



Geoff Wilson Consultancy

Strategic Planning - Marketing - Communications - Business Development - Event Management

IRISH FA HEALTH PROGRAMME

Clubs

- 2 Conferences per year
- Nutrition & Mental Health Seminars
- First aid & Defibrillator Training
- Fitness Qualification Programme

Coaches

- Nutrition Seminars
- e-learning (Healthy Eating & Mental Health)

Schools

- Primary School Programme
- Secondary Schools Programme

HEALTH BOOKLET

HEALTH APP

HEALTH MICRO SITE

Results



- 4 major conferences
- 75 seminars throughout NI - 3500 adults
- 40 first aid seminars
- 20 defib seminars
- 32 unemployed people trained
- 40 secondary schools - 2000 pupils
- 80 primary schools - 3000 pupils
- 300 coaches trained on nutrition (UEFA badges)
- elearning platform in place
- Independent Research:
 - the IFA is involved in educating people about physical and mental health issues (55%)
 - The IFA is involved in promoting healthy eating via its football programmes (56%)

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