



EUROPEAN HEALTHY
STADIA NETWORK



‘Healthy Stadia are those which promote the health of visitors, fans, players, employees and the surrounding community.. places where people can go to have a positive healthy experience playing or watching sport’

Concept:

Sport plays an important role within society, and sporting stadia are iconic within their communities. Millions of people across Europe attend a sports stadium or local sports clubs each week to watch their team, to work, to volunteer or to use the stadium’s facilities. Stadia are often located in less affluent areas and are traditionally attended by segments of society who do not readily access health services or respond to health promotion messages. Stadia therefore offer themselves as an excellent setting to support matchday and community initiatives aimed at addressing a range of issues under the theme of health and wellbeing.

Network:

Building on initial work with sports clubs in the UK, and with European clubs and governing bodies of sport as part of an EU funded ‘Healthy Stadia Programme’ (2007-2010), a European Healthy Stadia Network (Healthy Stadia) was established in 2010, working with amateur and professional sports clubs, governing bodies of sport and local government agencies to develop sports clubs as health promoting settings.

The Network is now administered by a Healthy Stadia social enterprise based in the UK with partner organisations in another 13 European countries.

Since 2007, Healthy Stadia was worked on 5 EU funded projects in the cross-cutting field of sport and health, has assisted in the implementation of health programmes at UEFA’s club competition finals and EUROs competitions, and is an annual supporter of the European Week of Sport and World Heart Day. Healthy Stadia is an associate partner of UEFA’s Football and Social Responsibility portfolio and implementation partner for the World Heart Federation.

What do we do?

The primary aim of the Healthy Stadia agenda is to develop sports stadia as ‘health promoting settings’. We break this work into three core areas:

- Development of stadium policies and practices in support of health (e.g. healthier food options, tobacco-free policies, promotion of active travel)
- Design and implementation of evidence-based community / fan intervention projects (e.g. physical activity programmes improving men’s health, food and nutrition education programmes for young people and families)
- Initiatives helping to improve club and / or stadium workforce health (e.g. annual health checks, bike to work schemes, staff running / walking clubs).

Key Contact:

Matthew Philpott – Executive Director, European Healthy Stadia Network CIC

E-mail:

matthew.philpott@healthystadia.eu

Telephone:

+44 (0) 151 237 2686

Corporate Benefits

Whilst there are obvious public health benefits from developing stadia as health promoting settings, there is also a strong business case to be made to stadia and club management to support the Healthy Stadia agenda. Health promoting policies and practices can help to support the business and corporate objectives of clubs/stadia – it can help build a positive corporate profile, nurture new partnerships, uncover further business opportunities and help secure additional sources of funding.

Support for clubs and stadia operators:

Healthy Stadia offers a wide range of support mechanisms to assist clubs and venue operators in the development of sports stadia as health promoting settings. Support tools and services include:

- Healthy Stadia Assessment Tool: benchmarking of health policies & practices at clubs/stadia, with follow up recommendations & action plan
- Development of guidance documents and toolkits e.g. tobacco-free stadia guidelines
- Dissemination of good practice case studies e.g.

active travel case studies

- Training courses to assist clubs/stadia deliver community health interventions, e.g. healthy lifestyle training modules for community coaches
- Direct support for sports stadia, clubs & governing bodies in the design and implementation of health policies & practices at sports venues, e.g. Respect Your Health Programme at UEFA EURO 2016
- Advocacy for policy change and legislation improving levels of health through sports settings e.g. restrictions on sponsorship and marketing of high sugar / salt / fat food and drink products through sports clubs and stadia
- Regular newsletters, workshops and hosting of a biennial European Healthy Stadia Conference to share good practices with European stakeholders.

Guidance documents, toolkits, and case studies mentioned above can be accessed free of charge from the Healthy Stadia website:

www.healthystadia.eu

Join the Network:

Membership of the Network is free of charge, and our intention is to engage with as many sports stadia, national and European governing bodies of sport, and stakeholder agencies concerned with improving public health through sport. If you would like your organisation to become a member of the European Healthy Stadia Network, or have any initial questions concerning Healthy Stadia and our programme of work, please do not hesitate to contact us using the details at the bottom of this page. We look forward to working with you.



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