

LOCAL POLICIES REVIEW: FINAL REPORT

FYFA project

Work Package 6 reviewed local policies and practices related to alcohol young people, marketing and football in 6 member states (Belgium, Slovenia, Italy, Finland, Poland and the UK). To do so, it reviewed policies and practices related to young people, sport, marketing and alcohol at local level (policy document analysis of selected sports clubs), and conducted interviews with staff working in the local clubs.

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The review was done in 6 member states:
Belgium, Slovenia, Italy,
Finland, Poland and the UK.

Contrary to general expectations, it seems that being a member of a sports club does not always provide exclusively positive results. Depending on the type of sports, intensity and frequency of practice, the competition level and the group dynamics within the sports team, being a member of a sports club can increase the risk of harmful alcohol consumption by young people.

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.**

There is a prevailing **ABSENCE** of focus on alcohol prevention and health promotion in the clubs' documents.

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There is a lack of attention for preventive measures regarding exposure to alcohol and alcohol consumption by young people, in the written policies of the clubs and the club's documents. Sports clubs should pay more attention to alcohol prevention and health promotion in their documents and policies. 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.

FYFA's WP6 RECOMMENDATIONS

1. Even though alcohol consumption does not immediately seem to be problematic in the sports clubs for young people, it can become an issue and the development of a carefully designed alcohol policy is advised.
2. Awareness raising, among club stakeholders, about harmful alcohol consumption in sports clubs and the necessity of alcohol prevention in sports clubs should be encouraged.
3. 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.
4. To provide health education to sports club's managers that does not only tackle performance-related (health) subjects, but also non-performance-related subjects.
5. 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.
6. 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.
7. 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.
8. 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.

