

Welcome to European Healthy Stadia Conference 2014

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Today's Conference:

- Third European Healthy Stadia Conference – first to be held outside of UK
- A showcase for current health policies adopted by clubs, stadia & tournaments *and* examples of latest community health interventions
- An emphasis on sports organisations working in *partnership* with health agencies and wider stakeholders to bring about societal *and* corporate gains – a win-win for sport and health
- Speakers from a wide range of sports clubs and governing bodies of sport, but also from public health, transport, and the charity sector.



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The Healthy Stadia Concept:

“Healthy Stadia are those which promote the health of visitors, fans, players, employees and the surrounding community...”



Part of the

HEALTH
EQUALITIES
GROUP



A holistic and integrated approach to developing sports stadia and clubs as ‘health promoting settings’



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Breaking down the Healthy Stadia concept:

- **‘Match Day’ Policies and Practices:**
Healthier food options for fans,
tobacco control policies, active travel to stadia
- **Community Engagement Programmes:**
Men’s health programmes, mental health,
active aging, health screening projects,
sports participation, smoking cessation
- **Workplace Wellness:**
Staff health checks, use of club fitness facilities
healthier food menus for staff.



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Background to European Healthy Stadia Network:

- Builds on work with clubs and stadia in the UK since 2005 and an EU funded pilot programme (2007 - 2010)
- Supported by World Heart Federation since 2010 through its partnership with UEFA
- Representatives in 13 European countries with 300+ registered member clubs, NGBs, stadia and stakeholder organisations
- Network membership is *free of charge*, registration available for all stakeholders at: www.healthystadia.eu



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RESPECT



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Network Activities and Support Services:

- Healthy Stadia Assessment Tool: benchmarking of health policies & practices at clubs/stadia, with follow up recommendations & action plan
- Direct support for sports stadia, clubs & governing bodies in the implementation of health policies & practices at sports venues
- Programme management and partner recruitment for community health projects in line with local health needs, e.g. Targeting childhood obesity
- Development of guidance documents and sharing of good practice case studies amongst Network members, e.g. Active travel guidance
- Advocacy for policy change and legislation improving levels of health through sports settings e.g. Smoke-free stadia across Europe.



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- Healthy Stadia is designated partner for the implementation of UEFA's tobacco control programme at EURO 2016, France:
RESPECT Your Health: No Tobacco
- UEFA have declared a 'tobacco-free' tournament, banning use, sale and promotion of all tobacco *and* e-cigarette products
- Policy will apply to all host stadia and fan parks
- Healthy Stadia is currently developing an online training package for stewards & volunteers, communications / signage plan for host stadia, and policy enforcement strategy for stadium management.



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Today's Conference Programme:

- Keynote 1: World Heart Federation – Addressing the global burden of non-communicable diseases
- Themed Session 1, Physical Activity: How sport & stadia settings can increase levels of physical activity
- Keynote 2: FIFA - A global perspective on improving health through football - FIFA 11 For Health
- Themed Session 2, Addressing Wider Health Issues: Diet and Tobacco Control
- Themed Session 3, Addressing Wider Health Issues: Mental Health and Wellbeing



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A huge thanks in advance to:

- ISC Geneva
- WHF and UEFA
- All our Speakers and Chair
- All Delegates...



...Enjoy the Day!!!



@healthystadia
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