at least not on the premises of the club. They mention that, for players, their alcohol use is regulated by their ambition to make a career out of playing football. They are aware that alcohol consumption has a negative effect on their sports performance and will have a negative impact on their chances to get retained by the first team.

"They [the players] don't drink at the club. [...] Not even after the game. I've never seen any of the players drink alcohol" – C3

However, there are also some unofficial preventative initiatives in place to discourage players to go out drinking in their spare time. For one particular group of players, the recuperation training is planned on Saturday morning. This was not specifically done to discourage alcohol use; however, it does make the players think twice about going out on Friday night and participating in excessive drinking. Training with a hangover is not a pleasant way to start your weekend.

One participant reported using his own experience as a scare tactic, to discourage his players to drink (excessive) alcohol, not only on a sporting level, but also on a personal level.

The imposition of fines is another preventative strategy that is mentioned by one respondent. When one of the players of his group is caught smoking or drinking, they must pay a 10 EUR fine. If they refuse to pay the fine, they are not permitted to play.

A lot of responsibility is given to the parents and the upbringing of the players. As such, one of the interviewees said that they inform parents about the risks of alcohol use for the player but it is not the club's responsibility after that.

"If their parents allow their children to drink, you can do little about it. You can only suspend them." – C3

The legal age for drinking in Belgium is 16 years old (beers and wine) and 18 years old (spirits). The interviewees differed in their opinion regarding the 'best' legal drinking age, and whereas one respondents felt 16 is an acceptable age, another said it depends on the character and maturity of the young person and another that the legal drinking age should be 18 years old.

"It depends, if they don't take advantage of it [16 years old would be a good age limit]. It depends on how mature you are." – C1

Advertising

Bavik is the official club sponsor, and if a person orders a beer in the club canteen, they receive a Bavik or derivatives from the brewery. Two out of three respondents mentioned the financial aspect linked to sponsoring by the alcohol industry as the most important facet of why they have not banned alcohol promotion on the premises of the football club.

"They can't just say: no advertising. They're the head sponsor. Bavik." – C3

Bavik is clearly advertised in the canteen, on the website of the club and on the outfit of the players playing on the first team. Bavik is not mentioned on the outfits of the youth players. One interviewee reported that even if they could get the same sponsorship from a soft drinks company they would still go with the alcohol industry, because of the increased revenue from sales of beer.

"I think that, in the story of football, people are still prone to believing that the sale of alcohol would trump the sale of soft drinks." – C2

Two interviewees believe that alcohol promotion does influence young people in terms of choice of drink, but did not think it lead to extra consumption. As such, in the club only Bavik is served and Bavik promoted, which may influence club members to also drink Bavik outside of the club setting.

"I think that, if you want a beer, you will buy that specific brand. If you don't want a beer, you won't buy one." – C1

One participant also felt that the influence of parents is more important than alcohol advertising.

"I think parents are more important, when parents are drinking beer or something. It has to do with the upbringing, I think." – C₃

Additional remarks

During this study, it became clear that people in the club were very reluctant to talk to the Belgian WP partners. As the financial gain of alcohol advertising and alcohol sponsorship was so prominent in the interviews with the few people who were willing to talk to us, we can only hypothesize that the fear of losing this sponsorship might be at the basis of the mistrust towards VAD and this research. This mistrust and fear was also reported in research by Kelly et al. (2017). Belgium is a beer country and the alcohol industry has a very powerful position, especially when it comes to football. As such, Belgium has for instance the Jupiler Pro League, a national football competition named after a beer brand. Whenever you go to football matches you see people (spectators/fans) drink Jupiler or wear merchandise they received when buying Jupiler products. In Belgium, the alcohol industry and football are so closely interwoven that football and the consumption of alcohol (specifically beer) is seen as inherent to one another.

5.2 Finland

Leena Sipinen

Enkäisevä päihdetyö (EHYT), Finland

Introduction and overview

The interviews were conducted among the stakeholders of FC Honka ry (www.fchonka.fi) in Espoo between 19.09.2018 and 31.01.2019.

The data consists of six interviews with people in the following roles:

- CEO and chairwoman of the board
- Sports club coordinator
- Coach
- Team manager
- Parent
- Canteen worker/ steward

Alcohol consumption in the sports club

All interviewees reported that there is no consumption of alcohol during training or minors' matches. Several pointed out that there are strict regulations around alcohol consumption around young players (cfr. Report WP6 Policies). Alcohol consumption is allowed during adult matches, however, the sale of alcohol is restricted to certain areas within the stadium and to be kept out of sight of minors.

"I am certain alcohol is sold and consumed during league matches [adults]. There is a sale area for sure. But here at junior events, there is no alcohol sale. When travelling [away matches] and the boys are sleeping, you can say that the coaches go out for a beer ... The limit for me is that when there's a children's event and they are playing, there is no room for alcohol. The policy has been that drinking alcohol in front of the children is not allowed, but what they do in their own time is different." – D4

The interviewees noted that they have not experienced any alcohol related problems and if there is any use of alcohol during football matches of the younger players, it is well hidden. Coaches and other club staff are seen as role models for the younger players and are thus expected to set a good example. The team rules also apply to all the parents.

"However, we have found that drinking beer during the league games doesn't have any effect on the atmosphere or safety of the event, experienced by young people. No disadvantages, no benefits. Moreover, the serving of beer is situated in "the darkest corner" of the stadium." – D3

"If alcohol has been used in the club somewhere, it has been well hidden. The young people and the junior players have not used alcohol to my knowledge, nor have their parents or the staff of the club. As far as I know, there has been no case." – D5

Alcohol consumption by young people

In general, the interviewees are not too worried about alcohol consumption by minors in Finland. Many of them reported the impression that alcohol consumption amongst young people has even decreased. However, they do perceive binge drinking as a problem amongst the Finnish youth.

"I have noticed that young people today have a completely different attitude towards alcohol, compared to my age group and what we thought at the same time." – D6

The age limit of 18 years old for purchasing lighter alcoholic beverages such as beers and 20 years old for purchasing spirits is deemed fair by all interviewees. However, one of the interviewees mentioned that 16 – 17-year olds are old enough to try alcoholic beverages for the first time and is a good idea to introduce young people to alcohol in the presence of their parents.

"Drinking alcohol for the first time should be with parents, wine tasting or so. When doing so, drinking alcohol doesn't become a secret thing to do with friends, hidden somewhere."
– D5

All concurred that there are no issues with alcohol in their club and not very many incidents, and some interviewees retain a more positive attitude towards alcohol consumption.

"After a couple of beers, the audience is singing, and the teams get more encouragement from it. So, I think that alcohol has a more positive effect rather than negative." – D6

When the interviewees were asked how they would tackle alcohol problems in the club, they felt an open and honest discussion was most effective. They feel it is important to discuss the rules for alcohol consumption at the beginning of the season, clearly stating the rules. They feel that it might be a good idea to work out a clear alcohol procedure which lays out every step of the way, when minors are caught breaking the rules. A concise and well thought out procedure would ensure correct communication towards the young football players and the consequences are clear for everyone. It is mentioned that, should the need arise, alcohol education for players would also be a good idea. The club, however, does not have special programmes in place for tackling alcohol related problems.

Advertising

There are many different forms of alcohol advertising and promotion. It was argued by three of the interviewees that social media has gained more importance in the last decade and has more influence on young people, especially the role of influencers. Other interviewees report that advertising has little effect and young people today are too smart to be swayed by alcohol promotion and rather peer influence and role models are of greater importance.

"Bloggers for instance. If you hit one who has positive attitudes towards alcohol, it may even be more relevant than traditional alcohol promotion with advertisements. Bloggers etc. are opinion leaders for young people." – D1

"I do not believe that alcohol advertisement affects young people or young people's alcohol consumption in any way, positive or negative." – D4

The club does not undertake any special kind of action regarding alcohol promotion. When questioned why, the answer is simple: there is no need for it.



There is no alcohol sponsorship in the club, and this is the case for most Finnish football clubs. An explanation for this point might be that ice hockey is a more popular sport in Finland than football and the alcohol industry is more interested in sponsoring them instead.



5.3 Italy

Claudia Gandin, Alice Matone, Silvia Ghirini and Emanuele Scafato

Istituto Superiore di Sanita (ISS), Italy

Introduction and overview

Field activities in the sport setting have been carried out in collaboration with the Italian Society on Alcoholology (SIA), particularly thanks to the active collaboration of Dr Fabio Caputo (SIA, U.O. Medicina Interna - Ospedale SS. Annunziata - Cento /FE), Dr Michele Parisi (SIA, SERT Nicosia, ASP Enna), and Dr Francesco Castiglione (President of the Sport Project ASD).

The Italian partners have chosen to adapt the original protocol to the local context as it will be described below.

This section will present the findings of interviews conducted in Italy in 9 sport clubs/associations involving a total of 22 senior managers.

Methodology

According to the FYFA WP6 research protocol, the interviews with sport clubs senior managers explored the following topics:

- Senior managers attitude about alcohol and young people
- Whether they think alcohol is a problem for the young people they work with
- Strategies they employ to reduce alcohol-related risks and harms for young people
- Their attitudes and actions in relation to exposure of young people to alcohol promotions
- Methods that they believe are effective and evidence to support these conclusions.

With reference to the interview with senior managers of youth sport clubs/associations and the field work in Italy, the Istituto Superiore di Sanità in compliance with the WP6 protocol, considered appropriate at national level to add other activities take into account the following needs:

- To harmonize/standardize as much as possible the data collection using a similar set of questions already used for the WP5;
- To have a tool (questionnaire) available and ready to be used for extending the survey to other clubs/associations;
- To include other sports in addition to football being difficult to find a sport equally represented among genders (as previously described in WP5 protocol and related deliverable);
- To activate a formal activity to survey, in collaboration with a well-established institutional stakeholders network, some main dimensions in the context of alcohol and sports and youth aimed at collecting views, knowledge, attitudes, perceptions assisted by a interview grid

based on the questionnaire, in case, also to be used as a track for the interviews. A major opportunity was given by the formal, active, institutional organization of the European Sport Week (ESW) where the ISS has been actively involved in prevention activities directed to nearby 5000 students of different educational levels;

- To compare what is already merged from the WP5 activities;
- To involve all senior sport managers who requested it after the dissemination of the FYFA brochure during the ESW national events, having asked their willingness to be involved as collaborating partner in the FYFA national activities and having carried out the activities in collaboration with Regional members of the Italian Society on Alcoholology.

The following tasks have been carried out:

1. The creation of a tool for a standardized data collection starting from the WP5 tool and the set of WP6 proposed questions: the WP6 questionnaire;
2. The distribution of the Italian version of FYFA leaflet during the ESW national events to senior managers (See the Italian version of the leaflet at: <https://www.fyfaproject.eu/media/1V8M4R3C2Z/docs/leafletfyfainalit.pdf>);
3. Data collection and analysis

The description of the FYFA questionnaire

The core version of the Italian WP6 FYFA questionnaire built on the WP6 set of questions and on the WP5 questionnaire (see the WP5 questionnaire at:

<https://www.fyfaproject.eu/media/H8S2H6U3P9/docs/deliverablewp5fyfainital2852020.pdf>).

The questionnaire is composed of a total of 17 questions and 11 sub-questions of which 19 multiple choice questions, 6 with Likert scale, 3 open questions (Appendix 2).

In line with the FYFA WP4 and WP5 activities, the questionnaire analyses different dimensions referred to 3 main topics:

- a) Prevention of alcohol related harm, youth and sport clubs/associations;
- b) Alcohol policies, youth and sport clubs/associations;
- c) Intervention strategies (example of good practices) effective in reducing risky alcohol consumption and alcohol related harm in youth within sport clubs/associations.

Findings

Key informants by positions and by sports disciplines

For the activities of the FYFA WP6, 9 local youth sport clubs/associations have been involved (of which, 8 amateur, 1 professional) where young people aged 13-15 play football (3 associations), volley (4) and athletics (2). The name of the clubs/associations involved is below.

For football: Bologna Football Club, REAL CASALECCHIO and ASD Polisportiva Nicosia.

For volley: ASD Volley Ladispoli, NAF Club Nicosia, Associazione Sportiva Sport Project and Diavoli Rossi.

For athletics: Scuole di Atletica Fidal Lazio and ACSD Talin Club Nicosia.

Within the 9 local youth sport associations, 22 stakeholders have been interviewed and fulfilled a semi-structured questionnaire; they have been asked also to provide internal club's regulation concerning alcohol consumption / selling and serving alcohol, if any.

The description of clubs/associations that gave their consent (or instructed us to share their information with third parties) is described in the accompanying report D6.1

The twenty-two participants cover a wide range of positions in the clubs/associations as shown in figure 1:

- presidents or general directors (4)
- club manager (1)
- couches or instructors (14)
- sport doctor (1).

The participants' sports disciplines are:

- athletics (8)
- football (9)
- volleyball (5).

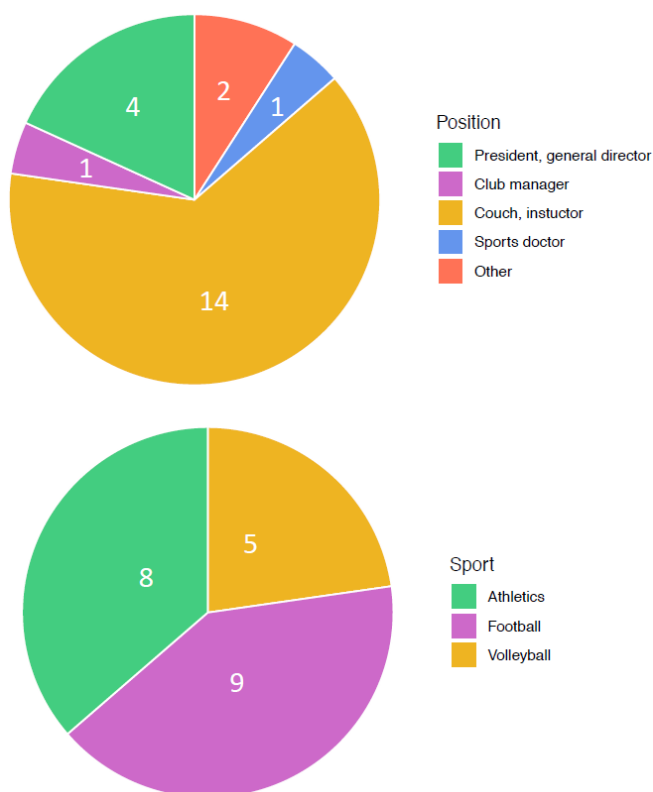


Figure 1. Key informants by positions and by sports disciplines (n=22)

Alcohol consumption in youth sport clubs/associations

According to 22 Italian FYFA key informants, alcohol is not consumed inside their sport club/association (18 out of 22) and not by young people (Figure 2). In 2 cases alcohol is consumed in the clubs, usually adults, while minors don't drink or rarely drink; in both cases it is consumed by athletes, in the bar/restaurant of the club, before training.

All participants but one claim they do not have to deal with alcohol related issues.

Is alcohol consumed in your sport club/association?

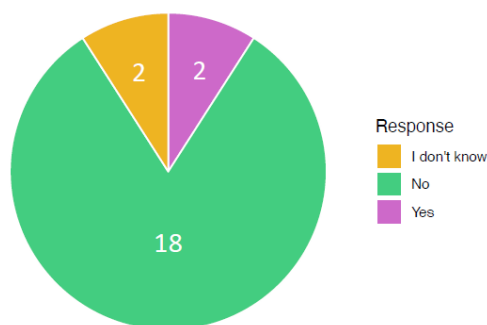


Figure 2. Alcohol consumption within youth sport clubs/associations according to 22 key informants

Alcohol consumption as an important matter for young athletes

With reference to their clubs/associations, the majority of key informants (18 out of 22) think that alcohol consumption is not an important matter (13 with strong disagreement), while it is an important matter only for 4 participants (with strong agreement). However, when speaking about alcohol consumption in sports settings in general, alcohol consumption is much more of an important issue (8 with strong agreement) (Figure 3).

Do you think alcohol consumption in young athletes is an important matter?

In your club	In sport settings in general	
0	0	0-3 strong disagreement
0	0	4-7 intermediate level of agreement
8	7	8-10 strong agreement
0	3	
0	5	
2	6	
6	5	
0	3	
4	7	
10	10	
0	3	
	8	
10	10	
2	10	
	9	
0	2	
1	10	
10	10	
0	2	
0	2	
1	10	

Figure 3. Expert opinion on alcohol consumption as an important matter to youth among sport clubs/associations

The prevention of alcohol related harm in young athletes as a priority within sport clubs/associations

The majority of participants agree that preventing alcohol related harm is a priority in their sports club/association (10 agree, 5 an intermediate level of agreement, 4 disagree) and in sport settings in general (9 agree, 8 an intermediate level of agreement, 2 disagree). Nearly all participants, except one, believe that preventing alcohol related harm in young athletes should be a priority either within experts sport club/association (only 1 disagree) and in sport settings in general (Figure 4).

Do you think preventing alcohol related harm in young athletes **IS** a priority at the moment in sport clubs/associations?

In your club	In sport settings in general
10	10
10	10
9	9
10	8
0	5
5	5
5	7
10	8
3	7
10	10
0	3
7	7
5	5
0	0
	9
10	10
5	5
10	
10	7
10	10

Do you think preventing alcohol related harm in young athletes **SHOULD BE** a priority in sport clubs/associations?

In your club	In sport settings in general
10	10
10	10
10	10
10	10
0	7
10	10
6	8
10	7
5	8
10	10
6	6
8	8
10	10
5	10
	9
10	10
10	10
8	8
10	
10	
10	10

0-3 strong disagreement
4-7 intermediate level of agreement
8-10 strong agreement

Figure 4. The prevention of alcohol related harm in young athletes as a priority within sport clubs/associations

Sport clubs/associations as appropriate places to promote healthy lifestyles (including alcohol)

Sport clubs/associations are (and should be) considered appropriate places to promote healthy lifestyles (including alcohol) to young people (Figure 5).



ARE sport clubs/associations the appropriate places to promote healthy lifestyles (including alcohol) in young people?

Yes 100%

SHOULD sport clubs/associations be appropriate places to promote healthy lifestyles (including alcohol) in young people?

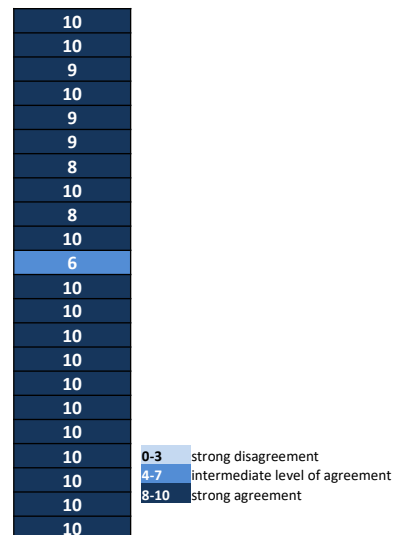


Figure 5. Sport clubs/associations as appropriate places to promote healthy lifestyles (including alcohol)

Personal opinion of senior sport managers on alcohol consumption and safety / sport performance in young athletes

According to the personal opinion of key informants from the participating sport clubs/associations, alcohol consumption has an influence on safety in sports environments in general for nearly 2/3 of participants (6 do not agree), but not when the same question is related to their club (all disagree, but not for 2).

With reference to alcohol consumption and the influence on sport performance in young athletes in general, all participants but not one agree with it, but not when the same question is related to their club (8 do not think alcohol consumption has an influence on performance, while 9 think so) (Figure 6).

Alcohol policies, youth and sport settings

Legal age for drinking knowledge of youth sport clubs/associations key informants

Regarding national laws and regulations to protect young people from alcohol harms, almost all participants know that the legal age for drinking in Italy is 18 years old (Figure 7).

Figure 7. Expert knowledge of local youth sport clubs/associations key informants on legal age for drinking

Rules on alcohol consumption in youth sport clubs/associations

Regarding national laws and regulations concerning alcohol and youth, as it has been revealed within the WP5 activities, there is an overall low level of knowledge within sport clubs/associations, but not for the legal age for drinking alcohol.

Regarding rules within the clubs/associations on alcohol consumption, according to half of the participants (12), there are no rules on alcohol consumption in their sport club/association (8 participants referred that there are rules, and “do not know” for the remaining 2). When rules on alcohol consumption are available in their club/association, participants believe that the restrictions are respected in most cases in their clubs (5 strongly agree, 1 with an intermediate level of agreement, only 2 disagree) as well as in sport settings in general, but to a lesser extent (1 with strong agreement, 5 with an intermediate level of agreement, 2 missing data) (Figure 8).

In your sport club/association, are there any rules on alcohol consumption?

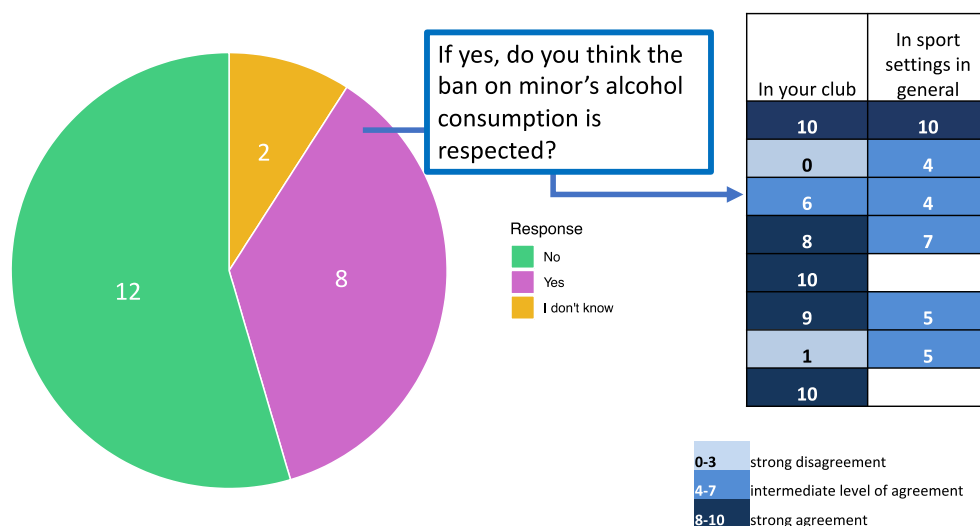


Figure 8. The presence of rules on alcohol consumption in youth sport clubs/associations

Rules on selling and serving alcohol in youth sport clubs/associations

Only for 3 participants out of 20, rules on serving and selling alcohol in youth sport clubs/associations are present, while for more than half of the participants, (14) there are no rules at all (3 participants don't know). When rules on selling and serving alcohol are available,

according to the personal opinion of participants the ban is implemented in 2 out of 3 cases with a strong agreement both in their club/association than in sport settings in general (Figure 9).

Alcohol, youth and sponsorship

Activities in participant's sport clubs/associations for young people 13-15 years are not sponsored by the alcohol industry (Figure 10).

In your sport club/association, are there any rules on selling and serving alcoholic beverages?

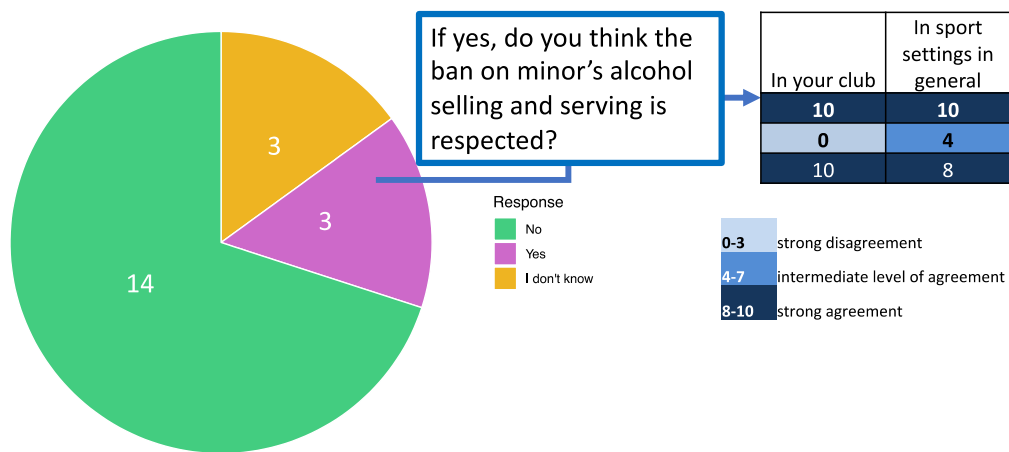


Figure 9. The presence of rules on selling and serving alcoholic beverages in youth sport clubs/associations

Are activities in your club sponsored by the alcohol industry?

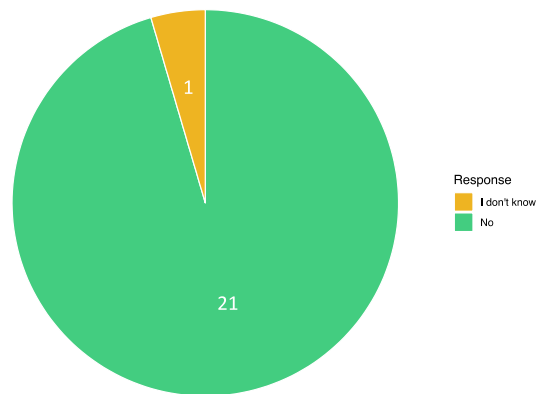


Figure 10. Activities in sport clubs/associations sponsored by the alcohol industry

Alcohol related sports advertising and sponsorship in young people could have an effect on the athletes for nearly half of participants (Figure 11).

Do you think alcohol related sport advertising and sponsorship in young people could have an effect on the athletes?

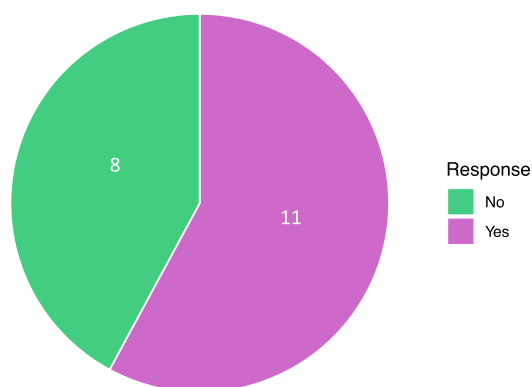


Figure 11. Alcohol related sport advertising and sponsorship and effects on the athletes

Intervention strategies for reducing risky alcohol consumption in youth in sport settings

The majority of key informants from sport clubs/associations are not aware of interventions or programmes effective in reducing risky alcohol consumption and alcohol related harm to youth, as well as of initiatives for restricting alcoholic beverages advertising for young athletes within their sport club/association as well as in the sport settings in general (only 2 and 3 participants respectively referred to know initiatives, but no details about the intervention strategies) (Figures 12, 13).

The reason very often reported by the key informants for not having initiatives/interventions activated in their own clubs/associations is that alcohol consumption in their club is not problematic and that alcohol is not consumed in their club/association, and that they do not deal (except for 1 out of 22) with alcohol related problems in their club/association.

In some cases, it has been reported that prevention activities on healthy lifestyles are implemented before the start of the training sports season.

With reference to initiatives to be taken for reducing risky alcohol consumption in youth in sport settings the following have been proposed:

1. To implement communication and information campaigns on the health impact of alcohol for young athletes and for the staff of the club/association
2. To support a dialogue between adult athletes and young athletes on healthy lifestyles (including alcohol)

Do you know any intervention/program effective in reducing risky alcohol consumption and alcohol related harm to youth within your sport club/association?

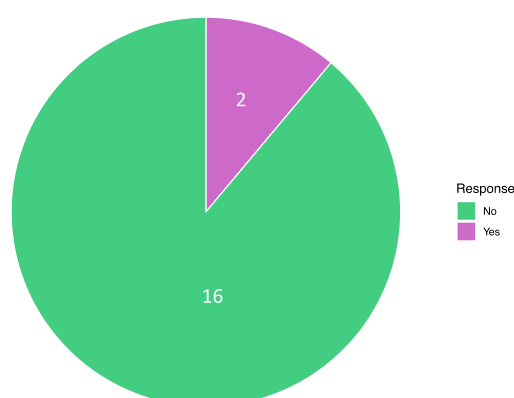


Figure 12. Interventions effective in reducing risky alcohol consumption to youth within sport clubs/associations

Do you know about any initiatives for restricting alcoholic beverages advertising for young athletes?

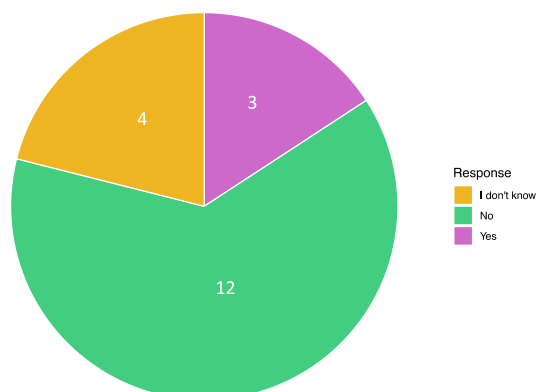


Figure 13. Presence of interventions effective for restricting alcoholic beverages advertising for youth athletes

Conclusions

Regarding the interviews of senior managers of sport clubs/associations on attitudes, knowledge, perceptions on alcohol related harm and youth, the main results from FYFA WP6 activities in Italy are the following:

- Alcohol is not consumed inside sport clubs/associations for young people aged 13-15 years. In sporadic cases, when alcohol is consumed, consumers are adults and not minors; they drink in the bar/restaurant, before or after the training.
- All participants, except for one, do not deal personally with alcohol related problems, nor does their club.
- Prevention of alcohol-related harm to youth is not an important matter within their own sport club/association, but it is a much more important matter when speaking about sport settings in general.
- Preventing alcohol related harm to young athletes has been considered a priority in most cases, either within experts' sport clubs/associations and for the sport settings in general.
- Nearly all participants, except for one, believe that preventing alcohol related harm to young athletes should be a priority either within experts' sport clubs/associations and in the sport settings in general.
- Sport clubs/associations are considered appropriate places to promote healthy lifestyles (including alcohol) to youth for all national FYFA sport clubs/associations participants, and this supports the findings from WP5.
- Furthermore, according to senior managers of sport clubs/associations, alcohol consumption has an influence on safety in sports environments, and much more influence on sports performance, but only in sport settings in general and not in their own club/association.

- Despite the presence of national laws and regulations to protect young people from alcohol harms, although the legal age limits are known there is an overall low level of knowledge within sport clubs/associations about alcohol harms, again reaffirming WP5's findings.
- Most participants (except for 4) know that there is the legal age for alcohol consumption and they considered age limits to be effectively implemented.
- Internal rules on alcohol consumption are not common within the Clubs. When rules on alcohol consumption are available, the restrictions are respected in most of the cases either in their sport club/association and in the sport settings in general but with a lesser extent.
- Rules on selling and serving alcohol in youth sport clubs/associations are very rare but when available, rules are respected in 2 out of 3 cases both in their sport club/association and in the sport settings in general.
- Sport clubs/associations for minors are not sponsored by the alcohol industry; according to the personal opinion of senior managers participants, alcohol advertising and sponsorship could have a negative effect on half of the athletes.
- The majority of key informants from sport clubs/associations are not aware of interventions or programs effective in reducing risky alcohol consumption and alcohol related harm to youth, as well as of initiatives for restricting alcoholic beverages advertising for young athletes within their sport club/association as well as in the sport settings in general.
- The reason very often reported by the key informants for not having initiatives/interventions is that alcohol consumption is not problematic in their own club/association, and that alcohol is not consumed in their club/association. Furthermore, all participants, except for one, reported not to deal with alcohol related problems in their club/association.
- The lack of rules inside the clubs/associations has been already revealed within FYFA WP5 as a barrier for the effective implementation of alcohol laws and regulations for youth in sport settings.
- In some cases, it has been reported that prevention activities on healthy lifestyles are implemented before the start of the sports training seasons
- A further barrier identified is the lack of training on alcohol harm and alcohol related problems of the sport team and/or the need of collaboration between experts from the prevention and the sport's fields.

Suggestions and research needs. Influence policy dialogue

This activity confirmed what has already emerged from WP5 results at national level, and the following areas of research needs have been identified:

- To extend the FYFA interview to other sport clubs/associations
- To improve the knowledge of laws and regulations at national level for protecting young people from alcohol related harms (including advertising and sponsorship);
- To set up, support and implement rules on alcohol consumption and regulate selling and serving alcohol inside the clubs/associations
- To implement/support/enforce communication and information campaigns on health and social impact of alcohol in sports settings

- To implement/support/enforce alcohol education and prevention initiatives on alcohol-related harms to different professional within sport clubs/associations
- To encourage and support a dialogue between sporting and prevention settings
- To consider possible special rules for avoiding any form of sponsorship by the alcohol industry.

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5.4 Poland

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Introduction and overview

Two football clubs were selected for the interviews for the Polish part of WP 6: the POLONIA sports club and the MUSK football club. Six interviews have been conducted with stakeholders, holding different positions in the clubs (coaches, parents, chairmen of the board).

POLONIA Warsaw is an all-male football club and their first men's team plays in the third league. It is located in the center of Warsaw. The club has 420 members of which 140 boys between the ages of 13 and 15 years old. There is a canteen on site, but no sponsorship by the alcohol industry.

MUSK PRAGA Warsaw is an all-female football club and one of the top eight teams in Poland, playing in the first league. MUSK PRAGA has 95 members, only females, with approximately 30 girls between the ages of 13 and 15 years old. The club is located in the Praga district of Warsaw, on the right bank of the Vistula river. There is no canteen on site and no sponsorship by the alcohol industry.

Alcohol consumption in the sports club

Men's football club

All the interviewees stated that there are no major alcohol issues within the club, although one of them mentioned this was not always the case. It is explained that there has been an attitudinal shift away from alcohol consumption during the last decade. It used to be a tradition to go out for a beer, amongst players, after the match. Players also used to smuggle alcohol on the bus when going on location, at training camps etc. It was seen as rooted in the football tradition. This behavior is attributed to the lack of knowledge the players had about the effect of alcohol on their sports performance.

"The players were not aware of the health consequences. They did not attribute it [alcohol consumption] to their performances. They did not notice the relationship between alcohol and their achievements." – B2

"I think earnings are important. Players realize what they could lose now, sometimes they lose large contracts, their chance of earning their living with football." – B2

Even though there has been a change in mentality towards alcohol consumption in the club, they have had a few incidents regarding the alcohol use of players and fans.

In one incident, a few of the younger players bought alcohol during the training camp. Consequently, the president of the club and their parents were immediately notified about the

incident. They boys in question were sent home and suspended. The case was also discussed at the Mazovian Sports Association.

"I think this was a good decision. I would make this decision all over again. Zero tolerance!"
– B4

In another case, some parents were being disruptive during the game and were suspected to be drunk. They were brought in for a talk with the staff. In another incident, one of the trainers was thought to be under the influence of alcohol. After confirmation, the coach was fired. It was stipulated that these were the only incidents over a period of three years.

Women's football club

The interviewees from the women's club did not encounter a lot of alcohol (ab)use in their club. One of the interviewees remembers an incident regarding girls (16 years old) bringing alcohol from home or buying alcohol on the spot. The girls received a disciplinary conversation and their parents were notified.

Alcohol consumption by young people

Men's football club

All the interviewees state that the consumption of alcohol by young people in the club is not a problem. One of the important factors is the role of the team coach and his attitude towards drinking alcohol. He is also the individual who coordinates the team activities and sets the rules.

"Our coach is perfect. He is charismatic and players respect him and follow his instruction without hesitating." – B1

One of the interviewees noted that awareness and trust are the two most important pillars, rather than prohibition, when working with young people. Awareness about the consequences of the use of alcohol and to avoid alcohol use or to be taught to drink alcohol in a less harmful way (e.g. knowing your limits) is most effective.

The ambition of young players is seen as a protective factor for the use of alcohol. As POLONIA is a serious club, where players aspire to have a professional football career this encourages players to refrain from alcohol use.

Three out of four interviewees agreed that 18 years old should be the minimum legal age for alcohol consumption, as is the case now in Poland. One of the interviewees mentioned 16 as the minimum age limit for drinking alcohol.

As a preventative measure, it is mentioned that young people should be introduced to a healthy drinking culture, most preferably by their parents.

"As far as alcohol is concerned, the family should teach you reason. The family should teach a proper drinking culture." – B2

When asked how they would tackle alcohol related risks and harms for young people, one of the interviewees mentioned alcohol education for young players. The most convenient way to do this would be during one of the training camps where these subjects can be discussed in an informal setting. When drawing back on previous incidents, the players involved were suspended from team activities and their parents were involved. Dialogue between players and coaches is mentioned several times by the interviewees and is seen as the most important way to prevent issues with the use of alcohol.

Women's football club

Both interviewees are of the opinion that 18 years old as an age limit is fair, although another interviewee felt it could be raised.

Apart from the incident mentioned in the previous section, there have been no incidents with minors drinking alcohol in the club. There is no canteen present on the ground, so when the older players want to go out and celebrate a win, this is done elsewhere and out of sight of the young players.

When the interviewees were asked what they would do if they were in a situation of underage drinking, their first response was 'talking to the players'.

"Awareness is important. Players have to be aware that drinking alcohol is not allowed in sports." – B3

In more serious instances or when the facts are repeated, suspension is deemed an appropriate response to these actions.

When the interviewees were asked what could be done to prevent such incidents in the first place, they referred to alcohol education, preferably by experts in the field. One of the interviewees would be willing to take a special training on this topic.

"The best place/ time for this kind of education would be during a training camp." – B3

Advertising

Men's football club

This football club is not sponsored by the alcohol industry. Alcohol advertisement is present in the adult football league, and much less in youth football.

The interviewees are of the opinion that alcohol advertisement has no place in youth football, however, shielding them from advertisement outside of the club is next to impossible. Nevertheless, the influence of alcohol advertisement on young people is deemed marginal and if so, only when combined with the influence of peers.

When asked if they would turn down sponsorship from the alcohol industry, one of the interviewees was adamant he would. The others are of the opinion that sponsorship brings in money for the club, and this is difficult to turn down.

"If someone came to us with a sponsorship proposal, nobody would turn it down. Sports develop thanks to the money coming from this sponsorship." – B2

Women's football club

When asked about the perceived impact of alcohol advertisement, the interviewees were divided. One felt that alcohol advertisement does not greatly impact young people and an influential peer is more of a threat to their sobriety. The other interviewee said that alcohol advertisement impacts young players.

"Of course advertising has an impact on young people. At the matches of the Polish national team there is alcohol advertisement and teenagers go to see the matches and are confronted with it. But it is a matter of how much [advertisement] and how people behave." – B5

The club is not sponsored by the alcohol industry. When asked if they would consider alcohol advertisement in their club, it was clearly stated that they would refuse the offer.

5.5 Slovenia

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Introduction and overview

Six interviews were conducted with stakeholders, holding different positions in the selected clubs. In Slovenia alcohol and sport are very interconnected, therefore, the questions regarding sponsorships and alcohol related problems within the club were formulated less directly. For this purpose, the topic list provided by the WP 6 leader was followed but the chronological order of the questions and the wording of a few questions altered, and a few more questions were added. Nevertheless, all topics were covered during the interviews. The questionnaire used can be found in Appendix 1.

Alcohol consumption in the sports club

Men's football club

The football club trains on several different training sites which have privately owned bars, however the club itself does not own their canteen or bar. All three of the representatives of the club indicated that alcohol consumption on the premises of the football club is not allowed. When there are occasional celebratory events where alcohol is part of the celebration, they do not organise these events on the football club's premises, but they use a location elsewhere. When football matches for under aged football players takes place, alcohol is not served and it is explicitly crossed out on the boards. They do this to emphasize that parents and other spectators are discouraged to bring in alcoholic beverages, although this is often ignored. In contrast, one interviewee indicated that fans and parents consume alcohol on the premises and our participant estimated prevalence of alcohol problems with alcohol consumption for about a 10% of the trainers.

"It is not allowed to drink alcohol in our football club. Players and coaches must not drink alcohol. If you want to succeed, you can't enjoy something that deconcentrates you. I think players know this. Otherwise, they are guided by the trainers in that way as well." – A1

"The employees in the club do not drink during training and matches, if something is arranged or celebrated, we go somewhere else. Fans are always consuming alcohol. Parents too. ... They can drink at a family picnic but drinking at a football game is not appropriate. I think there were no cases of drunk players, but we do have problems regarding alcohol consumption with about 10% of the trainers." – A3

All of the interviewees agreed that alcohol consumption during trainings and matches is inappropriate and disapprove of it. Trainers advise their football players on adopting and maintaining a healthy lifestyle. By focusing on a healthy football lifestyle, they hope to steer the young players away from bars and alcohol consumption.

Women's football club

All three interviewees mention that there is no alcohol consumption at the club, especially when it comes to their players and are aware of the risks involved.

"If you consume alcohol or if you are drunk, you can't function normal on a football pitch, you cannot give a 100%. Also, something might happen as your muscles and joints are weaker, you can sprain or break something." – A5

There is a bar on the premises where the parents of the young football players wait during their training. However, the football club does not have ownership of the bar.

"We have never had a bar at our stadium, where the club would organize the sale of alcohol. As far as I know, it has never happened that the parents would support the consumption of alcohol and us, the players and trainers, also do not support it." – A5

When it comes to the football coaches, they are bound by the 'trainers code³', according to which they are not allowed to drink alcohol when on duty as a trainer of the club. If there are any violations regarding the use of alcohol, they would fall under the jurisdiction of the Disciplinary Commission. This is an internal body of the women's football club, which consists out of three people. The Commission deals with any violations mentioned in the Disciplinary Rule Book of the club. All members, players, experts, technical staff and officials of the Women's football club Olimpija are subjected to this Commission.

Alcohol consumption by young people

Men's football club

When discussing the legal age for alcohol consumption, it is agreed that 18 years is an appropriate age, as it is felt young people are able to take responsibility for their actions and deemed mature enough.

With regard to undertaking action to prevent young people from drinking alcohol, the interviewees mention the intensity of the football trainings. Training take place four to five times a week, leaving kids less time for other activities outside school and football. One of the interviewees regarded alcohol consumption as a typical teenager issue and those fully engaged with football less likely to get involved. The competitiveness of the sport is mentioned as another protective factor against (excessive) alcohol consumption among young footballers. Another proposed initiative is to take action against people selling alcohol to minors, instating criminal penalties.

"On the other hand, this is a competitive sport, the competitions pull you in and they are even more focussed, because they compete with themselves, with others and against others." – A2

All interviewees are of the opinion that alcohol consumption by young people is a significant problem that should be handled carefully. However, when asked about their impression of the alcohol consumption by their own players, they state that this problem does not extend itself to the football club. This is mainly attributed to the competitive level and lack of time for other activities. When questioned about the actions that would be taken when people show up under the influence of alcohol, a zero tolerance policy for the trainers is suggested by one of the

³ This is however remarkable as there is nothing mentioned about alcohol in this document.

stakeholders. It is proposed that they are required to turn in their uniform and leave the club without a chance to return.

Alcohol education is seen as a shared responsibility between school, parents, the football club and the environment. Peer education is also believed as an effective way to get through to young people and send them a message of leading a healthy lifestyle. The club provides some education on alcohol through workshops during summer camps. However, the attention to alcohol and its damage is minimal and even non-existent when you are a player on the B-team (less gifted/ less professional). In that case, the responsibility for alcohol education is deemed to be the task of the school and the parents. The football club does not talk about alcohol consumption to young people under the age of 14.

"We do not talk about alcohol to children until the age of 14, because I think it's too early. First of all, we tell them about healthy eating, focus and doping, and then a bit of alcohol is mentioned." – A3

When participants were asked how they would tackle alcohol related risks and harms for young people, the interviewees stressed the importance of focusing on the positive things and using this to discourage alcohol consumption amongst their players. Interviewees would focus on the responsibility of the players for their behavior on the field and towards their co-players. One interviewee proposed establishing periodical meetings and psychological procedures. However, another interviewee also suggested more repressive sanctions towards people who serve alcohol to minors.

"For those who sell alcohol to children I would introduce criminal charges. The restaurants should get a criminal complaint if they do something that is not good for the children. I am in favour of aggressive penalties. Close the bar or give criminal charges to the shops where they sell alcohol to children." – A3

Women's football club

When asked about the appropriate legal drinking age, the opinions differed, with one thinking it should be 18 years old (currently the age limit), one recommended raising it to 21 years old finally one was against alcohol being consumed. Even though the first two interviewees mentioned different ages, their decision is motivated by the same intentions. The interviewees were of the opinion that young people at that age (18 or 21 years old) are mature enough and capable of making informed decisions about alcohol consumption and its consequences.

All the interviewees view alcohol use by young people in general as problematic, however they report not having these issues with young players at their club. Players are not allowed to consume it and as a consequence they do not drink alcohol before, during or after the football match. The interviewees admit that they have no idea or influence on what their players do in their time outside of football training and matches.

"I don't know what they do in their private lives, their parents are responsible for this, but the girls probably do not even have the time to drink alcohol. They have to go to school plus trainings, which means there is no time to do stupid things." – A4

The interviewees mention that players and trainers do not consume alcohol on the premises of the football club. Similarly, parents are not allowed to bring alcohol on site. As such, there is seldom a problem with alcohol abuse during trainings or matches.

The interviewees find it important to undertake (preventative) measures, to shield their players against alcohol (ab)use. As underlined in a previous quote, one of the interviewees thinks sports play a big part in this. Football (and other sports) is seen as a protective factor for alcohol (ab)use. One of the interviewees mentions that every parent should invest in getting their child in a sports club as this would provide them with a meaningful pastime.

"Sports and personal development should be more interconnected. It can really affect young people if they have a positive example in the club, good relationships, teamwork, respect, responsibility, punctuality, order... This can be a good lesson in life and I think sports is not used enough in this sense." – A6

"I believe trainings are the best prevention." – A4

In this regard the club coaches are seen as role models, providing a good example that the young players can emulate. He/ she educates them about a healthy lifestyle and the consequences of alcohol use on their psychological and physical well-being. But the interviewees also mention that they organize meetings with the parents, to keep them involved in the club and let them know what is going on, also tackling subjects such as alcohol use.

One of the interviewees reported that it is important to know the players in your team well, because it helps them to find out if something is wrong and intercept the problem (alcohol or other) at an early stage.

If there was a problem with alcohol use in the club, the consequence would be to send the individual(s) home, inform the parents and in more severe cases mean expulsion from the club. One of the interviewees mentioned that it would be a good idea to involve successful sportspeople in campaigns promoting a healthy lifestyle. It would also be a good idea to receive general guidelines and initiatives regarding this subject from the federations or other bodies, such as UEFA.

Advertising

Men's football club

The selected football club is sponsored by the Union Brewery, which is owned by the Heineken Company. As an official sponsor, their logo is on the players' uniforms and club's website. The logo of the Union Brewery is not present on the uniforms of the younger players. However, this has nothing to do with ethical considerations, but purely practical ones. There are no logo's on the uniforms because if there is a change in sponsorship, this would mean that the logo's on the uniforms should also be changed, thus requiring new uniforms for all the players (which is very expensive). For this reason, sponsors are only advertised on membership uniforms.

Two out of three interviewees are of the opinion that there is too much alcohol promotion and young people are overwhelmed by it. They believe this influences them in a negative way by increasing the consumption of alcohol. Young people often don't know the difference between low-alcoholic beer (which is often promoted in a misleading way) and non-alcoholic beer, which often leads to them drinking alcohol without even knowing it.

"Promotion causes curiosity and then they try it. Some people do not even know they will drink alcohol, but it is so promoted to do it." – A3

One of the participants believes that the influence of alcohol promotion could go either way, it could have a positive as well as a negative effect. He is of the opinion that young people will only be influenced by the things they are interested in and will neglect any other information.

"If they see a football advertisement, they can't see the alcoholic advertisement, because they are sports oriented. If the player sees Messi or an alcoholic drink, he will focus on what he is interested in – in Messi. If Messi promoted alcoholic beverages, they probably would have tried it, because they would be interested in what he is promoting. But I think Messi wouldn't promote it. Otherwise, young people are exposed to everything. However, they are focussed on what they are interested in." – A1

As such, in contrast with the two other interviewees, this respondent is of the opinion that no actions should be undertaken in this regard because he hypothesizes that, in sports, everybody is well aware of the effect of alcohol consumption. The other two respondents are of the opinion that alcohol advertisement should be limited and restricted. One of them felt that it would be beneficial for the club to have its own training center, where they would have their own bar in order to be able to ban all alcohol and alcohol advertisement.

Women's football club

The interviewees agreed that alcohol advertisement influences young people, mostly in a negative way. They are exposed to it whenever they want to go out at bars or at parties. It is



thought that especially the ages of 14 and 15 years old are susceptible to alcohol advertisement, even though they are still well below the legal drinking age.

"They present alcohol like something that makes you feel better, have a good time, something that makes you relax and overcome stress." – A6

The club is not sponsored by the alcohol industry. In the past they have been offered sponsorship by the beer industry, but turned down the offer.

"There was one man who wanted to promote beer, but we didn't accept it because we thought that it isn't appropriate. It would not bring so many financial means that we would leave ethics aside. I also think it would repel young people. [...] If the man from the beer industry offered more, I don't know what the club's decision would be, maybe the money would be more important." – A6

5.6 United Kingdom

Eric Carlin, Briege Nugent

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Introduction and overview

In this analysis the interviews with three staff members at Spartans FC and their Drugs and Alcohol Policy for staff are discussed. The Chief Executive, Alternative Schools Manager, who supports young people excluded from mainstream school and Business Operations Manager, which includes hospitality, were interviewed.

In the same way as the interviews, this analysis is broken down into the three main sections, that is gathering views given around alcohol consumption at the Sports Club, alcohol consumption by young people and finally advertising.

Alcohol consumption in the Sports Club

All three said that alcohol is consumed in the Club, although the Alternative Schools Manager had not actually witnessed this and had no idea the times when the bar operated and the regulations in place.

At the Sports Club there is a licensed bar and both the Chief Executive and Business Operations Manager spoke about this. They said that they abide by the Licensing (Scotland) Act 2005 and keep an 'Alcohol Refusal Log', so anyone that has been banned for drinking outside of these conditions is refused, as otherwise they would risk losing their license to sell alcohol. They

strictly follow the Challenge 25 scheme and only accept a photo driving license or passport as suitable forms of identification.

It was observed by the researchers that the bar is discretely in a corner and there are no advertisements of alcohol in the area, and no lights on in the fridge so restricting advertising alcohol is a conscious decision. The only advertisement noted for alcohol was behind the goal posts.

"We have clear guidelines and policies about how we manage things. We have a refusal logbook and also the licensing agreement with the council, we have strict regulations." - S2

Both interviewees recognized that alcohol has a large profit margin and is an important part of their income that is reinvested back into the Club, but they also felt that they did not run the bar like other Clubs, and it was not driven by profit. They noted that Under 16s are not allowed on the premises from 10.30pm and those under 16 can only stay for a private function. They accept that this loses them business, but they wanted to retain an image of being socially responsible.

"We are not running this as a pub... We have a strong social conscience, we could easily made double if we made it into a social club but we aren't interested in that." - S2

The Club has noticed that since the drink-driving ban, where in Scotland no alcohol is allowed, there has been a slump in sales, and the culture of staying after a game 'for one' no longer exists. The Club has now brought in non-alcoholic beer to try to encourage a more social aspect to after games. Drinks are sold pre- and post-match and when the venue is hired for certain celebration, or to fundraise. The social aspect to this was viewed positively (within reason), and players would have a drink after a match and for the first home game players have a bottle of beer to bring in the New Years together, or if they win a trophy. Drinking unsociably was frowned upon.

"If someone comes in when we are running say our midweek messes, coaching program from 4.30-5.30, if someone asks for a pint of lager, we wouldn't refuse it but there would be stigma attached to that." - S2

In the Staff policy, drinking irresponsibly at work events is also discouraged.

It was also affirmed that alcohol and being healthy doesn't mix, and players playing at this level generally don't drink alcohol. However, it was also accepted that this is not the major league and not the player's main job.

"Most players now will have something to refuel that is more beneficial. So after the game for example they would be drinking a protein shake. I don't really want to see them drinking a beer within two hours after the game, I would prefer to see them drinking more appropriate fluids. But also at this level, this is not their main job, they don't get a full time salary and therefore if that is something they want to do, then that is fine. We try to give them guidance around food types, food sources and also fluid intake, especially in the immediate aftermath of the game, and even more so if someone is injured. You can, and some do, but generally speaking I would say it is the minority." - S3

One of the key points relating to alcohol that the Chief Executive reflected on is that it affects recovery times.

- **How do you assess the influence of alcohol consumption on your sports club, safety, care and sociability, sports performance...?**

Alcohol licensing is from 12.30-midnight and as stated above the regulations apply. In terms of getting people support with alcohol related harm, it was strongly felt that this is best done as part of a more holistic approach, whether that be the players, young people who go to the Academy or Staff. They also have a Chaplain at the Club. In relation to staff in their Drugs and Alcohol Policy the emphasis is also placed on getting people support. It states:

'If you feel that you may have a drug or alcohol dependency please talk to your manager, so they are aware of the problem and are able to support you.'

It was pointed out that to date in the Club this has not been an issue, and for the male players, 80% of which are under 30, gambling is their biggest problem.

"So yes, if we had someone who was having issues we would have that conversation with the person. Because we play at the semi-professional level, to play at this level you do have to make sacrifices. So I am fortunate that here I have not had to have that conversation. Here the addictive behavior has revealed itself more through gambling more than alcohol...I have had conversations with people around that. Also, around anxiety and mental health related issues around other parts of their lives, so their jobs or maybe relationships, but none related solely to alcohol... I think as a club we pride ourselves on being inclusive and not judgmental, and so for me it is about looking at the person and asking why are they drinking so much, what is driving that behaviour...This is about care and compassion and looking out for each other. The people here have hearts of gold and pay attention and ask the right questions and help stop the process." - S3

Alcohol consumption by Young People

All three participants felt that underage and binge drinking is still happening. The teacher spoke about young people speaking about getting sick from alcohol. However, all three agreed that drugs were more of an issue and that this all came down to accessibility, affordability.

"I think drugs are a bigger problem than alcohol now. It is just as readily available as alcohol." - S2

"There is an epidemic around recreational drugs, such as cocaine, hashish, whatever, but I have a bigger concern for the use of recreational drugs than I do alcohol. I think for the younger generation now that is just part of a night out. I would say that 80% of under 25 year olds will have at least tried or are regularly taking drugs on a night out. I think that is what we should be focusing on." - S3

The law remaining at the legal age for buying alcohol to be 18 was favored by all three, although it was felt though that trying alcohol was acceptable at 16 and in one staff member felt this was fine under adult supervision at 14, reasoning that forbidding it probably made it more attractive. One staff member reflected on the culture of drinking Scotland. None of the interviewees felt there was a problem with alcohol use and young people within the Club, except one said that there had been a couple of isolated incidents with young people who had attended private functions and not bought alcohol at the event but drunk what they had sneaked in. They now have a policy in place to search everyone's bags beforehand.

- **How would you tackle alcohol-related risks and harms for young people?**

All three felt that this was about supporting someone and helping them deal with their problems in a holistic way, to have 'honest' conversations and connect them to support. So, for example, as the teacher said:

"We tackle it in the education project by having open and frank non-judgmental conversations with the young people. We talk about their map of the world and ours being different. We keep the conversations as open as possible. If there were concerns for a child's welfare, then we would pass that on to the named person in the school. We have never had anyone come in under the influence. We have a zero-tolerance policy for people coming in with alcohol, drugs, a weapon, or are violent. We tell them that from day one that if they did that then they would be asked to leave. We would keep them safe and contact a trusted adult, but they would not be allowed back once that trusted adult came and collected them. We are a supportive environment because we are last chance saloon for these kids who have been kicked out of mainstream school. We have never asked anyone to leave our school so far, it is a very unlikely scenario." - S3

They have a therapist on site and do a drugs and alcohol talk twice a year.

In the Academy there are no written policies about drinking alcohol but there are about smoking, and this was as the result of an NHS initiative, where someone came and spoke to them and the young people were tasked with making their own policies over an eight week program. So, for example, one of these policies was about persuading friends to give up smoking.

In terms of the other young people outside of the Academy going through the Club **there are no specific programs or initiatives** but instead, the emphasis was placed on the relationship between the Coach and the players. Playing at a higher level meant that players were expected not to be drinking.

"Every team runs itself and the coaches can be positive role models. It is difficult for us in the women's team because all our players are volunteers and so they have to have a life. We train on a Monday, Wednesday and a Friday and I tell them not to drink 48 hours before a match. But if you have to, say an occasion, it is using common sense and having honest conversations with each other, so we do raise it... It is a health thing and it is an expectation around the level of performance that we expect. I think things have change around that too, there is less tolerance for people drinking and playing sport." - S2

One interviewee questioned the effectiveness of prevention programs:

"I think it needs to be more holistic than 'come to a workshop and see the damage that alcohol is doing to your liver.' We have not done anything like that." - S3

Advertising

It was believed by all three interviewees that advertising influences young people and is the reason why they do not advertise alcohol in the Club, or at least there is very minimal advertising, and when asked about the one billboard behind the goals they said they had forgotten about it. One interviewee though felt that it was about looking at the bigger picture and that family life and other pressures are more important.

"I think we need to make a judgement call, because for us it is about education, it is about having a conversation with somebody, so we had this debate with the football club, because they get some sponsorship with Coors. We also had Tenants advertising boards when they sponsored the Scottish Cup. For me, it is just about, we have that conversation with people and point them to the right information and if these two things are in place then I generally don't think that the tipping point for whether I am going to have a can of tenants or not is whether I see that on a football strip or on a banner in a stadium. I think



it is going to be what is happening in work this week, what is happening in my family, how tough or difficult life is.” - S3

Other Points

Allowing alcohol to be served during football matches was a contentious issue, one felt that the ban should continue and changing this would be a ‘disaster’, and another that it should be questioned.

Additional remarks

Binge drinking among young people is still happening but drugs is felt to be more of an issue. There is discussion about alcohol use in the program within the Academy for the excluded young people but no written programs. It was noted that there are written policies now about smoking as a result of an NHS initiative where the young people were encouraged to do this. This could provide a template for similar work in relation to alcohol. There are no specific programs or initiatives in the Club for the players that focus on alcohol related harms. There is general advice given about diet and health and alcohol forms part of that discussion, and the impact on recovery times and the appropriate way to refuel bodies. This Club has players where this is not their full-time job, so it was agreed that when players have a drink this should be sensible and drinking socially was seen as a positive thing. There is a bar at the Club but they do not try to maximize profit on this and restrict alcohol advertising because they want this to be regarded as a community venue and not a social club.

6. Findings and discussion

This section presents the findings after analysis of the semi-structured interviews, collected by the different partner countries. In addition, the findings are presented and discussed with the scientific literature.

6.1 The impact of alcohol consumption in sports clubs is still unrated

There is a **discrepancy found between the perceived alcohol consumption by young people in sports clubs and young people in general**. The interviewees are concerned about alcohol consumption by young people in general, but state that their young players are different and do not consume alcohol (as much). This is also the view of the senior managers in Italy.

In contrast, respondents from the Belgian sports club indicate that alcohol consumption in the club is actually very common and no distinction is made between trainings and matches for young players or adults when it comes to selling and consuming alcohol at the club.

Even though some incidents were reported by interviewees, none of them thought alcohol consumption to be a severe issue in their sports club, and this is further supported by findings from WP5 and the quantitative study carried out in Italy with senior managers.

The recent numbers of alcohol consumption (WHO, for instance) in the partner countries show a decline in alcohol consumption by young people, but also an increase in binge drinking (cfr. Report D6.1). Also the HBSC-study identified in most countries and regions in Europe a significantly decrease in the weekly drinking prevalence and in drunkenness for boys and girls between 2002 and 2014 (Inchley et al., 2018). It is possible that interviewees underestimate the alcohol consumption of their young members as they mainly evaluate the prevalence based on the number of incidents or they do not want to present a negative image. Other studies have found that practising sports might even be a risk factor for elevated alcohol consumption (Diehl et al., 2012; Fujimoto et al., 2013; Henchoz et al., 2014; Kwan et al., 2014; Lisha & Sussman, 2010; Taminnen et al., 2012).

6.2 Alcohol consumption by young people is seen as a problem among the general population

The **legal drinking age** in the different partner countries ranges from 16 years old (beers and wine) in Belgium to 20 years old (spirits) in Finland. The majority of the respondents feel 18 years old is the most appropriate age because young people are mature enough to handle the responsibility of drinking alcohol, and in Slovenia and Poland some felt that the age limit should be raised to 21.

Overall, most interviewees agreed with the legal age limits in their country. The age limit of 18 years old was deemed the most appropriate. The interviewees mentioned that at this age, young people should be able to correctly assess the risks associated with alcohol consumption and are deemed mature enough to handle responsibility. In Italy most interviewees (except for 4) knew that there is a legal age for alcohol consumption and they considered age limits to be effectively implemented.

Generally alcohol consumption by young people is viewed it as being problematic, especially the phenomenon of binge drinking. However, there are also several respondents that have picked up on the trend of a decline in alcohol consumption by young people (cf. Statistics Report I – D6.1 policies).

However, even though they are convinced of the problematic nature of alcohol consumption in the general young population, this does not seem to extend to the sports clubs.

6.3 The likelihood of alcohol consumption and related harms reduces when players are ambitious and engaged in higher level competition

Interviewees see the ambition and a high competition level of the young player as the most important protective factor when it comes to alcohol consumption. They mention that the young players are well aware of the negative influence that alcohol has on the body and their sports performance. When the player has the ambition to compete on a high level, they will abstain from alcohol consumption in order to be at their best performance.

Additionally, it is mentioned that the young players who play at a highly competitive level are so busy with multiple trainings per week that, they hardly have time to do anything else, apart from their school work. They suggest that, because of this lack of time outside of training and school work, they have no time to consume alcohol.

Interviewees reported that **the ambition of the players and the level at which they compete is an important protective factor**, and this is consistent with other research (Rosiers, 2018; , Martha et al. 2009; O'Brien et al. 2007).

6.4 Coaches and peers are seen as important role models

Throughout the interviews, several interviewees mentioned the importance of coaches and peers as role models for young players when it comes to alcohol consumption. **Coaches and peers are seen as important role models for the young players** and this is also found in past research (Geidne et al. 2013; Vest & Simpkins 2013).

The coach's attitude towards alcohol consumption is felt to be important because they coordinate the team activities, sets the rules, they instill the norms and values, including about alcohol. Sports club stakeholders mention the importance of open communication with their team members as preventative action for alcohol (ab)use. They believe that peer education is an effective way to get through to young people and provide them with the message of a healthy lifestyle and the importance of taking care of their bodies. Several interviewees think that the influence of peers is more important than alcohol advertising. Kokko et al. (2015) suggest the need for more frequent, in-depth discussions between the coaches and the young athletes, about both sports-related and non-sports-related issues.

6.5 Club stakeholders view responsible alcohol consumption as a duty of the parents

Several interviewees argued that **alcohol education should not be the responsibility of the sports club, but that of the parents**. It was mentioned that the coach would inform the club's management and the parents of a player's alcohol consumption, but after that it is out of his hands. The interviewees mentioned that young people in the safe environment of the family should be introduced to alcohol and taught about safe alcohol consumption and its risks. Even though parents have an important influence on the drinking behaviour of their children, the club stakeholders underestimate the importance of the sports club as a setting for alcohol prevention. Because of its informal and voluntary character, sports clubs are an important cornerstone of the community. They are able to reach young people that do not conform to the more formal factors such as school (Geidne et al., 2013).

The interviews illustrate that the sports club stakeholders are interested in and concerned with the health of their members. However, this does not often translate into specific actions to sustain or increase health promotion regarding alcohol consumption. Kokko (2005) also found that sports clubs may have a strong ideology concerning the importance of living a healthy

lifestyle, but that this is seldom translated into practice in the wider sense. This concern is also illustrated by the reported implicit presence of alcohol use in the policies of the sports club (cf. D6.1 – Policies).

6.6 There is little or no alcohol advertising in youth settings

Most of the clubs questioned state that there is **no (or hardly any) alcohol advertising in youth sports compared to adult clubs**. When the club is sponsored by the alcohol industry, contrary to the uniforms of the adult players, under aged players do not have any logos linked to alcohol sponsorship.

However there is some resistance when it comes to reducing or banning alcohol sales and advertising, as clubs state that alcohol sponsorship is often a big source of income. The interviewees from the Belgian and Slovenian football clubs sponsored by the alcohol industry, mention that they receive a big part of their income from their sale of alcoholic beverages. Nevertheless, studies show that reducing or banning alcohol sales might even lead to the opposite effect. Less focus on alcohol opens up possibilities for alternative fundraising (Crundall, 2012). Sports clubs with a healthy mission and vision are even more often eligible for government grants, attract more families and more members and increase club participation (Crundall, 2012; Rowland et al., 2019).

6.7 Alcohol advertising, especially on social media, can influence young people's attitudes and behaviors in relation to alcohol

A few respondents were not convinced that advertising has an influence on young people, but most felt otherwise. Several respondents mentioned the influence of social media and the effect of influencers through blogs as being effective and influential than classic billboards at the side of the sports field or neon signs in the canteen.

Overall, **alcohol advertising and in particular social media (Kelly et al. 2015) is deemed to influence young players, increasing alcohol consumption** and this view of the effect is supported by research (Kuo et al., 2009; Meier, 2008; Nakamura et al., 2014; Pasch et al., 2007; Critchlow et al., 2016; de Bruijn et al., 2012; Jernigan et al., 2017b; McClure et al., 2016)). Young people are knowledgeable of brand names and having a favorite brand is associated with alcohol consumption (McClure et al., 2013; Morey et al., 2017; Purves et al., 2018). Qualitative research has brought to light how brands hold cultural and symbolic value which facilitates identity construction and peer socialisation (Atkinson et al., 2014; Lyons et al., 2014; Moraes et al., 2014; Purves et al., 2018; Weaver et al., 2016).

The concerns raised by interviewees regarding alcohol advertising through social media and peer influencers is therefore justified. According to research, traditional advertising and marketing also influences young people (Bryden et al., 2012; Collins et al., 2007; Meier, 2008; Nakamura et al., 2014; van den Wildenberg, 2010).

6.8 Sports clubs have a positive attitude towards alcohol prevention and health promotion. Unfortunately, preventative actions are seldom put in practice. If they are, the prevention efforts related to alcohol consumption are mainly focused on discussion and education.

The respondents of the sports clubs indicate that they believe that both **alcohol prevention and health promotion are very important topics to address within the club, but admit that in practice, there is not a lot that has been done in this field.**

When the sports clubs' stakeholders were asked about which actions they undertake to tackle alcohol related issues, most focussed on educational initiatives and having an open conversation with young athletes about substance use. Several clubs organize, at least once a year, a drugs and alcohol talk or indicate that this should be instated within the club.

The interviewees do not mention the need for a vision and mission that is embedded in clear rules and regulations, nor do they mention the need for referral to specialised organisations. The focus on actions which are already being implemented is on structural measures. As such interviewees mentioned the bar being in a discreet corner of the canteen, banning/ limiting alcohol advertising in the canteen and offering healthy alternatives. Studies shows that prevention of substance use problems, and alcohol and drug policies should consist of four pillars, namely Rules and Regulations, Education, Referral, and Structural Measures (VAD, 2015).

This discrepancy between perceived problematic alcohol use among young people in general vs. young people at the club might explain the **lack of preventative initiatives** present in the policies of the clubs (cf. D6.1 – Policies) and in practice. The interviewees defend this lack of preventative initiatives by stating that there is simply no need for alcohol prevention as there are no problems with alcohol consumption in the sports club. Another possible explanation for the lack of preventative initiatives might be that there is a lack of knowledge about specific interventions of intervention programmes for sports clubs or the fact that they think alcohol education is not their responsibility, but the responsibility of parents.



When asked how they would deal with team members showing up under the influence of alcohol, most would react by sending them home and informing their parents. In more severe cases, this could also lead to expulsion. One respondent also mentioned penalties for when rules about alcohol consumption and drug use are broken.

Based on the interviews conducted, in paying attention towards alcohol consumption and the risks, clubs **almost solely focus on performance related actions**. This is consistent with the findings of Kokko, Villberg & Kannas (2015) who recommend that it is important to review the coaching context when designing coaching development initiatives and that health related issues should not only be highlighted as important in the club's operational principles, but also offer guidance and education in this area.

7. Conclusions and recommendations

We can conclude that sports club stakeholders are well aware of the risks involving alcohol consumption by young people in general, but they don't think it is a problem in their club. The implementation of a thorough health promotion initiative, covering alcohol consumption in areas that are not directly sports related is lacking.

Interviewees are convinced that the ambition of the players and the level at which they compete is an important protective factor and that the coaches and peers are important role models for young players. However, several interviewees think that alcohol education is not the responsibility of the sports club, but of the parents. Even though parents have an important influence on the drinking behaviour of their children, the club stakeholders underestimate the importance of the sports club as a setting for alcohol prevention.

Next to that, the interviews illustrate that the sports club stakeholders are interested in and concerned with the health of their members and believe that alcohol prevention and health promotion are very important topics to address within the club. Nevertheless, they admit that in practice, this does not often translate into specific actions to sustain or increase health promotion regarding alcohol consumption. If they are, clubs almost solely focus on performance related actions.

As was stipulated in report D6.1 of WP 6, following the content analysis of the written policies of the clubs, the absence of a focus on alcohol prevention and health promotion also prevails in most of the club's documents. The interviewees also do not mention the need for a vision and mission that is embedded in clear rules and regulations, nor do they mention the need for referral to specialised organisations.

Following the findings of these reports (D6.1 and D6.2), the following **recommendations**, to policy makers and sports clubs are made:

- Even though alcohol consumption does not immediately seem to be problematic in these sports clubs for young people, it can become an issue and the development of a carefully designed alcohol policy is advised;
- Awareness raising, among club stakeholders, about harmful alcohol consumption in sports clubs and the necessity of alcohol prevention in sports clubs should be encouraged;
- When constructing an alcohol- and/or drug policy it is important to address the following four pillars: (1) rules and regulations, (2) education, (3) referral, and (4) structural measures;



- It is recommended to provide health education to sports club's managers that does not only tackle performance-related (health) subjects, but also non-performance-related subjects;
- Health promotion training sessions directed to the sports club key persons should be available to encourage the practical implementation of health promotion actions for players and supporters;
- We recommend instituting a ban on alcohol advertising before, during and after sports events for young people and ideally for the sports club in general as well.
- It is recommended to uncover more good practices (e.g. Sports Club for Health) and adapting them to the context of the local sports club or, if necessary, develop other prevention initiatives/ programs.
- It would be helpful to extend the FYFA research to other sport clubs/associations in order to gain a better understanding of their attitudes, perspectives and opinions on alcohol, sports and young people that may exist within the sports club.

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Appendices

Appendix 1 – Adjusted interview guideline Slovenia

1) Kdaj in kako ste začeli aktivno sodelovati v tem NK?

When and how did you start your active cooperation in this FC?

2) Od kdaj ste na trenutnem položaju?

Since when are you holding the current position?

3) Kakšne so vaše naloge in odgovornosti/pristojnosti v klubu?

What are your duties and responsibilities/jurisdictions in the club?

4) A imate v klubu kakšne dokumente povezane z mladimi nogometaši, treningi, tekmami, alkoholom, tobakom in/ali prepovedanih drog in marketingom? (Ali mate karkoli podobnega statutu, pravilniku, bontonu kluba,... v zvezi z uporabo alkohola, tobaka in/ali prepovedanih drog?)

Does your club have any documents related with young football players, trainings, matches, alcohol, tobacco and/or illicit drugs and marketing? (Do you have anything similar to a constitution, regulation, code of manners ... related to the use of alcohol, tobacco and/or illicit drugs?)

5) Nam lahko posredujete kakšne interne dokumente, kjer so omenjeni mladi, alkohol in/ali postopanje v primeru nediscipline, agresivnega vedenja, vožnje pod vplivom alkohola, neupoštevanjem klubskih pravil ali drugih težavah. Koristile bi nam npr.:

- Pisne politike kluba, ki so povezane z uporabo alkohola ali s spodbujanjem pitja alkohola.
- Vsi predpisi federacij, krovnih organizacij ali struktur od katerih je vaš klub odvisen ali katerih član je.
- Seznam splošnih predpisov kluba
- Pravila kluba / infrastrukturna hišna pravila
- Vizija in poslanstvo vašega NK (če ju ni na spletni strani),...

Could you send us any internal documents where young people, alcohol are mentioned and/or the proceedings in the case of indiscipline, aggressive behaviour, drink driving, non-compliance with club's regulations or any other type of problems.

For us it would be useful to have, for example:

- Written policies of the club, related to the use of alcohol or encouragement of drinking alcohol.
- All regulations of federations, umbrella organizations or structures, which your club depends on or is a member of.
- The list of general regulations of the club.
- Club's rules/infrastructural house rules.
- Vision and mission of your FC (if they are not published on their website) ...

6) Kolikšno je število vseh aktivnih nogometašev/-šic v vašem NK?

Koliko je članov/-ic Mladinskega pogona?

Članov v Članskih ekipah?

Mladih fantov/deklet od 13 - 15 let?

What is the number of all active football players in your FC?

How many members are there in the Youth Drive?

How many members do the Member Teams have?

How many boys/girls in the age 13-15 do you have?

7) Kakšna je trenutna uvrstitev starih od 13 - 15 let t.j. starejših dečkov/deklic (12 - 14 let) in kadetov/-inj (14 - 16 let)? Kakšna je njihova najvišja doslej dosežena uvrstitev?

What is the current ranking of teams with player aged 13-15, i.e. older boys/girls (12-14) and cadets (14-16)? What is their best ranking so far?

8) Ali ima vaš NK/ŽNK svoj lokal? DA

Does your FC have its own canteen/bar?

9) Ali obstaja v bližini kakšen lokal v katerem se zbirajo nogometaši/-ce in ki ni v lasti kluba?

Is there a canteen/bar nearby, where football players are gathering and which is not owned by the club?

10) Ali se klub sponzorira s strani alkoholne industrije? (Če DA, navedite panoje, opremo, ipd.);

Is the club sponsored by the alcohol industry? (If YES, please state in what way: billboards, equipment etc.)

11) Za NK Olimpija: Starejši igralci imajo logo Uniona na dresih, kaj pa mlajši?

(ALI Glede na to, da je Pivovarna Union vaš sponzor, a imajo tudi mladi njihov logo

na dresih?)

For FC Olimpija: Older players have the logo of Union brewery on their uniforms, what about young players? (Based on the fact that the Union Brewery is your sponsor, do also young players have the logo on their uniforms?)

12) Kaj na splošno mislite o rabi alkohola s strani mladih s katerimi delate?

What is your general opinion on the use of alcohol by young people whom you are working with?

13) Kaj menite, da je primerna zakonsko določena starost za začetek pitja alkohola?

What do you think is the appropriate legal age for starting to drink alcohol?

14) Ali menite, da je pitje alkohola med mladimi - ki za to še niso dosegli zakonske starosti - omembe vreden problem?

Do you think alcohol consumption by young people (who have not yet reached the legal drinking age) is a significant problem?

15) Zakaj? Lahko podate primer?

Why? Can you give an example?

16) Kako ocenjujete vpliv pitja alkohola na vaš NK, na sposobnost igranja nogometa, na varnost in družabnost?

How would you assess the influence of alcohol consumption on your FC, on the capability of playing football, security and sociability?

17) Ali se v vašem klubu konzumira alkohol (s strani osebja, igralcev, navijačev, drugih)? Kako pa je glede konzumacije alkohola med mladimi igralci/-kami starimi 13 - 15 let?

Is alcohol consumed in your club (by staff, players, supporters, others)? How is it with alcohol consumption among young players aged 13-15?

18) Ali menite, da je uživanje alkoholnih pijač pri mlajših od 18. let v vašem klubu težava? Zakaj? Lahko podate primer?

Do you believe that alcohol consumption by people younger than 18 is a problem in your club? Why? Can you give an example?

19) Imate kakšen primer vinjenosti pred/med/po tekmi ali pripravah? Kako ste/so postopali?

(Če odg. DA) Zakaj ocenjujete, da JE/NI uživanje alkoholnih pijač pri mlajših od 18. let v vašem klubu težava? Lahko podate primer?

Did you have a case of drunkenness before/during/after a match or preparations?

How did you (or the club) react? If the answer is "yes": Why do you believe that that alcohol consumption by people younger than 18 is/is not a problem in your club? Can you give an example?

20) Ste se v vašem klubu kdaj spopadali s tveganim obnašanjem/ravnanjem zaradi rabe alkohola (agresivnost, pretepi, vožnja pod vplivom alkohola,...)?

Če je odgovor pritrdilen: kaj ste naredili za zmanjšanje tveganj?

Če takrat niste ukrepali (pripravili pobude): zakaj tega niste storili?

Did you club ever face a risky behaviour/action because of alcohol consumption (aggressiveness, fights, drink driving ...)?

If the answer is yes: what did you do to reduce the risks?

If you did not act at the time (prepared an initiative): why did you not act?

21) Kako pogosto ocenjujete, da mladi uživajo alkohol v klubu (v klubskem lokalu, v garderobah, v okoliških lokalih pred ali po treningu)?

How often do you assess that young people drink alcohol in the club (in the club's bar (if there is one), in dressing rooms, in bars nearby or after the training)?

22) Kako bi se vi spoprijeli z nevarnostmi povezanimi z alkoholom in škodo povzročeno mladim? Kaj je po vašem mnenju najučinkovitejši pristop?

How would you deal with the dangers related to alcohol and harm caused to young people? What do you believe is the most effective approach?

23) Kakšne pobude že imate za zmanjšanje takšnih tveganj in škode za mlade?

What kind of initiatives do you already have to reduce such risks and harms for young people?

24) Kakšne pobude naj bi po vašem mnenju (še) sprejelo vodstvo športnih klubov/vašega NK/ŽNK?

What kind of initiatives do you believe the club's leadership should (additionally) accept?

25) Kakšen je vaš pogled na izpostavljenost mladih promociji alkohola?

What is your opinion on the exposure of young people to alcohol promotion?

26) Ali menite da to tako ali drugače (pozitivno ali negativno) vpliva nanje?

Do you believe that this affects them (in a positive or negative way)?

27) Ali se v vašem klubu ukvarjate s kakršnimi koli ukrepi, da bi se izognili promocijam/oglaševanju alkoholnih pijač?

Does your club undertake any actions or measures to avoid the promotion or advertising of alcoholic beverages?



28) Če ne, zakaj ne?

If not, why?

29) Ali menite, da je treba ukrepati?

Do you think any actions should be undertaken?

30) Povzetek najpomembnejših točk intervjuja.

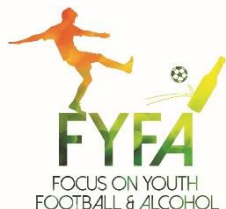
Recapitulation of the most important points of the interview.

31) Imate še kakšna vprašanja ali pripombe?

Do you have any questions or remarks?



Appendix 2 – Italian questionnaire



Le attitudini e le opinioni delle Associazioni Sportive sul consumo di bevande alcoliche, i giovani e lo sport

Gentile Signore/Signora,

l'**Istituto Superiore di Sanità (ISS)**, attraverso l'Osservatorio Nazionale Alcol si fa promotore del **progetto Europeo** denominato '**FYFA - Focus on Youth Football & Alcohol**' (www.FYFAproject.eu), della Commissione Europea, focalizzato sulla disciplina sportiva del **gioco del calcio** ma, per l'Italia, anche la **pallavolo** e l'**atletica leggera**.

FYFA ha l'obiettivo di produrre buone pratiche rivolte alla riduzione del consumo episodico eccessivo di alcol tra i giovani e i minori e sviluppare linee guida sul consumo di bevande alcoliche nei contesti sportivi giovanili in tutta l'UE.

In questa fase ci rivolgiamo alle **associazioni/club sportivi per giovani** per una **raccolta di informazioni e opinioni** mediante l'utilizzo di un questionario sull'**impatto del consumo di bevande alcoliche nei giovani e lo sport rispetto al tema sicurezza, salute, relazioni sociali, prestazioni sportive**.

Le associazioni a cui ci riferiamo sono quelle in cui i **giovani** iscritti, **dai 13 ai 15 anni**, di **entrambe i sessi**, partecipano ad attività sportive regolari.

All'interno della stessa associazione sportiva interessata a partecipare abbiamo bisogno della collaborazione di **almeno 3 informatori chiave tra le seguenti figure: presidente, direttore generale, amministratore, direttore sportivo, tecnici, allenatori, istruttori, arbitri, medici sportivi, fisioterapisti**.

Per partecipare è sufficiente compilare il **questionario allegato** rispondendo alle domande, esprimendo la propria opinione personale.

Queste attività mirano a identificare ed elaborare i messaggi più appropriati relativi al consumo di bevande alcoliche come fattore di rischio evitabile per la prevenzione delle malattie croniche da diffondere nei club sportivi giovanili.

Se ha bisogno di ulteriori informazioni può contattare la Dott.ssa Claudia Gandin all'indirizzo email claudia.gandin@iss.it oppure telefonando al numero 0649904192.



Siamo fiduciosi di trovare collaboratori motivati e appassionati che possano aumentare le capacità tecniche e scientifiche del progetto e partecipare attivamente, con la vostra preziosa esperienza, tanto alla definizione che alla diffusione dell'iniziativa e dei risultati. In allegato al presente messaggio troverà anche il volantino del progetto FYFA con ulteriori informazioni.

La **compilazione del questionario allegato** dovrà avvenire **entro e non oltre il 30 Settembre 2019** all'indirizzo email: claudia.gandin@iss.it oppure via fax al numero 0649904193.



Generalità della persona che ha compilato il questionario

Nome / Cognome.....

Club Sportivo di appartenenza.....

Posizione:

1. Presidente / Direttore generale
2. Amministratore del Club
3. Direttore sportivo / tecnico
4. Allenatore / Istruttore
5. Medico sportivo
6. Fisioterapista
7. Altra figura (*specificare*.....)

Disciplina:

- | | |
|---------------------|--------------------------|
| 1. Calcio | <input type="checkbox"/> |
| 2. Pallavolo | <input type="checkbox"/> |
| 3. Atletica leggera | <input type="checkbox"/> |

Esprimo il mio consenso alla pubblicazione del mio nome e cognome nel report finale della survey europea FYFA

- ☐ **Si**
☐ **No**

Esprimo il mio consenso alla pubblicazione del nome dell'organizzazione partecipante nel report finale della survey europea FYFA



- ☐ **Si**
☐ **No**

Data di compilazione del questionario (gg-mm-aa).....

1. All'interno del suo Club / Associazione sportiva sono consumate bevande alcoliche?

- ☐ Si
☐ No
☐ Non so (Se No, Non so, andare alla domanda 2)

Se Si:

1.1. Da chi sono consumate?

	Minori	Adulti
1. Atleti	<input type="checkbox"/>	<input type="checkbox"/>
2. Tifosi	<input type="checkbox"/>	<input type="checkbox"/>
3. Altro (specificare.....)	<input type="checkbox"/>	<input type="checkbox"/>

1.2. Quanto spesso si consumano nel Club/Associazione?

	Minori	Adulti
1. Raramente	<input type="checkbox"/>	<input type="checkbox"/>
2. Qualche volta	<input type="checkbox"/>	<input type="checkbox"/>
3. Frequentemente	<input type="checkbox"/>	<input type="checkbox"/>
4. Ogni volta	<input type="checkbox"/>	<input type="checkbox"/>
5. Non so	<input type="checkbox"/>	<input type="checkbox"/>

1.3. Dove?

	Minori	Adulti
1. Mensa /Bar del Club	<input type="checkbox"/>	<input type="checkbox"/>
2. Spogliatoi	<input type="checkbox"/>	<input type="checkbox"/>
3. Palestra	<input type="checkbox"/>	<input type="checkbox"/>
4. Altro (specificare.....)	<input type="checkbox"/>	<input type="checkbox"/>

1.4. In quali occasioni?

	Minori	Adulti
1. Prima di un allenamento	<input type="checkbox"/>	<input type="checkbox"/>
2. Durante l'allenamento	<input type="checkbox"/>	<input type="checkbox"/>
3. Dopo un allenamento	<input type="checkbox"/>	<input type="checkbox"/>
4. Altro (specificare.....)	<input type="checkbox"/>	<input type="checkbox"/>

Eventuali ulteriori informazioni:

2. A suo parere il consumo di alcol da parte di giovani atleti è un problema?

	Per niente										Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Qual'è l'età legale per consumare bevande alcoliche in Italia?

1. 16 anni ☐
2. 18 anni ☐
3. 21 anni ☐
4. Non so ☐
5. Altro, *specificare* ☐

4. All'interno del suo Club / Associazione Sportiva, esistono regole sul consumo di bevande alcoliche (in generale)?

- ☐ Sì
- ☐ No
- ☐ Non so (*Se No, Non so, andare alla domanda 4*)

4.1. Se Sì, a suo parere, quanto il divieto di consumo nei minori è rispettato?
(in una scala da 0 a 10 indichi quanto è d'accordo: 0 è per niente, 10 è molto d'accordo)

	Per niente										Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. All'interno del suo Club / Associazione Sportiva, esistono regole sulla vendita e somministrazione di bevande alcoliche?

- ☐ Sì
- ☐ No
- ☐ Non so (*Se No, Non so, andare alla domanda 5*)

5.1. Se Sì, a suo parere, quanto il divieto di vendita e somministrazione ai minori è rispettato?

	Per niente										Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Prevenire i danni per la salute causati dall'alcol nei giovani atleti è attualmente una priorità nei Club/Associazioni sportive?

	Per niente										Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Prevenire i danni per la salute causati dall'alcol nei giovani atleti dovrebbe essere una priorità nei Club/Associazioni sportive?

	Per niente										Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. I Club / le Associazioni sportive sono ambienti appropriati per promuovere stili di vita salutari (incluso l'alcol) nei giovani?

- ☐ Sì
☐ No

9. I Club / le Associazioni sportive dovrebbero essere ambienti appropriati per promuovere stili di vita salutari (incluso l'alcol) nei giovani?

	Per niente										Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Nel lavoro che svolge attualmente Lei / il suo club avete a che fare (direttamente o indirettamente) con problematiche alcol-correlate?

Questa domanda si riferisce agli sportivi sia giovani che adulti

Sì | No

Lei personalmente	<input type="checkbox"/>	<input type="checkbox"/>
Il suo Club	<input type="checkbox"/>	<input type="checkbox"/>

a. Se Sì, **quanto spesso, Lei / il suo Club**, avete a che fare con problematiche alcol-correlate?

	Lei	Il suo Club
Più o meno giornalmente	<input type="checkbox"/>	<input type="checkbox"/>
Più di 3 volte a settimana	<input type="checkbox"/>	<input type="checkbox"/>
Settimanalmente	<input type="checkbox"/>	<input type="checkbox"/>
Mensilmente	<input type="checkbox"/>	<input type="checkbox"/>
Quasi mai	<input type="checkbox"/>	<input type="checkbox"/>
Non applicabile / non so	<input type="checkbox"/>	<input type="checkbox"/>

b. Se Sì, **con quali gruppi, Lei / il suo Club**, avete a che fare con problematiche alcol-correlate?

	Lei	Il suo club
Direttivo sportivo	<input type="checkbox"/>	<input type="checkbox"/>
Atleti adulti	<input type="checkbox"/>	<input type="checkbox"/>
Atleti giovani	<input type="checkbox"/>	<input type="checkbox"/>
Spettatori / fan	<input type="checkbox"/>	<input type="checkbox"/>
Altro (specificare.....)	X	X

Può **descrivere i problemi / le situazioni più comuni** con le quali lei / il suo Club avete a che fare, specificando cosa accade nei giovani?

11. Ritiene che il consumo di bevande alcoliche nei contesti sportivi abbia influenza sulla sicurezza (aggressioni, bullismo, incidentalità stradale, lesioni personali)?

	Sì	No
In generale	<input type="checkbox"/>	<input type="checkbox"/>
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>

Eventuali ulteriori informazioni:

12. Ritiene che il consumo di bevande alcoliche influenzi le prestazioni sportive dei giovani atleti?

	Si	No
In generale	<input type="checkbox"/>	<input type="checkbox"/>
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>

Eventuali ulteriori commenti:

13. E' a conoscenza di iniziative / programmi intrapresi per minimizzare i rischi correlati al consumo di alcol e al danno alcol-correlato nei giovani nel suo Club?

- ☐ Si
☐ No

Se Si,

13.1. Descrivere brevemente le suddette iniziative nel suo Club e, se possibile, **fornire una documentazione** (link pagina web, document pdf, ecc) nello spazio di seguito riportato

(per citare qualche esempio: restrizioni sulla vendita e la distribuzione di tutte le bevande alcoliche all'interno del club, divieto di vendita in promozione di bevande alcoliche, controlli in occasione di eventi sportive sull'ingresso sia per gli atleti che per gli spettatori nell'ambito del suo Club /Associazione, promozioni sulla vendita di bevande non alcoliche, divieto di sponsorizzazioni da parte dell'industria dell'alcol, formazione del personale dei punti di ristoro del club addetto alla somministrazione di bevande alcoliche,eccetera)

Se No,

13.2. Per quale ragione, secondo lei, non sono state prese iniziative nel suo Club?

14. Che tipo di iniziative secondo il suo parere dovrebbero essere promosse nel suo Club?

15. Le attività del suo Club sono sponsorizzate dall'industria dell'alcol?

- ☐ Sì
- ☐ No
- ☐ Non so

Se Sì,

15.1. Anche le attività giovanili?

- ☐ Sì
- ☐ No
- ☐ Non so

16. E' a conoscenza di interventi / iniziative di restrizione della pubblicità e della sponsorizzazione di bevande alcoliche per i giovani nello sport?

- ☐ Sì
- ☐ No
- ☐ Non so

17. Ritiene che la pubblicità e la sponsorizzazione di attività sportive da parte dell'industria dell'alcol collegata ai giovani possa avere influenze sugli atleti?

- ☐ Sì
- ☐ No

Grazie per il suo tempo e la sua preziosa collaborazione.

