

#43 FOOTBALL FANS IN TRAINING

UNIVERSITY OF GLASGOW, UNIVERSITY OF ABERDEEN, UNIVERSITY OF DUNDEE, UNIVERSITY OF EDINBURGH, LEEDS METROPOLITAN UNIVERSITY, SPFL TRUSTS

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Topic for advocacy Obesity and behaviour change / HEPA - Physical Activity and Health / Nutrition

<http://dev.ffit.org.uk/>

Description of the good example

The Football Fans in Training (FFIT) programme is a healthy living and weight loss programme which was carefully designed to be appealing for men. It incorporates the latest scientific approaches to weight loss, physical activity and diet and taps the potential of professional football clubs to engage overweight and obese men in losing their additional weight. It has been developed and successfully evaluated in a major research project led by the University of Glasgow. FFIT has been running for three seasons at Scottish Professional. as they began FFIT.

Target - Who can best use this example or document?

Football club community scheme, local professional and amateur sports clubs, local and national governments, sport community at large, decision-makers.

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

The effectiveness and value-for-money of FFIT have been clearly demonstrated in one of the world's first randomised control trial (RCT) of a health programme delivered through professional sports clubs. Project has also engaged women using similar methodology. Organisations can get inspired by this method and include similar tools to their own programs.

Learning points - What can we learn from it?

To understand how to tap the potential of professional football clubs to engage overweight and obese men to lose their weight. How professional football clubs, as a setting for a weight management group, can test men's loyalty to their football team and encourage them for a regular physical activity.

Further information

University of Glasgow, University of Aberdeen, University of Dundee, University of Edinburgh, Leeds metropolitan university, SPFL Trusts

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<http://dev.ffit.org.uk/>

**All information in this entry is sourced from the link above and contact mentioned in the document.*