

#44 EUROFIT: SOCIAL INNOVATION TO IMPROVE PHYSICAL ACTIVITY AND SEDENTARY BEHAVIOUR THROUGH ELITE EUROPEAN FOOTBALL

PROJECT COORDINATOR: INSTITUTE OF HEALTH AND WELLBEING, UNIVERSITY OF GLASGOW

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

Topic for advocacy HEPA - Obesity and behaviour change / Physical Activity and Health / Sport facility management and urban planning

<http://eurofitfp7.eu/>

Description of the good example

The goal of EuroFIT is to harness the love for the game, and the loyalty of football fans to their clubs, in order to engage them in a health-promoting lifestyle changes. EuroFIT will engage men through their connection with their clubs to make sustainable improvements in their diet, activity, and physical fitness. EuroFIT will achieve its goal by bringing together fans, professional football clubs, and public health experts to tackle the problem of how to engage inactive men in positive lifestyle changes. This unique team will develop tailored lifestyle programmes that will encourage sustainable changes in diet, physical activity and sedentary lifestyle. By integrating two novel technologies SitFIT & MatchFIT the project will create a new lifestyle-changing programme called EuroFIT, that will be delivered in football club grounds by club coaches. The project has been designed for a widespread replication, meaning that its success can be reproduced in different countries, communities and settings.

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 project will develop two technologies to integrate within the EuroFIT programme. First one is a novel device (SitFIT), which allows the self-monitoring of objectively measured sedentary time and physical activity with a real-time feedback. SitFIT will be a low-cost device with an integrated display. The second is a game-based mobile-phone app called MatchFIT, in which the players form teams participate in an alternative MatchFIT league, which mirrors fixtures in real football leagues. These technologies will be integrated into the new lifestyle changing programme EuroFIT, and will be delivered into football club grounds by club coaches. EuroFIT will target improvements in physical activity, sedentary time and eating habits/diet.

Learning points - What can we learn from it?

The App can be used to investigate sedentary time and physical activity. Self-monitoring program gives a lot of options for organisations.

Further information

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