



FOCUS ON YOUTH  
FOOTBALL & ALCOHOL

**FYFA Newsletter**

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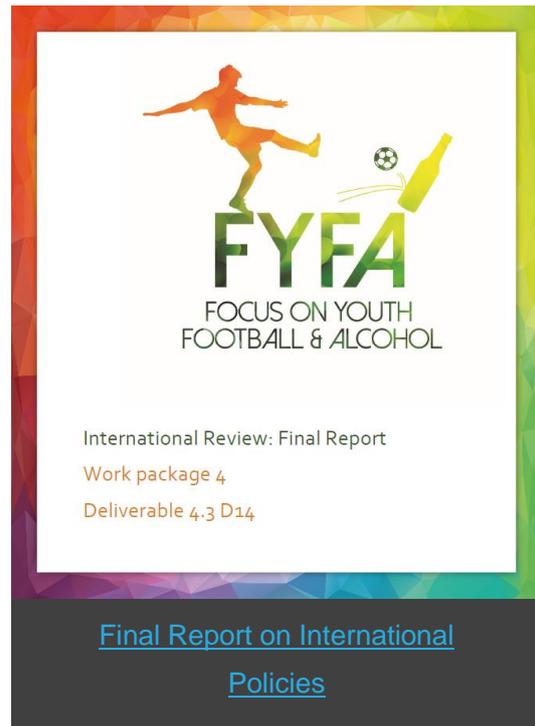
## A report on International Policies and Practices has been published

The FYFA project has published a report that presents findings from Work Package 4, a review of international policies and practices related to young people, alcohol, marketing and sport at an international level, including evidence gathering about effective practice in reducing harms.

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

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

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



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## FYFA project presented at 8th European Alcohol Policy Conference

The FYFA project has been presented at the 8th European Alcohol Policy Conference #8EAPC in Edinburgh, on 21st of November 2018 to almost 300 delegates, experts and stakeholders.

legislation, which will protect young people. **Sport** can be a powerful tool for a **positive change**; that also includes the messages it decides to promote and the alliances it builds.

Review was prepared by Scottish Health Action on Alcohol Problems and Eurocare and can be accessed through a link under the report's cover photo.



Kick-off meeting in Luxembourg

## Project partners' meetings

Since the beginning of the project in September 2017, the project partners have met three times to discuss the details of the project, progress reports and to share knowledge and contribute to the quality of the report.

The kick-off meeting took place in Luxembourg at CHAFEA's headquarters and we were welcomed by project's Scientific Project Officer Dirk Meusel and representatives of DG SANTE.

Next meeting took place in Rome in March 2018, where we were joined by Johana Gripenberg of the Centrum för Psykiatrforskning from Stockholm, who presented the STAD project on football and alcohol (Fotboll utan fylla). The meeting was hosted by Istituto Superiore di Sanita (ISS).

## The FYFA project: Preventive Policies in the sport settings

EU SPR Tricas-Sauras, M.S., Kaczmarek, A.; Galkus, L.; Okulicz, K.; Jongbloet, J.; Skar, M.  
European Alcohol Policy Alliance, Rue Archimede, 17, Brussels-1000 (Belgium)

Introduction	Procedures	Conclusion
<ul style="list-style-type: none"> <li>Young people who drink alcohol are placed at enhanced risk of immediate and longer term health and social harms.</li> <li>Harmful use of alcohol has been linked to more than 200 disease and injury conditions and causes a large economic and social burden in societies (WHO, 2016).</li> <li>Underage drinking and heavy episodic drinking of alcohol is of particular concern in Europe because of its impact on health and welfare of the population.</li> <li>A number of studies have linked alcohol use by young people to various problems, both short and long term. FYFA project (focus on youth, football and alcohol) aims to identify best practices in prevention of alcohol related harm in the sport setting.</li> </ul>	<p>We hope to contribute towards reducing alcohol related harm with a special focus on underage drinking. We aim at generating good practices targeting the reduction of heavy episodic drinking among young people and developing guidelines on this matter for youth sport clubs across Europe.</p>	<p>FYFA will promote the exchange of knowledge and good practices between and within European countries, to raise awareness of alcohol related harm amongst policy-makers and citizens. A final conference will be organised to present our evidence based guidelines.</p>
Methods	References	
<p>A multimethod design (Creswell &amp; Clark, 2007) is proposed for this comprehensive project with nine main strands focusing on international, national and local levels. A total of six international partners lead the work packages (WPs) of this study (see below).</p>	<ul style="list-style-type: none"> <li>Creswell, J. W., &amp; Clark, V. L. P. (2007). Designing and conducting mixed methods research. Thousand Oaks, CA, US: Sage Publications, Inc.</li> <li>World Health Organization (2016) Global Status Report on Alcohol and Health.</li> </ul>	
<p>WP1: Overall coordination and management</p>	<p>WP2: Dissemination and communication</p>	<p>WP3: Evaluation of the project</p>
<p>WP4 Review: international policies and practice related to alcohol young people, marketing and football</p>	<p>WP5 Review: national policies in 6 member states related to alcohol young people, marketing and football</p>	<p>WP6 Review: local policies and practices related to alcohol young people, sport, marketing and alcohol in 6 local youth sports clubs in 6 member states</p>
	<p>WP7 Research: exposure to alcohol, marketing attitudes &amp; behaviors in relation to alcohol and effective practices. Young people in 6 member states</p>	<p>WP8 Video production: summary on key themes regarding exposure to local marketing attitudes and behavior in relation to alcohol and effective policies</p>
		<p>WP9 Good practice and knowledge exchange</p>

FYFA project poster



Partners meeting in Rome

The most recent partners' meeting was hosted by Scottish Health Action on Alcohol Problems (SHAAP) at the Royal College of Physicians of Edinburgh in November 2018. Partners' representatives revised the work done so far, progress reports on ongoing deliverables of the project and planned future activities.



Partners meeting in Edinburgh



Partners meeting in Edinburgh



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Ask more about FYFA



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