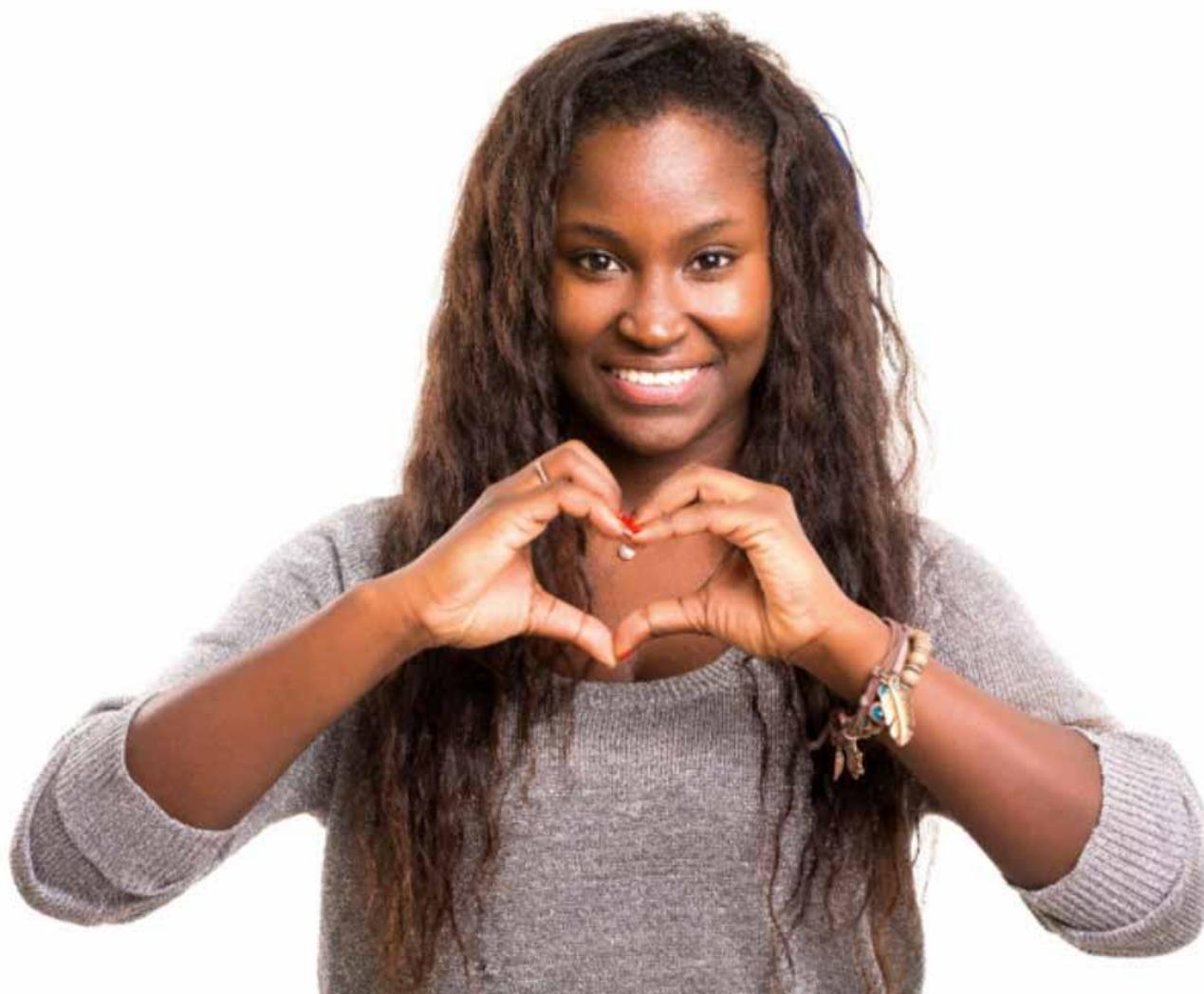


World Heart Day 2015 | Tuesday, 29th September



Healthy Heart Activities for Football: Guidance Toolkit



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BACKGROUND TO TOOLKIT

World Heart Day is organised by UEFA's social responsibility partner, World Heart Federation (WHF). In 2015 UEFA is specifically encouraging the football family to support World Heart Day (WHD) by raising awareness of heart health and healthier lifestyles through National Football Associations and affiliated clubs.



This toolkit is designed to help your football association and clubs promote World Heart Day through key communications channels, such as website, social media and PR.

In addition, we have also provided guidance on how to develop simple actions at club level in support of World Heart Day on 29th September. The main aim of developing these activities is to make stadium environments 'heart health promoting' i.e. environments that make it easier for fans, visitors and club staff to make healthier lifestyle choices. In 2015 we will have a special focus on diet and healthier eating with a variety of tools to help you promote this across the football family.

We have given this concept a name – Healthy Stadia® – and there is already a Network of clubs and health organisations across Europe working towards health promoting stadium environments. To find out more, please see:

www.healthystadia.eu 

Healthy heart choices for
everyone, everywhere

29 September



f /worldheartday

t @worldheartfed
#worldheartday

What is World Heart Day?

- World Heart Day is celebrated on **29th September** each year.
- Created by the World Heart Federation, World Heart Day informs people around the globe that Cardiovascular Disease (CVD), which includes heart disease and stroke is the world's leading cause of death, claiming 17.3 million lives each year and highlights the actions that individuals can take to prevent and control CVD.
- World Heart Day aims to drive action to educate people that by controlling risk factors such as tobacco use, unhealthy diet and physical inactivity, at least 80% of premature deaths from heart disease and stroke could be avoided.
- World Heart Day is a global event during which individuals, families, communities and governments around the world participate in activities to take charge of their heart health and that of others.
- A full background document on World Heart Day can be downloaded from the 'Promoting World Heart Day' section of this toolkit. For further information regarding World Heart Day, please visit:

www.worldheartday.org 

World Heart Day 2015

This year World Heart Day is dedicated to exposing how much our **environments** can impact on, and increase CVD risk factors. Too often, society 'blames' the individual's lifestyle choices for his or her CVD. But the environments in which we live, work and play – including football stadia – can have an effect on our ability to make the right choices for our heart health.

We believe that everyone, everywhere has the right to make healthy heart choices. We will therefore have a special focus on **diet and healthier food choices** that can be promoted by football clubs for World Heart Day 2015, including:

- The 'Eat for Goals!' smartphone App developed by World Heart Federation featuring healthy recipes from some of the world's top football stars
- A new video produced by UEFA promoting healthier eating in support of World Heart day
- Guidance on how clubs can develop healthier catering choices for fans to make healthy heart choices on match-days.

How Your Organisation Can Participate in World Heart Day : 2 Easy Steps

Many thanks to your national football association for agreeing to support World Heart Day in 2015. There are two levels of support for World Heart Day that we would like your association, clubs and stadium operators to consider:

STEP 1 (Basic Level Support)

Promoting World Heart Day Through Your Media Channels

There are lots of simple ways national football associations and football clubs can promote World Heart Day and spread the message about developing heart healthy environments. Media coverage during previous years has been excellent and we hope to generate even more in 2015.

Key Communications Activities

You can help to promote World Heart Day and its main aims through a wide range of communications activities. A full range of support tools such as a template press release, website banner and social media messages are presented below to help you with your chosen actions.

As you are a football organisation, try to get the support of club players, legends or key staff if possible. This is a great way to increase interest quickly in your communications and events planned for World Heart Day. At the least, get a written statement of support from a club player or VIP which you can quote with any communications outputs.

Please consider promoting World Heart Day (WHD) in the build up to 29th September through the following sources:

- Publication of website article on WHD (29th September) and (if possible) over the weekend of 26-27th September
- Photo call and / or press conference with players or club VIPs in support of WHD
- Social media outputs, in particular Twitter and Facebook platforms
- On pitch activities in support of WHD on match days – promotional shirts for players and mascots, promotional flags, fan mosaics etc.
- Use of big screen or scoreboard to promote WHD and/or film from UEFA (see below).



Support Tools for Communications Outputs

(click title to download):

- [Press Release Templates](#) →

To support your media engagement activities we will provide you with a press release template for use on your website and with media in the build up to World Heart Day. You may choose to add information about any match day activities, and to add quotes from club players and VIPs.

- [World Heart Day Campaign image](#) →

You can download the World Heart Day key image for 2015 to help support your communications outputs.

- [World Heart Day Web-Banner](#) →

You can download the World Heart Day web-banner to help support digital communications.

- [Social media messages](#) →

This document provides you with sample Twitter content and Facebook posts that will help you promote World Heart Day 2015 through social media.

- [World Heart Day backgrounder](#) →

This is a short, one-page backgrounder providing general information about World Heart Day, its objectives, and the call to action for heart healthy environments.

New Film from UEFA on Football and Healthier Eating

UEFA has produced a short film for World Heart Day 2015 on the healthier eating habits of professional footballers. The film is 3 minutes long and features Nacho Monreal, Ivan Rakitić and Álvaro Arbeloa talking about the importance of a healthy diet for performance on the pitch and as part of an overall healthy lifestyle. The video can be hosted on national association or club websites, or shown on big screens on matches close to World Heart Day. The video will be available from 23rd September at: www.uefa.org



Promotional Materials for Download

The World Heart Federation has produced a range of World Heart Day materials to download that can be used with your website articles or any match-day activities.

All users are subject to copyrights and permissions owned by World Heart Federation. World Heart Day material can only be published with the following copyright statement within the image or next to it: © **World Heart Federation**

- [Poster](#): → This year's World Heart Day 2015 poster can be used to generate public awareness of World Heart Day. This poster can be printed for use at events, or posted on your website and social media sites.

- [Leaflets](#): → World Heart Federation has also produced a great leaflet with lots of tips on how to reduce CVD risk through the development of heart healthy environments, promoting heart healthy choices for where we live, work and play.

STEP 2 (Advanced Level Support)

Developing Heart Healthy Choices for Football Fans: Healthier Eating

Healthy eating is an essential part of a healthier lifestyle and can significantly reduce the risk of cardiovascular disease. This second section of the toolkit offers football associations, clubs and stadium operators some simple guidance on how to promote healthier eating to fans and to offer some healthier catering options on a match-day.

We understand that your organisation may struggle to promote all of this information in the build-up to World Heart Day on 29th September, so try to focus on just one of the topics outlined below, and then re-visit this guidance later in the season if you are interested in additional activities promoting healthier eating to football fans.

The guidance covers the following topics:

- Promoting healthier eating and cooking to fans through the football themed 'Eat for Goals!' smartphone app
- Development of healthier catering options for fans on match-days
- Simple, healthier recipes for fans to cook at home.

The Importance of a Balanced Diet for Good Health

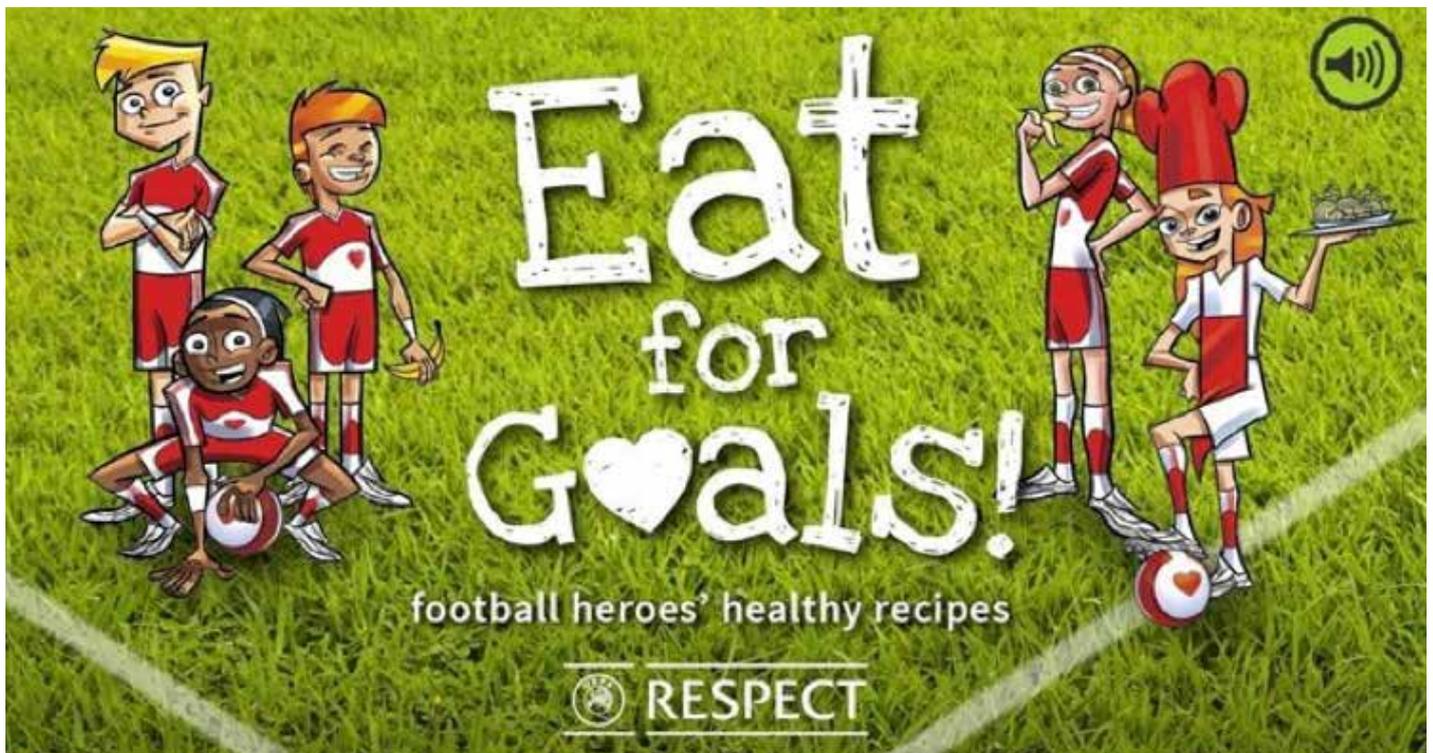
A balanced diet consisting of healthier foods, good levels of hydration and sensible portion sizes is essential for a healthier lifestyle and can reduce the risk of chronic illness. Poor diets are linked to the increase of Non-Communicable Diseases (NCDs) – including cardiovascular disease, type 2 diabetes and some cancers - which are the leading causes of death globally according to the World Health Organization [WHO]. Other health problems can also occur as a result of an unhealthy diet such as tooth decay. These diseases are preventable and can be avoided if diets match nutritional guidelines, therefore it is important that environments – including sports clubs and their stadia - are supportive by offering healthier food options to encourage people to make heart healthy choices.



→ 1: Promoting a Balanced Diet to Football Fans

Many people now realize that there is a strong relationship between the food we eat and our health, for example the importance of eating at least 5 portions of fruit and vegetables per day. Of particular importance is the need to understand the importance of a balanced diet, which means eating a variety of food from each of the major food groups every day. In short, individuals should aim to eat more fruit, vegetables and wholegrain starchy foods, and smaller amounts of red meats, dairy foods, fats (in particular saturated fats), salt and sugars.

Eat for Goals! Smartphone App – Football, Food and Fun



One of the easiest ways of promoting a healthier diet to football fans, in particular young people, is through the free Eat for Goals! smartphone app which has been developed by the World Heart Federation and supported by UEFA.

Eat for Goals! is a healthy cooking app available in English and Spanish which gives young people the opportunity to cook the same heart-healthy recipes as some of the world's top footballers, such as Cristiano Ronaldo, Paul Pogba and Lotta Schelin. Eat for Goals! encourages young people to eat healthily and lead an active lifestyle, in order to reduce their risk of heart disease and stroke.

Once the app is downloaded, young people aged 7+ are encouraged to 'score a goal' to see recipes from 11 of their favourite football legends. Each player shares what he or she loves to eat and gives the recipe for his or her favourite dish. The two language versions feature a total of 17 healthy options, including recipes for main courses, snacks and deserts, that can easily be prepared with a child and complement a healthy and balanced diet.

Players and recipes featured in both versions

- Cristiano RONALDO : Haddock with Lemon & Vegetables
- Lotta SCHELIN : Fresh Fruit Salad
- Paul POGBA : Spaghetti al' Arrabiata with Tuna and Vegetables

Players and recipes featured in the English version only

- Samuel ETO'O : Rice Cubana
- Steven GERRARD : Crunchy Cod with Herbs
- Yaya TOURE : Turkey and Peanut Soup
- Rachel YANKEY : Power Omelette

Players and recipes featured in the Spanish version only

- Alvaro ARBELOA : Tuna and White Bean Salad
- Veronica BOQUETE : Two Colour Fish Cake
- Ricardo IZECSON "KAKA" : Brazilian Black Bean Stew
- Ivan RAKITIC : Lentil Shots

As well as seeing what football stars like to eat, the app also provides interesting food facts and step-by-step instructions, making it easy for even the less-experienced to make delicious, balanced meals in no time at all.

Download the app for free - available now for iPhone and iPad:



Download Eat for Goals! in **English**.



Download Eat for Goals! in **Spanish**.



→ 2: Healthier Catering Options at Stadia

In addition to promoting a balanced diet to fans, football clubs and stadium operators can also help to create heart healthy match-day environments through simple changes to the catering options available at their stadium. Football clubs have a lot to gain from encouraging healthier eating at their stadium, including increased revenue streams, healthier fans and a healthier workforce who take less sick leave.

To help clubs and their catering departments work towards providing healthier food and drink options at their stadia, we have provided some tips and guidance over the following pages on how to make simple changes to the way that food is prepared and cooked, information on portion control, and ideas for a range of alternative 'healthier menu' options. We have also provided some advice on how healthier menu options can be effectively promoted to fans to encourage sales and wider awareness of healthier options on match-days.

Using Less Salt in Catering



Some salt is necessary for maintaining normal bodily functions. However, too much salt can raise blood pressure, which increases the risk of health problems such as hypertension, heart disease and stroke. Adults should have no more than 6 grams of salt a day (about one teaspoon), and both caterers and individuals should be aware that around 75% of the salt in our diet comes from everyday foods such as bread, cereals and processed foods. Tips for caterers to reduce levels of salt in their menus include:

- Use herbs, spices and fruit juices for flavour, rather than salt
- Choose low salt varieties of commercial foods where possible e.g. reduced salt soy sauce

- Only use small amounts of processed foods
- Cut out or strictly reduce added salt during cooking
- Do not provide optional salt (e.g. salt sachets) at catering outlets within the stadium

Healthier Cooking methods

The way in which foods are cooked can help to reduce the fat and calorie content of some meals, especially when it comes to mass catering at environments such as sports stadia. Frying and deep frying uses a lot of fat or oil which is often absorbed into the foods increasing its fat and calorie content. Here are some alternative options for cooking foods in a healthier way:

- Grilling: Suitable for Meat, Fish, Vegetables, Potatoes, Breads
- Boiling: Suitable for Vegetables, Potatoes, Beans, Fish, Eggs, Meat, Pasta, Rice
- Baking: Suitable for Meat, Fish, Vegetables, Potatoes, Pasta, Rice
- Poaching: Suitable for fish or eggs as opposed to frying
- Stewing: Suitable for Meats, Vegetables, Beans, Lentils, Pasta, Rice, Apples and some Fruits

Reformulation Tips

There are lots of ways of making your current catering options healthier through modifying the way they are prepared, including simple changes that can be made to traditional match-day products. Consider making the following changes to your catering offer for a healthier product:

- Cut off any visible fat and skin from all meat. Choose leaner cuts of meat, for example, swap streaky bacon for back bacon
- Use semi-skimmed milk or skimmed milk instead of whole milk
- Use reduced fat margarine and spreads where ever possible and use sparingly, using an oil spray gives a light coating and reducing the amount needed
- Use vegetable oils instead of animal based fats for cooking
- Use less meat with more vegetables and legumes such as beans, peas and lentils in meals i.e. in stews, casseroles or soups. Using less meat can significantly reduce the saturated fat content and also reduces costs as meat is more expensive than vegetables or pulses
- Use tomato or vegetable based sauces on pasta, meat or fish dishes rather than cream, butter or cheese based sauces
- Change to pastry topped pies as opposed to all pastry pies as this can reduce the calorie and saturated fat content
- Use lower fat varieties of cheese i.e. cottage cheese and use reduced fat soft cheese
- Choose canned fish in spring water instead of brine or oil
- Avoid using mayonnaise or adding coleslaw to salads as these are high in saturated fat.

Portion Control

Portion control is very important to maintain a healthy weight even if eating a balanced diet. Fans and staff can reduce the number of calories they eat by making healthier choices when it comes to food and drink. In addition to swapping high fat or high sugar foods and drinks for alternatives, people should avoid supersizing or choosing larger options of food or drink. Often 'super-size' 'king size' 'Large' portions and even '2 for 1' offers appear to be good value, however they encourage individuals to consume more calories, fat, sugar and salt than they may need. We would encourage all sports clubs to prohibit the supply of extra large portions for both match day and corporate catering.

Healthier Menu Alternatives

In combination with the preparation, cooking and portion control techniques listed above, the following small changes made to menus can make a big impact towards helping individuals achieve a balanced diet.



Healthier Meals

- Offer a range of wholegrain varieties of breads, rolls, wraps - not just white breads
- Try to develop options such as pre-prepared pasta pots and salad pots, stews, lean meat and vegetable kebabs, casseroles or chunky vegetable soups as good alternatives to high fat options such as burgers, pies and pasties
- Rice, pasta, couscous, wholegrain rice, bulgur wheat, baked potatoes or thick potato wedges are a healthier alternative side portion to chips.

Healthier Snacks

- Mixed dried fruit bags (dates, figs, apricots, raisins)
- Mixed unsalted / unroasted nuts and seeds bags (almonds, brazil nuts, cashew nuts)
- Offer lower fat crisp varieties such as baked crisps or alternatives such as breadsticks, low fat crackers or unsalted / unsweetened plain popcorn. Only offer standard sizes not the larger grab bags.

Healthier Drinks

- Offer bottled water and/or provision of free tap water
- Use semi skimmed or skimmed milk in drinks such as tea, coffee, lattes, hot chocolate without cream
- Offer low sugar or 'diet' carbonated drinks
- Offer no added sugar fruit juices - contributing to five a day.



Promoting Healthier Options



In addition to sports clubs paying closer attention to the type of foods on offer and how they are prepared, it is of major importance for catering and commercial departments within clubs to make sure that any healthier options are both promoted properly, and are priced competitively. If clubs do not take this into account, then it is less likely that healthier foods will sell adequately enough to sustain them as a viable option. Incentives and issues to consider include:

- **Seasonal variations:** If you are offering healthy options to fans on matchday, it is important that the type of food on offer widely reflects the seasonal temperature, so go for products such as wholegrain sandwiches, wraps, salad and fruit pots in summer, and fresh vegetable soups, pasta pots and baked potatoes in colder months.
- **Pricing:** Where possible sell the healthier food / meals at a lower cost to the less healthy alternative i.e. a serving of brown rice cheaper than a serving of chips to encourage increased sales of healthier food items.
- **Display:** At food kiosks and counters, ensure that fruit and healthier snacks are at the front of counters, whilst try to highlight the availability of healthier options on any menu boards or posters near to or part of kiosks.
- **Promotion:** In addition to giving healthier options greater prominence at food outlets, try to use simple marketing techniques such as posters, flyers and money off vouchers, and utilise your club marketing channels (website, e-bulletins, CRM) to promote your healthier options. Try to turn healthier eating options into a newsworthy theme that underlines your club's commitment to health and social responsibility.
- **Stock:** Ensure that popular healthier food items are restocked at all times so that a healthier choice is always available.

→ 3: Playing at Home! Simple Healthy Recipes

In addition to the guidance offered above to help clubs offer healthier food options, another way clubs can help to promote their food on match day and to promote healthier eating at home for fans, is to use the following 'cook at home' healthier recipes. The following meals use alternative cooking methods and low fat, sugar and salt ingredients making them a healthier option. All recipes are adaptable and other ingredients can be easily added or changed to increase variety.

For this year's World Heart Day, we ask clubs to format the following recipes using club branding and players, and to circulate the healthier recipes to fans through online and printed media.

Tomato Pasta



Serves: 2 adults

Preparation time: 5 minutes

Cooking time: 35 minutes

Nutritional information:

Fat	Sat Fat	Sugar	Salt	Calories per portion 460g
3.5g Low	0.4g Low	11.5g Low	0.3g Low	307kcal

Ingredients

- 1 teaspoon of oil
- 1 onion, finely chopped
- 1 garlic clove, finely chopped
- 1 tin of chopped tomatoes
- 2 tablespoon tomato purée
- a pinch of mixed dried or fresh herbs
- black pepper to taste
- 210g uncooked pasta

Method

1. Heat the oil in a saucepan or frying pan. Cook the onion on a medium heat until it's soft.
2. Add the garlic and cook for another minute. Make sure the pan is not too hot when you add the garlic as it burns easily. Burnt garlic will make the sauce taste bitter.
3. Add the tin of chopped tomatoes, tomato purée and mixed herbs.
4. Simmer gently for 15 minutes until the sauce is thick and rich.
5. Add black pepper to taste.
6. Cook the pasta according to packet instructions and serve topped with fresh herbs.

Serving suggestion:

- Can be served hot or cold
- Add a tin of tuna in spring water or some sliced vegetables to the sauce at step 3. e.g mushrooms, sweet corn, spinach, peppers or courgettes
- Chicken, beef, lean mince, fish, lentils or beans can also be added
- The sauce can be used separately as part of other dishes e.g. pour the sauce over fish fillets and bake in the oven at 180C or gas mark 4 for 15 to 20 minutes. Or use as a base for chilli con carne, lasagne and spaghetti bolognese.

Hearty Vegetable Soup



Serves: 6 adults

Preparation time: 20 mins

Cooking time: 25 mins

Nutritional information:

Fat	Sat Fat	Sugar	Salt	Calories per portion 309g
1.9g Low	0.3g Low	4.9g Low	0.1g Low	78kcal

Ingredients

- ½ tablespoon vegetable oil
- 1 medium onion, sliced
- 2 small carrots, sliced
- 3 sticks of celery, sliced
- 1 tin of chopped tomatoes
- 80g green beans
- 1½ tablespoon tomato purée
- 1 leek, sliced
- 80g frozen peas
- 50g dried pasta
- 1 litre of boiling water
- pepper to taste
- 1½ teaspoon of dried herbs

Method

1. Heat the oil in a large pan, add the onions, carrots, leeks and celery and fry until sizzling. Lower the heat, cover and cook gently for five minutes, stirring if needed.
2. Add the tin of tomatoes, water, tomato purée, beans and frozen peas. Raise the heat to maximum. Bring to the boil and add the pasta, herbs and pepper.
3. Lower the heat and simmer for 15 minutes or until the pasta is cooked, stirring frequently to make sure the pasta doesn't stick.

Serving suggestion:

- Serve with a warm crusty wholemeal roll or bagel.
- Brown rice, beans or lentils can be used instead of pasta

Healthy Potato Wedges



Serves: 4 adults

Preparation time: 10 minutes

Cooking time: 30 minutes

Nutritional information:

Fat	Sat Fat	Sugar	Salt	Calories per portion 1/4 recipe
4.0g Low	0.4g Low	1.5g Low	Trace	100kcal

Ingredients:

- 4 large potatoes
- 1 tablespoon olive oil
- Seasoning such as black pepper, garlic, chilli or herbs

Method:

1. Preheat the oven to 200 C or gas mark 6
2. Cut the potatoes into thick wedges [the thicker the wedges the better]
3. Then place the wedges into a plastic sandwich bag or bowl and mix well with the oil and seasonings
4. Place the wedges on a baking tray and bake in the oven for 20 -30 minutes until golden brown and crispy

Serving suggestion:

Serve with tomato and onion salsa and low fat mint yogurt. These are a great alternative option for chips.

How to Contact Us

If you have any questions on World Heart Day and the information contained in this toolkit, feel free to contact either European Healthy Stadia or World Heart Federation. The key contacts are:

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THANK YOU

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