



HEALTHY GOALS





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HEALTHY GOALS

BETTER LIVES



WHAT IS HEALTHY GOALS?

Healthy Goals is a lifestyle behaviour change project that uses sport and the power of a club's badge to help young people understand the importance of a healthy lifestyle.

During their mid to late teens, young people often find themselves under immense pressure to achieve, whilst social expectations and social norms can also have a negative impact on young people's health and wellbeing.

Healthy Goals helps to empower young people to make positive choices... to continue playing Sunday league football, to ditch the Tuesday night pizza ritual and to be aware of the risks involved when consuming alcohol or other drugs.

The programme can be seamlessly integrated into your NCS programme and consist of six 60 – 90 minute sessions each addressing a different lifestyle risk factor.

At each stage of the programme, participants are asked to set SMART goals, providing them with a framework to make meaningful changes and monitor their progress.

HOW DOES IT WORK?

Step 1: Programme Preparation

Healthy Stadia will work with you and local partners to tweak the programme to suit your needs. The branding of the programme can also be changed to reflect your club's identity.

Step 2: Coach Training

Healthy Stadia builds capacity in your club by teaching your coaches about public health issues affecting young people and training them to deliver interactive sessions that will challenge young people to think about their lives and help them to make positive choices.

Step 3: Access to Materials

Your club will be given access to a bespoke web portal which contains information on how to run the programme and a range of delivery materials including

Step 4: Programme Delivery

Over to you! Your coaches will deliver the programme to NCS participants. Pre- and post-programme Healthy Lifestyle Questionnaires will need to be completed by all programme participants.

Step 5: Data Analysis

Healthy Stadia's research department will analyse the data collected through the Healthy Lifestyle Questionnaires in addition to feedback collected by coaches following their training programme and after the delivery period.

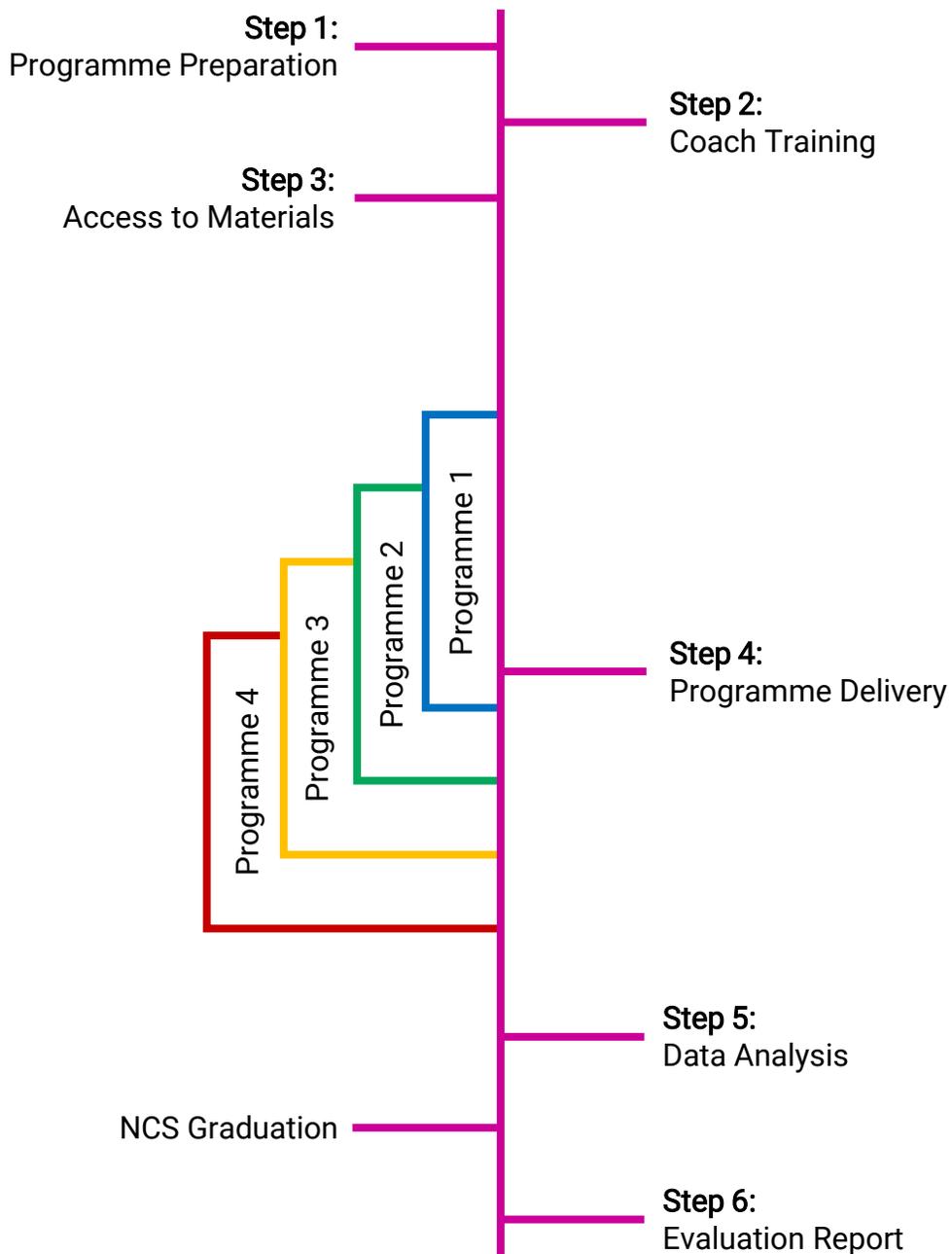
Step 6: Evaluation Report

Healthy Stadia will produce an Evaluation Report that can be used to acquire sustainable funding for the programme and even grow the number of participants enrolled on Healthy Goals.



Figure 1: Key Themes of Healthy Goals

PROGRAMME TIMELINE



CASE STUDY:



In 2015, Healthy Stadia received grant funding from Liverpool Clinical Commissioning Group to develop a healthy lifestyle programme to complement Everton in the Community's (EitC) existing social inclusion programmes. This has led to over 350 young people from areas of high deprivation in Merseyside improving their health and developing goal-setting skills as a direct result of Healthy Goals.

Healthy Stadia worked closely with EitC coaches to co-develop a suite of practical delivery materials, that encourage participants to think about their health and why it is important to develop healthy habits early in life.

A full evaluation framework was developed to assess attitudinal and behaviour change during the course of each programme and aligned to the region's public health priorities for this demographic.

Results from 2017 include:

- Before the programme, participants averaged 128 minutes of physical activity, this rose to 139 by the end of the project;
- 47% reduced the amount of time they spent sitting, playing computer games and watching television;
- 28% reported they slept for longer;
- 54% increased their fruit and vegetable intake;
- 42% reduced the number of unhealthy snacks such as chocolate bars and crisps they had each day;
- 32% cut down on the number of sugary drinks they have;
- 14% reduced the number of fast food or takeaway meals they have each week.

Healthy Goals sparked debate amongst our young people. They're talking about what they're eating, what they're drinking, what they choose to do in their spare time and it's making them think very differently about everyday things.

The alcohol sessions in particular have had a huge impact on many young people. Many have opened up to me and other coaches about embarrassing and even potentially dangerous situations they have found themselves or their friends in.

Joe Rowe, NCS Manager, Everton in the Community

TRAINING FOR EITC COACHES

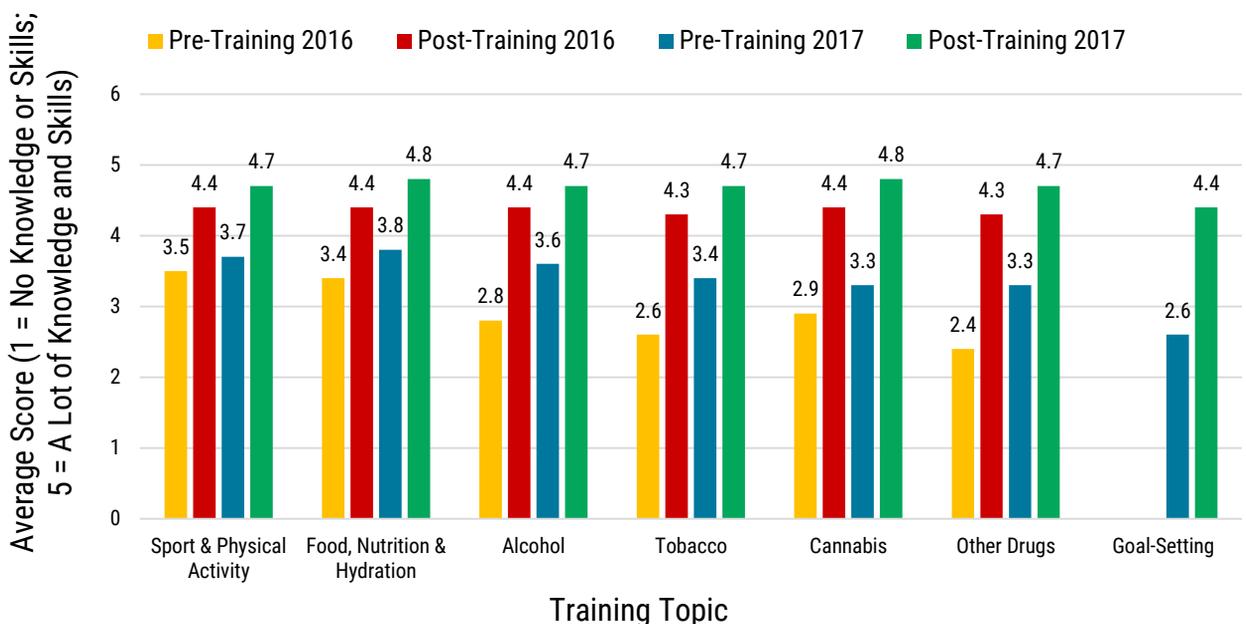
Healthy Stadia designed and developed a bespoke training programme that educates community sports coaches on a range of lifestyle risk factors such as physical inactivity, alcohol consumption and substance misuse.

The training programme also includes an introduction to setting short- and long-term goals that will allow coaches to assist participants enrolled on Healthy Goals to identify realistic changes they could make that could benefit their health. This framework can also be used to set career and education targets by asking participants what they need to do to get to college, university, undertake vocational training or their first job.

The knowledge and skills acquired through our training programme can also be applied in other areas of your work, helping to build capacity in your club and enhance other programmes.

The table below demonstrates retention of knowledge and skills gained through the training programme, and delivery in successive years has built confidence and understanding of the content being delivered.

Average pre- and post-training self-assessment of knowledge and skills relating to the seven training topics covered in Healthy Goals (2016-2017)



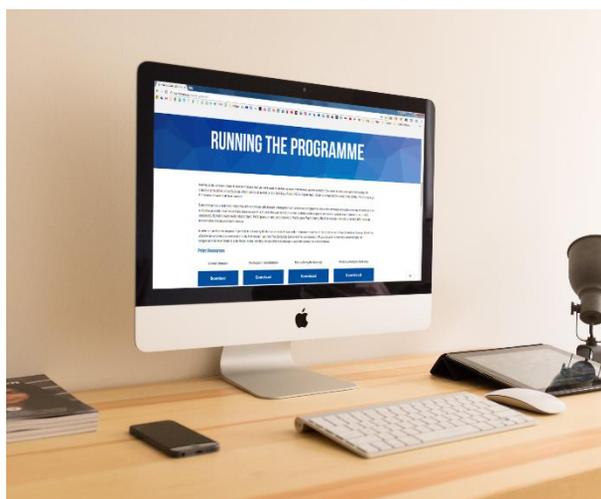
WHAT MATERIALS ARE AVAILABLE?



Coach Manual:
Step by step instructions on how to run
Healthy Goals



PowerPoint Presentations:
Visual aids and activities for delivery

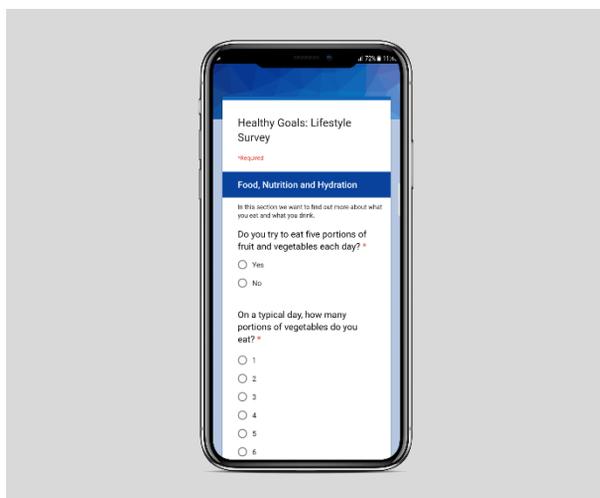


Online web portal with information,
guidance and downloadable materials



Physical Activity Sessions

HOW IS IT EVALUATED?



Healthy Goals Lifestyle Survey – available in print and on mobile

Healthy Lifestyle Questionnaire

At the beginning and end of each Healthy Goals programme, participants are asked to complete the Healthy Lifestyle Questionnaire.

The survey collects information on attitudes and behaviours aligned to various health-related themes and allows Healthy Stadia to measure any change that takes place during the programme.

Healthy Stadia would be happy to tailor the questionnaire to collect information for local public health intelligence teams or the priorities of funding agencies.

Evaluation Report

On conclusion of the programme, Healthy Stadia will produce a short evaluation report detailing the following information:

- Results collected through the pre- and post-programme Healthy Lifestyle Questionnaire
- Feedback obtained from coaches following the training sessions
- Post-programme feedback on coaches on ease of delivery and potential modifications to the programme.

This report can then be used to acquire sustainable funding for the programme and even grow the number of participants enrolled on Healthy Goals.



Evaluation Report – Details the impact of your Healthy Goals programme



HOW MUCH DOES IT COST?

Healthy Goals has been designed with flexibility in mind and can be tailored to the size of different NCS programmes across the country. So whether you are catering for 30 or 300 young people, it can be adapted to suit your needs.

The Healthy Goals package consists of a two day training workshop, access to a bespoke web portal with materials for download and dedicated support from Healthy Stadia's research department for the purpose of monitoring and evaluation.

For a full breakdown of costs, please see the table below:

COMPONENT	PRICE
Two-day training workshop <ul style="list-style-type: none"> • Lifestyle risk factors • Goal-setting techniques • How to deliver and use programme materials 	£2,000
Website & Materials <ul style="list-style-type: none"> • Access to bespoke web portal • Access to print and digital programme materials 	£1,500
Monitoring & Evaluation <ul style="list-style-type: none"> • Price per analysis of cohort data (x15 people) = £250 • Minimum delivery of programme to x2 cohorts • Each additional cohort = £250 	£500
Minimum Programme Cost	£4,000

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BENEFITS

- **Capacity Building:** Knowledge and skills gained during training can be applied in different areas of your club
- **Evidence-based programme:** Funders want to see proof that programmes work
- **Easy Integration:** Healthy Goals can plug straight into your NCS programme
- **Academic Evaluation:** Healthy Stadia can secure support from masters students to evaluate your project

FUNDING

Healthy Stadia would be more than happy to assist clubs and NCS providers explore funding options for your own Healthy Goals programme.

Local Clinical Commissioning Groups (CCGs), local Public Health teams and Big Lottery, Awards For All (small grants) are just two suggested mechanisms you may wish to look into.

GET IN TOUCH

If you, one of your team, or even your local / existing commissioners would like to speak to us about how we can develop a successful, integrated Healthy Goals partnership into your NCS setup, please email:

michael.viggars@healthystadia.eu



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Healthy Stadia is an associate partner
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