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Welcome to European Healthy Stadia Conference 2013

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Today's Conference:

- Showcase for current community health interventions *and* health policies at clubs, stadia & tournaments
- 40 keynote and plenary speakers
- Speakers from a wide range of sports clubs and governing bodies, and also from public health, transport, catering, voluntary sector



The Healthy Stadia Concept:

“Healthy Stadia are those which promote the health of visitors, fans, players, employees and the surrounding community... Places where people can go to have a positive, healthy experience playing or watching sport”

A holistic approach to developing stadia as ‘health promoting settings’



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Societal *and* Corporate Gains:

- Stimulating new commercial partnerships
- Promoting new revenue streams – e.g. healthier food options
- Lowering costs – e.g. energy and water efficiency
- Improving staff productivity and reducing illness



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Background to European Healthy Stadia Network:

- Builds on work with clubs and stadia in the UK and through EU funded pilot programme (2007 - 2010)
- Supported by World Heart Federation through its partnership with UEFA
- Works in 15 European countries with 300 registered member clubs, stadia and supporting organisations
- Network membership is *free of charge*, registration available for all stakeholders at: www.healthystadia.eu



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Aims, Objective and Network Support Services:

- Support for sports stadia and governing bodies to develop health policies, practices & partnerships
- To develop and share case studies and policy developments amongst Network members
- To advocate for policy and legislation that will improve levels of health through sport's settings e.g. smoke free stadia across Europe
- Benchmarking of current health policies and practices at clubs and stadia, gap analysis & action planning



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Stadia Health Policies *Supporting* Community Actions:

- Active travel plans to stadia for fans and staff
- *Healthier* and sustainable food and drink options
- Staff and community use of fitness facilities
- Tobacco free stadia policies & enforcement
- Brief intervention advice delivered by stewards & staff
- Workplace wellness policies to improve staff health
- Sustainability practices benefitting public health



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Structure of the Day:

- Keynote 1: Comparison between English and Dutch community interventions; Use of grassroots settings
- Keynote 2: How can stadia settings improve lifestyle risk factors – physical activity, diet, tobacco use
- Plenary breakout sessions; including Sport, Sustainability and Health seminar chaired by BASIS
- Keynote 3: UEFA's development of health policies and practices at tournaments & perspectives from WHF



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Questions to Consider:

- How can different functions within sports clubs work more closely together to position health as a key agenda item, and to develop their stadium as a health promoting setting?
- How can governing bodies of sport and leagues help to support clubs and stadia in becoming health promoting settings?
- How can key partner agencies - including health, transport, catering suppliers, voluntary sector - assist clubs, stadia and governing bodies in meeting their societal *and* corporate objectives within the context of health?

