



Overview of local policies and practices in six Member States related to alcohol, young people, marketing and sports.

Work package 6

Deliverable D6.1 – Overview of policies in youth clubs



Main Partners

European Alcohol Policy Alliance



Scottish Health Action on Alcohol Problems



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Summary

There are longstanding historical links between alcohol and sport; over centuries, alcohol has been used as a stimulant to enhance the performances of athletes, or drunk by spectators before and after the match, and in social spaces (Levinson & Christensen, 1996). It is argued that these links have grown stronger in recent years (De Donder, 2014).

Researchers exploring the relationship between alcohol and sport suggest that, contrary to general belief, sport may not always be a protective factor, but it could increase the risk of harmful alcohol consumption, especially by young people (Diehl et al., 2012; Fujimoto et al., 2013; Henchoz et al., 2014; Kwan et al., 2014; Lisha & Sussman, 2010; Tamminen et al., 2012).

Depending on the type of sports, intensity and frequency of practice, the competition level and the group dynamics within the sports team, being a member of a sports club can increase the risk of harmful alcohol consumption by young people (Diehl et al., 2012; Driessen & te Rietstap, 2009; Ford, 2007; Gugliardo et al., 2006; Kulesza et al., 2014; Martha et al., 2009; Mays et al., 2010; O'Brien et al., 2007; Terry-McElrath & O'Malley, 2011; Vest & Simpkins, 2013; Wichström & Wichström, 2009; Zhou & Heim, 2014).

The ESPAD study and the latest prevalence numbers of the partner countries for this study indicate a trend towards declining alcohol consumption by young people (Department of Health, Northern Ireland, 2017; ESPAD Group, 2015; Rosiers, 2018). Also the HBSC-study identified in most countries and regions in Europe a significantly decrease in the weekly drinking prevalence and in drunkenness for boys and girls between 2002 and 2014 (Inchley et al., 2018). However, many young people continue to drink alcohol (ESPAD Group, 2015; NHS Digital, 2019; Rosiers, 2018).

Research suggests that alcohol consumption by young people is influenced by alcohol advertising, increasingly including by social media (Critchlow et al., 2016; de Bruijn et al., 2012; Jernigan et al., 2017b; McClure et al., 2016). Several studies concluding that exposure to alcohol marketing increases the likelihood that young people will start to drink, increase their consumption of already drinking and increase binge drinking (Anderson et al., 2009; Booth et al., 2008; Meier, 2008; Jernigan, 2010; Smith & Foxcroft, 2009; Winpenny et al. 2012; Kelly et al., 2015).

In smaller or amateur clubs, alcohol producers sometimes offer sponsorship in the form of free alcohol and other promotional prizes, and this may also appeal to young people (Sawyer et al., 2012).

This work package (WP) explores the role of local sports clubs in relation to alcohol, youth and alcohol marketing. The output of this WP is twofold:

- A report on the written policies of the clubs selected for each country (WP6, D.6.1)
- A report on the interviews conducted with key informants of the club (WP6, D.6.2)



A desk-based review was undertaken of the written policies and the guidance. As per the original protocol the project partners contacted one or two local football clubs for gathering relevant data and a thematic content analysis was carried out of seven clubs' written policies. Some of the clubs only provided their policy document (POLONIA, MUKS, FC Honka). Others provided documents such as information brochures, codes of conduct and undersigned international declarations etc. (Olimpija Ljubljana men and women, KRC Harelbeke and Spartans FC).

Based on this study several findings from the examination of the policies after content analysis were uncovered:

- Only the football clubs from Belgium and the UK mention alcohol use specifically in their written policies, with only the UK having a separate alcohol and drug policy.
- A healthy lifestyle is mentioned in the policies of every club. All of the clubs focus on living a healthy and/or sportive lifestyle.
- There is a variability in the presence of rules about alcohol when it comes to parents versus young players.
- The policies of the football clubs in Slovenia, Poland, Belgium, Italy and the UK explicitly mention sanctions when the rules of good conduct are broken.
- Not all policies pay attention to clubs' sponsorship, but those who do mention that, it has to be in accordance with the objectives of the sport.
- There is a lack of attention for preventive measures regarding exposure to alcohol and alcohol consumption by young people, in the written policies of the clubs.

We can conclude that the risks and harms inherent to alcohol in sports clubs, young people and alcohol marketing are well known in the international scientific literature. According to the content analysis performed of the written policies of the clubs, there is a lack of attention for preventive measures regarding exposure to alcohol and alcohol consumption by young people. Both in the written policies of the clubs and the club's documents.

According to the findings, not all policies pay attention to clubs' sponsorship. We recommend instituting a ban on alcohol advertising before, during and after sports events for young people and ideally for the sports clubs in general as well.

Overall, sports clubs should pay more attention to alcohol prevention and health promotion in the club's documents (i.e. canteen house rules) and policies (i.e. vision and mission). Even though alcohol consumption does not immediately seem to be problematic in these sports clubs for young people, it can become an issue and the development of a carefully designed alcohol policy is advised.



1. Introduction

This report presents findings from WP 6, D6.1 – An overview of policies in six youth clubs in six Member States (as defined in the original research protocol). This is the first deliverable of two for this work package (WP) six.

This report is divided into seven chapters. The second chapter describes the aims and objectives of this particular work package. Chapter three presents an overview and analysis of the literature, focussing on exploration of research that considers the following three questions:

1. Why should we be concerned about alcohol and young people?
2. Why should we be concerned about alcohol and sports clubs?
3. Why should we be concerned about alcohol advertising in sports clubs?

The fourth chapter describes the methods used. The findings are presented in chapter five, including national data.

In the sixth chapter of this report, the findings are discussed in the light of the literature in this field, with conclusions drawn in chapter seven.



2. Aims and objectives

This WP focuses on the role of the local sports clubs in relation to alcohol, youth and alcohol marketing.

In this regard the objectives are:

1. The identification of one or two local sports clubs in each of six Member States where young people across genders, aged 13-15 years old play sports;
2. Compile, examine and analyse their written policies about young people and alcohol;
3. Conduct interviews with up to three to six stakeholders in each club to explore:
 - a. Their attitudes towards alcohol and young people;
 - b. Whether they think alcohol is a challenge with the young people with whom they work;
 - c. Strategies used to reduce alcohol-related risks and harm for young people;
 - d. Their attitudes and actions in relation to exposure of young people to alcohol promotion;
 - e. Methods that they believe are effective and provide evidence to support these conclusions.
4. Produce two reports (focussing on policies and conducted interviews) summarising the key findings.



3. Overview of the scientific literature

A literature review was carried out to explore historical and contemporary links between alcohol and sports, to illustrate why there is cause for concern about alcohol harms to young people and the influence alcohol marketing has on young people and sport (Munn et al., 2018).

The main databases used to retrieve relevant literature were: Web of Science, Pub Med and the Cochrane library, ranging from 2000 until present. The key words used were: "young people", "sport(s)", "alcohol", "alcohol consumption", "alcohol marketing", "alcohol advertising", "alcohol promotion", "adolescents", "football", and "sponsorship".

This section presents an overview of the literature, focussing on three key questions:

1. Why should we be concerned about alcohol and young people?
2. Why should we be concerned about alcohol and sports clubs?
3. Why should we be concerned about alcohol advertising in sports clubs?

3.1 Why should we be concerned about alcohol and young people?

Prevalence of adolescent alcohol use in Europe

Because of its availability, alcohol is the most commonly substance used drug in Europe during adolescence (age 14 to 24 years old). (Squeglia, Jacobus & Tapert, 2014; Inchley et al., 2018). Most people start using alcohol between the ages of 12 and 16 to fulfil social and personal needs, to start new relationships and improve contact with peers (Inchley et al., 2018).

The ESPAD-report (European School Survey Project on Alcohol and Other Drugs, 2015) collect comparable data on substance use among 15- to 16-year-old students in order to monitor trends between 25 countries that participated in at least four of the six surveys. The study concluded that, even though alcohol use among young people in Europe is high, there is evidence of a decrease in lifetime and last-30-day use of alcohol in the last two decades (from 89% to 81% and from 56% to 47%). However, the numbers for heavy episodic drinking appeared less pronounced, with a shift from 26% to 35%, and a decrease in prevalence only observed amongst boys (Kraus, Nociar, 2016).



Next to that, the ESPAD-study found that more than three in four students age 15 to 16 years old (78%) report having easy access to alcoholic beverages. When discussing the early onset of drinking alcohol, nearly half of the students (47%) had drunk alcohol at the age of 13 or younger, and of this, one in twelve had been intoxicated. 50% or more of the students reported to have drunk alcohol at least once during their lifetime and 35% heavy episodic drinking in the past month. The ESPAD-study also noticed a gender convergence, especially when it comes to heavy episodic drinking (Kraus, Nociar, 2016).

The Health Behaviour in School-aged Children (HBSC) report presented trends in alcohol use and drunkenness among 15-year-olds adolescents across the WHO European Region (36 countries) from 2002 to 2014. The HBSC-study identified a significantly decrease in the weekly drinking prevalence between 2002 and 2014 for boys and girls in most countries and regions. A higher prevalence of weekly drinking was observed among boys compared to girls, but gender differences have decreased over time. Across time there is also a significantly decrease in drunkenness for boys and girls in most countries (Inchley et al., 2018).

According to the literature there are several factors that can contribute to the general decrease observed in alcohol consumption: changes in norms on drinking and intoxication, competing responsibilities and specific attractions that demand or favour sobriety, structural changes, external influences and the range of societal or cultural responses to alcohol problems (Room et al., 2009). It can also be argued that changes in young people's drinking prevalence and behaviours can be attributed to changes in adult prevalence, shifts in teen culture or parental control (Ryan et al., 2010; Simons-Morton et al., 2009; van der Vorst et al., 2006). Several studies concluded that younger cohorts reported abstinence more frequently and drank less than older cohorts (Härkönen & Mäkelä, 2011; Kraus et al., 2015; Meng et al., 2014; Pabst et al., 2010).

Risks and harms from alcohol consumption at an early age

Many people assume that the risks and potential consequences of drinking alcohol at adult age are more or less the same for drinking alcohol at an early age, but research suggests that the dangers of underage drinking are magnified (The national Research Council, 2004). There are several risks involved when starting to drink alcohol at an early age (De Doncker, De Donder & Möbius, 2016; SHAAP, 2013; Squeglia, 2014). Alcohol tasting at young age has been associated with an increased risk of getting drunk and drinking heavily later in adolescence. In addition, it appears that consumption of at least one standard glass of alcohol during or before age 13 can be associated with an increased risk of frequent binge drinking in secondary school (Gilligan et al., 2019). Early initiation of alcohol use among adolescents is also associated with more social problems (Inchley et al., 2018). In addition, alcohol use at young age can increase the probability of having mental health and neurocognitive problems in both short and long terms (Inchley et al., 2018).

The younger an adolescent starts drinking, the more severe the short-term and long-term consequences. For example, adolescents who began experimenting with alcohol at the age of 12 were more likely to have substance use disorders at the age of 20 compared to adolescents that



began experimenting with alcohol at the age of 14. Moreover, each additional year of delayed drinking reduces the risk of alcohol addiction by 14% (Inchley et al., 2018).

Gillian et al. 2019 indicates that any level of alcohol use or alcohol intoxication can have serious short- and long-term risks and consequences. Those are described in the following sub-sections.

Short term risks

De Doncker et al. (2016) have identified specific short-term risks such concerning the immediate effects of excess alcohol consumption such as: vomiting, injuries, coma and hypothermia. Because of their small size, children and young people have a higher Blood Alcohol Level in their body compared to adults when drinking the same amount of alcohol (De Doncker et al., 2016).

Young people are more susceptible to black outs (STAP, 2003). However, they are less prone to experiencing the negative effects of alcohol consumption such as an impaired motoric coordination of the body, sedation, hangover or withdrawal symptoms (De Doncker et al., 2016).

Young people between 13 and 19 years old who consume alcohol are more often sexually active than their non-drinking peers (De Doncker et al., 2016). They also have more unprotected sex and sexually transmitted diseases (Inchley et al., 2018).

Additionally, young people who drink alcohol are more prone to accidents and injuries which might be caused by violence or traffic accidents (De Doncker et al., 2016). At all blood alcohol content (BAC) levels, the risk of drink-driving accidents is higher for young people than for adults. Young people also tend to make more risky choices in traffic. For example, young people who have been drinking alcohol are more likely to get in a car with an intoxicated driver or are less likely to wear a safety belt (The national Research Council, 2004).

Furthermore, there is a link between alcohol consumption and suicide, depression, skipping school, fighting, vandalism and broken friendships (De Doncker et al., 2016).

Long term risks

Scientific evidence shows that the brain undergoes significant structural and functional changes between childhood and adolescence, with maturation commencing in early adulthood. (SHAAP, 2013) It is important that the brain knows a healthy development throughout childhood and adolescence for optimal neurocognitive performance (De Doncker et al., 2016). Even subtle changes in the neurodevelopmental trajectories could affect the cognitive, emotional and social functioning. It is in this regard that altered brain development due to exposure of neurotoxins, such as alcohol, could set the stage for cognitive problems into adulthood and remain throughout life (Squeglia et al., 2014).

Squeglia et al. (2014) found that adolescents who engage in heavy alcohol use show alterations in both grey- and white-matter brain structures, and aberrations in brain activity. As well as damage to the brain, long-term alcohol use could also lead to liver disease and alcohol dependence. There is also a link found between poorer mental health and alcohol misuse problems.



In some cases, death might be attributable to excess alcohol use. In this case males are more at risk than females. For instance, in one of the participating countries - Scotland, most of the alcohol-related mortality is due to alcoholic liver disease. Other identified alcohol-related deaths were road-traffic accidents, intentional self-harm, assaults and epilepsy (SHAAP, 2013).

Also, a strong link between the use of alcohol and offending has been described (Graham & West, 2001). Alcohol related crime spans a range of social harm and includes anti-social behaviour causing social nuisance, vandalism, drink driving, robbery, sexual offences, assaults and homicide. Excessive alcohol consumption increases the risk for an individual to be a predator of a violent crime, as well as of being a victim (Graham & West, 2001; SHAAP, 2013).

3.2 Why should we be concerned about alcohol in sports clubs?

A large number of research results can be found that examine the relationship between sports and alcohol use. Those are described in the following sub-sections.

The link between alcohol use and sports

There are longstanding historical links between alcohol and sport; over centuries, alcohol has been used as a stimulant to enhance the performances of athletes, or drunk by spectators before and after the match, and in social spaces (Levinson & Christensen, 1996). It is argued that these links have grown stronger in recent years (De Donder, 2014).

Fujimoto et al. (2013) found that, among American students, practising sports provided an added risk of exposure to alcohol consumption. This was also the case with Canadian adolescents whereby playing sports led to increased alcohol consumption (Tamminen et al., 2012). Henchoz et al. (2014) found a link between male athletes in Switzerland and risky alcohol consumption. Two reviews focussed on the relation between sports and substance use and found that most studies uncovered a connection between sports and substance use. As such, it was found that adolescents and young adults who practice sports consumed more alcohol than their non-athlete peers (Kwan et al., 2014; Lisha & Sussman, 2010).

At odds with this, Rosiers (2018) researched the use of alcohol, tobacco, cannabis and other illegal drugs amongst students in Flanders. He found that playing sports is an important protective factor for refraining from drinking alcohol. There is an important gender difference, with double the number of boys stating playing sports motivates them to refrain from alcohol use versus girls (43,2% vs. 22,0%).



The link between alcohol use and the type of sports

Several studies mentioned that there is a connection between the specific type of sport and the size of alcohol use. Particularly for adolescents, practising team sports provided an added risk of exposure to alcohol consumption (Diehl et al., 2012; Fujimoto et al., 2013; Kulesza et al., 2014; Tamminen et al., 2012; Wichström & Wichström, 2009).

An American piece of research conducted by Kulesza et al. (2014) found that adolescents practising team sports were more likely to drink alcohol more frequently, show higher blood-alcohol levels and more alcohol related problems than athletes practising an individual sport.

This connection is confirmed by two European studies. Wichström & Wichström (2009) found that, in a pool of Norse young people (13-19 years), athletes who practice team sports from a young age started drinking alcohol and got drunk sooner than their peers who practice individual sports. A systematic review by Diehl et al. (2012) supports this finding, stating that adolescents who play ball sports (mostly in teams) were more likely to drink alcohol than athletes practising power and endurance sports.

Martha et al. (2009) studied the influence of sports on alcohol consumption among students and found that, for males, practising team sports increases the change of excessive drinking, while for women, practising individual sports is a factor that decreases these chances. The research of Gugliardo et al. (2006) confirms the connection between team sports and alcohol use.

There are also differences to be found between the different team sports. Research of Ford (2007) found a statistically significant connection amongst American students, where male hockey players and female football players were most at risk for binge drinking, in contrast with male basketball players and runners had a decreased chance of binge drinking.

The link between alcohol use and the frequency and intensity of training

When looking at the intensity and frequency, research is not always unambiguous. American longitudinal research with adolescents and young adults found that athletes from team sports, who also train on an individual basis have a lower rate of cannabis use and alcohol use than athletes who don't train on an individual basis. This makes them conclude that additional exercise is a protective factor for substance use (Terry-McElrath & O'Malley, 2011). However, a study by Vest & Simpkins (2013) concluded that young people who are active in more than one sports club or sports branch, show a higher alcohol consumption pattern, regardless of the alcohol consumption of their sports friends. The research of Mays et al. (2010) might be able to bridge the gap between these findings. They found that practising sports during adolescence increases the chance of problematic alcohol use when sports are the only leisure activity.

The link between alcohol use and the competition level of sports

When focussing on the competition level, research shows that members of team sports on a low or middle competitive (amateur) level are most at risk for problematic alcohol use (Martha et al., 2009,



O'Brien et al., 2007). French research has also noted that men who are practising sports on a lower competitive level have a higher chance of 'heavy episodic drinking' (Martha et al., 2009). Research from New-Zealand (O'Brien et al., 2007) draws similar conclusions: players who play on a provincial or state level (intermediate level) often show the most excessive drinking behaviour, followed by players on a lower level (club/ social. Their research showed that players on the highest level (Olympic/ international level) have the least excessive alcohol consumption pattern.

However, this researcher did find that drinking alcohol is a more frequently used method to cope with the pressure of having to perform at their best, as the level of competition rises (O'Brien et al., 2007).

The link between alcohol use and group dynamics

The scientific literature also suggests that there is an important link between group dynamics and alcohol use. Dutch research found that athletes participating in team sports generally have a permissive attitude towards the consumption of alcohol. 60% of the athletes thought alcohol to be indispensable in the team and canteen, alcohol not being sold was felt to be a weird phenomenon (Driessen & te Rietstap, 2009) .

Even though 37% indicated that their teammates believed alcohol is part of the deal, the impact of social pressure and standards appears to be rather limited. Not a lot of the athletes feel pressured to drink alcohol or are influenced by the alcohol consumption behaviour of their teammates. For those who do feel social pressure when it comes to alcohol consumption: the perceived strength of social pressure from peers, the more alcohol is being consumed after the match (Driessen & te Rietstap, 2009).

Vest & Simpkins (2013) draw their conclusion based on the social learning theory. Practising sports serves as a protective factor, only when their peers consume a low amount of alcohol. Athletes who have athlete friends or teammate that consume large amounts of alcohol often have a higher level of alcohol consumption.

Zhou & Heim (2014) concluded in their study that for students who participate in a university sports team, drinking alcohol together seems to be an important element of group identification.

Another element of the group dynamics is the (sub)culture pattern. In this regard Fujimoto et al. (2013) found that young athletes who interact with peer with the same (sub)culture pattern are more likely to frequently consume alcohol (e.g. binge drinking), while practising sports with peers who do not have the same (sub)culture pattern only increases the intention to drink alcohol, but the behaviour does not correspond.

The link between alcohol use and sport performances and recovery

There are several risks involved when it comes to alcohol consumption and sports. Drinking alcohol also has a negative impact on the body and performances of the athletes and might even bring them to commit acts of aggression and vandalism (Barnes, 2014, Maughan, 2006; Murphy et al., 2013;



Lecoultre & Schutz, 2009; Pesta et al., 2013; O'Brien et al., 2012; Siciliano et al., 2013; Sonderland et al., 2014). Alcohol consumption does not only impact the performance, but also the recuperation after the match (Driessen & te Rietstap, 2009).

The study by Pesta et al. (2013) reviewed the effects of substances on sports performances. Chronic alcohol use does not only impact the protein synthesis that is essential for the recuperation of the body after an intensive sports practice, but it also has a negative impact on the heart muscle and skeletal muscles. Therefore, the American College of Sports Medicine advises athletes to withhold alcohol consumption until at least 48 hours after practising sports on a competitive level (2013).

Maughan (2006) stresses the ambiguity of alcohol in football. Even though research shows that alcohol negatively impacts the metabolic, cardiovascular, thermos-regulatory and neuromuscular functioning and the aerobic capacity which in its turn negatively impacts the sports performance, the consumption of alcohol and football is still inherently connected with each other (Maughan, 2006).

A study from Lecoultre & Schutz (2009) found that a small dose of alcohol in the blood stream, with trained cyclists, already negatively impacted the uptake of oxygen, the production of CO₂ and the glucose oxidation, which clearly impacted their stamina in a negative way.

Alcohol not only impacts negatively the working of the body, but also its recuperation after the sporting activity. Regular alcohol consumption, especially after playing sports, negatively impacts the immune-endocrine functions, the blood flow and the protein synthesis, which causes the injuries of the skeletal muscles to recover more slowly (Barnes, 2014). The study conducted by Murphy et al. (2013) among Australian rugby players showed that the use of alcohol after a match negatively impacts the performance, recuperation and recovery.

Even though athletes are generally well aware about the general negative consequences of alcohol use such as the risk of weight gain and a disturbed moisture balance, they are often unaware of the consequences of alcohol use after the match (e.g. muscle cramps) (Driessen & te Rietstap, 2009). Durakovic (2002) found that in several instances where an amateur athlete died during practising sports, they suffered from cardiomyopathy as a result of alcohol use (Durakovic, 2002).

The sports club as a setting for alcohol prevention and good practices for implementation will be discussed in the second report of this WP, linked to the interviews conducted with key informants in those settings.



3.3 Why should we be concerned about alcohol advertising?

Young people and alcohol marketing

Since the early 1990's young people have been a target within the alcohol marketing industry's (Andersson et al. 2014). They are confronted with alcohol marketing in different ways (TV, cinema, billboards, stores, pubs, social media). For example social networking websites such as Facebook enable young people to engage with alcohol brands by joining brand fan clubs, forwarding viral videos, ... (Anderson et al., 2009; Jernigan et al., 2017a). Over the last few years there has been considerably more attention on the impact of alcohol marketing on consumption and its associated harms. Several studies establish a causal relationship between exposure to alcohol marketing and alcohol consumption (Anderson et al., 2009; Jernigan et al., 2017a).

Following this interest, there have been several scientific studies published, concluding that exposure to alcohol marketing increases the likelihood that young people will start to drink and increase their consumption of already drinking (Anderson et al., 2009; Booth et al., 2008; Meier, 2008; Jernigan, 2010; Smith & Foxcroft, 2009; Winpenny et al. 2012;). Therefore concerns have been raised about alcohol sponsorship on harmful drinking amongst children and young people (Anderson et al., 2013).

Furthermore, alcohol marketing is associated with increased consumption and binge drinking among youth and young adults (Kelly et al., 2015). A longitudinal study by Collins et al. (2007) even concludes that policy makers should consider limiting alcohol marketing that could contribute to drinking in early adolescence.

Alcohol advertising on TV and in movie theatres

In the UK young people (ages 10 to 15 years) and in the Netherlands young people (ages 13 to 19 years), are more exposed to alcohol advertising on TV than adults (aged 25 years and older) (Winpenny et al. 2012; Patil et al. 2014). Van den Wildenberg (2010) stated that, in 2009, in the Netherlands, almost 2,5 million euros was spent on alcohol advertising in movie theatres. This constituted almost one fifth of the total advertising budget in cinemas. He found that alcohol advertising can be found in the restrooms, at the bar, on the cups, at the entrance hall, on the tickets and during special night performances such as "ladies' night" (Van den Wildenberg, 2010).

EUCAM (2010) states that there is a difference in awareness of alcohol advertising on TV versus in movie theatres as young people were able to better remember advertising they saw in the movie theatre than the advertisement they were exposed to on TV.



Alcohol advertising in stores and pubs

The literature review from Meier (2008) suggests that alcohol promotion and advertising in stores leads to increased alcohol consumption of under aged young people. Nakamure et al. (2014) published research results on the effect of alcohol advertising displays at the end of the aisle of one supermarket in the United Kingdom. It was suggested that this positioning increased the sale of spirits by 46%. The sales for beer and wine increased by 23% and 34%. The effect size was equivalent to a decrease in the price from 4% to 9% per volume of alcohol. It was suggested that limiting the promotion displays at the end of the aisle in supermarkets, might be a promising way to reduce the sales of alcohol (Nakamure et al., 2014).

Alcohol advertising on the streets (billboards etc.)

Bryden et al. (2012) identified three studies on alcohol advertising on the street and their effect on alcohol consumption during their systematic review:

- A longitudinal study with young people in Chicago found that exposure to outside advertising increased the intention of alcohol use with eight graders who did not drink alcohol in the sixth grade (Pasch et al., 2007).
- Two other studies, however deemed of lesser scientific value, found a positive association between alcohol advertising and alcohol consumption. Kuo et al. (2003) found a correlation for outside advertising in "off premise" and "on premise" businesses and binge drinking students.

Alcohol advertising and social media

Some recent studies have explored alcohol marketing through social media and its impact on young people. The alcohol industry has invested heavily in marketing via social media to influence and interact with consumers (Carah, 2017; Lobstein et al., 2017). Research suggests that these forms of marketing particularly online influence health-affecting behaviours (Buchanan et al., 2018; Dunlop et al., 2016; Gupta et al., 2016; Lobstein et al., 2017). Kelly et al. (2015) found that the use of social media by beer and spirits sponsoring brands is widespread.

They want to elicit interaction with the brand through discussion about the brand and associations, including sports and events connected to the brands through sponsorship. Most alcohol sponsors' websites also exhibit links to sponsored events and vice versa. It was found that these sites are popular with young target audiences (Kelly et al., 2015).

Several studies found that young people are knowledgeable of brand names, associate brands with positive and desirable identities and that owning branded merchandise or having a favourite brand is associated with alcohol consumption (McClure et al., 2013; Morey et al., 2017; Purves et al., 2018).

When focussing on alcohol marketing, digital and social media, several self-reporting studies noted that young people are aware of and participating with these kinds of online advertising. Furthermore,



it is associated with increased consumption, heavy episodic drinking and positive expectations (Critchlow et al., 2016; de Bruijn et al., 2012; Jernigan et al., 2017b; McClure et al., 2016).

Qualitative research further suggests that young people are knowledgeable about alcohol marketing on social media, portraying consumption in a positive manner, viewing it as a normal and ubiquitous part of online experiences. They consider brand to hold cultural and symbolic value which facilitates identity construction and peer socialisation, and are motivated to participate to receive awards or for social pleasure (Atkinson et al., 2014; Lyons et al., 2014; Moraes et al., 2014; Purves et al., 2018; Weaver et al., 2016).

A recent study by Critchlow et al. (2019) explored the participation of young people in the United Kingdom between 11 and 19 years old (the legal drinking age is 18) with alcohol marketing and user created promotion on social media, and its association with higher-risk consumption and brand identification. The young people in the sample had an average age of 15.18 years old. The study concluded that young people's use of social media provides varied opportunities to participate with alcohol marketing and user created promotion marketing. This could be associated with a higher risk of alcohol consumption.

Alcohol marketing in sports clubs

Brown (2016) reviewed the evidence on the relationship between exposure to alcohol sports sponsorship and alcohol consumption and found that the results corroborate the results of previous systematic reviews that reported a positive association between exposure to alcohol marketing and alcohol consumption.

De Bruijn et al. (2012) researched the association between alcohol-branded sport sponsorship exposure and alcohol use among adolescents in Germany, Italy, the Netherlands and Poland and the role of their alcohol expectancies. The study concluded that alcohol-branded sport sponsorship influences alcohol consumption among adolescents and the exposure to sport sponsoring can predict future drinking. In order to prevent hazardous drinking among youth, policy makers should stop alcohol marketing before, during and after sport events (De Bruijn et al., 2012) Furthermore hazardous drinking is associated with the provision of free or discounted alcoholic beverages in sports clubs. Therefore clubs should consider the health and ethical risks of accepting alcohol sponsorship (O'Brien & Kypri, 2008).

Kelly, Ireland and Mangan (2017) researched the impact of alcohol sponsorship on athletes alcohol consumption. They found a small, however statistically significant effect of 1% of variance in alcohol consumption for team sponsorship by an alcohol company, over and above that accounted for by known predictors of consumption. In contrast to the finding for team sponsorship, athletes who were personally sponsored by the alcohol industry did not differ in alcohol consumption from non-sponsored athletes.



4. Methods

The aim of WP6 is to review local policies and practices related to alcohol, young people, marketing and football in 6 member states, complementing the previous work packages, which were a review of international (WP4) and national (WP5) review of policies in these areas. A desk-based review was undertaken of written policies and guidance related to young people, sport, marketing and alcohol at local level, and interviews were held with relevant stakeholders at six local clubs in each of six member states.

4.1 Identification of the sports clubs

Our main target group, for this part of the FYFA project, is the population enjoying sports in common community sports clubs. Therefore, the selection of community sports clubs was our first selection criteria.

A second selection criteria for sports club recruitment in our project was the selection of an amateur sports club as based on the research. This is the group who are most vulnerable to heavy and frequent drinking (O'Brien et al., 2007).

Research has provided evidence for a strong link between the alcohol producers (marketing and promotion) and sports (Kelly et al., 2017). This strong link influences the feasibility and desirability of preventive actions regarding the consumption of alcohol, taken in the sports club. As such, it was important to select a sports club with a first team that is eligible enough to attract (local) sponsors. This third selection criterion is based on the attractiveness of the sports club for local sponsorship which could provide us some insight in why clubs are sponsored by alcohol producers, or why not and if this is by their own choice. In order to collect data from different angles and perspectives while respecting the methodology previously indicated, it was decided that it would be opportune to question a wide variety of club members.

Consequently, a fourthly criterion for selecting the sports club was: sports clubs with youth teams including boys and girls. We purposefully interviewed (Parahoo, 1997) sports clubs where girls play, because research found out that there might be differences between boys and girls when it comes to alcohol consumption (Ford, 2007; Martha et al., 2009).

When FYFA partners were not able to identify a club that houses boys as well as girls, they could select a second sports club to ensure the presence of both genders in our research. Therefore, in order to have clubs representing both genders, some partners chose to interview two clubs as they were not able to identify a club that had boys as well as girls playing in their club.



In summary, our targets for this WP were:

- community sports clubs;
- playing at amateur/ intermediate level;
- eligible for sponsorships, with a variety in members;
- including boys and girls between the ages of 13 and 15 years old¹.

4.2 Data collection and analysis

In a first instance, the written policies of the selected clubs were collected by the partners and analysed by WP leader VAD (the Flemish centre of expertise on alcohol and other drugs). Therefore, the sports clubs were asked to provide us with any written policies, with a special focus on policies that might be linked to alcohol use, problems (aggression, drunk driving, etc.) or alcohol advertising. This includes, but is not restricted to:

- Any regulations from federations, umbrella organizations or structures the club depends on or is member from;
- Sports club vision and mission;
- Sports club general regulations;
- Sports club/ infrastructure house rules;
- Canteen house rules.

In order to facilitate a thematic content analysis, each project partner forwarded the coordinator of this WP the original documents (i.e. the integral, untranslated documents) and identified the sections in these written policies, which are linked to alcohol use, problems or alcohol promotion and translated those sections into English.

VAD analysed these documents and provided a report on Policies regarding Alcohol Presence of Consumption in the club rules of the different sports clubs targeted.

To ensure a coherent analysis, it was deemed preferable to let the coordinator (VAD) conduct the thematic content analysis in order to provide a coherent view of the data obtained. A coding tree was developed, starting from a deductive perspective, refining it inductively (Bracken Roche et al., 2017). After bringing all the data together, a content analysis was performed and several findings were brought to light (Bengtsson, 2016).

The next section will present, by country, the data obtained by the partners according to the guidelines of this WP just provided.

¹ As boys and girls between the ages of 13 and 15 years old are the target group of this project, it was discussed during the partner meetings that this should be the main inclusion criterion for selecting a sports club. Especially when considering the next WP, which foresees interviews with boy and girl athletes between 13 and 15 years old, it was deemed that this choice might increase coherence within the project as it would enable partners to use the same sports club to do the interviews with senior managers in WP 6 and young people in WP 7. The other selection criteria were indicative, but not mandatory.



5. FYFA country reports

This section presents an overview of the football clubs which were selected by the project partners and their written policies. The partners were asked to collect a broad range of policies as it was soon noted that specific mention of alcohol is seldom the case. As reported in the section “identification of the sports club”, some of the project partners chose to interview two sports clubs in order to meet the selection criterion of equal gender representation. The country reports introduce three sections: a presentation of data on alcohol consumption and sport participation, presentation of the selected club(s) providing the reader with a feel of how the football club(s) work on a daily basis; and a section presenting the written policies that were identified by the partners.

5.1 Belgium

Astrid De Schutter

VAD (Vereniging voor Alcohol en andere Drugproblemen vzw), Belgium

National statistics of underage drinking, sports participation and number of sports clubs in the partner countries

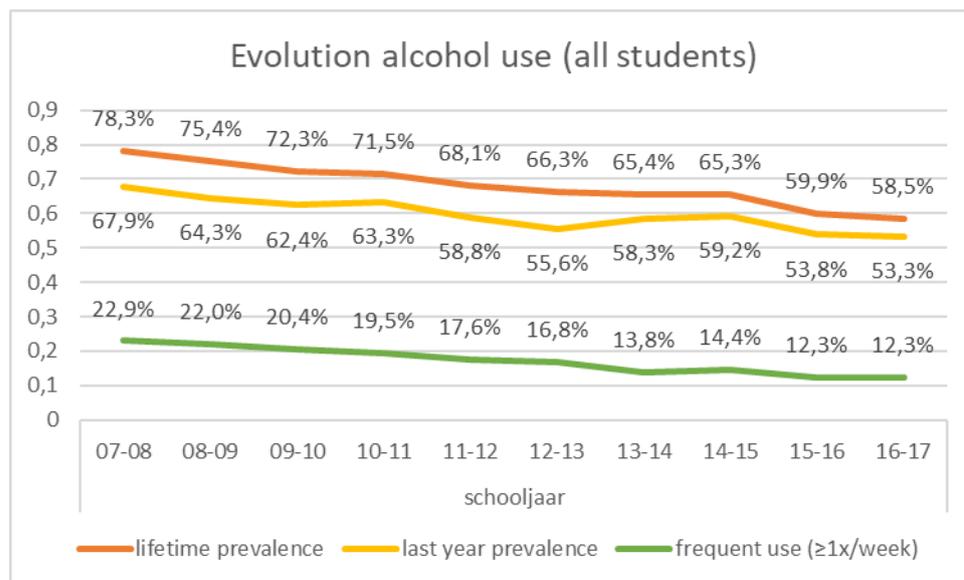
Young people’s alcohol consumption in Flanders

- According to Rosiers (2018) in 2016-2017, 59% of school-aged young people between 11 and 18 years old report having consumed alcohol at least once in their life. 53% of young people drank alcohol in the last year and 12% note that they drink alcohol on a weekly to daily basis. 39% drank alcohol in the last month (Rosiers, 2018).
- Beer is the most consumed beverage and 9% reported that they drink beer at least once a week (Rosiers, 2018).
- The older the students, the higher the prevalence of lifetime, yearly and monthly alcohol consumption. 30% of 17-18-year olds reported that they drink alcohol regularly. 41% of pupils younger than 16 years old reported that they had consumed alcohol at least once in their life, compared with 86% of young people of 16 years and older. Finally, 3% of the young people

under 16² regularly consumed alcohol; for students 16 and older, this was 26% (Rosiers, 2018).

- A difference regarding gender consumption can be identified. Boys reported a slightly higher lifetime prevalence of alcohol consumption than girls (61% versus 56%). There are also differences to be found when looking at the frequency of alcohol consumption: 16% of boys drink alcohol on a regular basis versus 8% of the girls. The amounts that are drunk also vary according to gender: 16% of the boys mentioned to drink more than 5 standard units of alcohol per week, compared to 9% of the girls (Rosiers, 2018).
- When comparing the numbers in 2016-2017 period to the numbers in 2007-2008, it is clear that there has been a steep decline in reported alcohol consumption with young people under 16 when looking at lifetime prevalence (-27%: from 68% to 41%) and alcohol consumption in the last year (-19%: from 53% to 34%) (Rosiers, 2018).

Figure 1: Evolution of alcohol use of students in the Flemish secondary schools: 2007 - 2017



Participation in sports

- In 2018, a total of 210.806 young people between 12 and 17 years old were active in a sports club . The province of Flemish-Brabant counted the youngest athletes per thousand inhabitants (Sport Vlaanderen, 2019).
- In 2018, almost 70% of Flemish inhabitants, between 18 and 84 years old, participated in sports. About 60% of people who practice sports, perform more than one sport. About 40% of people who practice sports do this more than once a week, and 20% practice sports daily (Statistiek Vlaanderen, 2019a).

² In Belgium, persons can legally buy alcohol (beer and wine) from the age of 16 years old. The legal age limit for spirits is 18 years old.



- There is a positive trend to be found when looking at sports participation over time with participation numbers decreasing approximately 20% over the last seven years (Statistiek Vlaanderen, 2019a).

Number of sport clubs

- In DATE, in the region of Flanders, there are 29.762 active sports clubs, of which 6.600 football clubs. Football clubs are the most represented sports club with approximately 20% of all sports clubs in Flanders. Cycling (15%) and walking (4%) complete the top three (Statistiek Vlaanderen, 2019b).
- There are local differences to be found, with West-Flanders, East-Flanders and the Campine having the highest concentration of sports clubs per 1.000 inhabitants (Statistiek Vlaanderen, 2019b).
- In 2018, a total of 9.017 sport clubs in the region of Flanders housed young people between 12 to 17 years old (Sport Vlaanderen, 2019).
- 46,85% are small sports clubs (<30 members), 42,84% are of medium size (30-250 members) and 10,30% are sports clubs with a member size of more than 250 persons (Sport Vlaanderen, 2019).

Presentation of the selected sports club and its policy

Football club KRC Harelbeke

The football club identified for this WP was KRC Harelbeke. The club is located in Harelbeke, West Flanders and is nicknamed “the rats”. The club has a first team playing in 3rd class and 2nd Amateurs. KRC Harelbeke has an A team, a B team, youth work, G-sport ³ and a walking football team (55+).

Players can start as young as 5 years old. The U6 until U21 teams (age 5 to 20 years) and the G-sport team covers 27 teams altogether. In the younger teams, boys and girls are playing in mixed teams.

There is a canteen present on the premises of the football club which promotes the club’s biggest sponsor, Bavik (beer) ⁴. Many of the products offered in this canteen (alcoholic and non-alcoholic) are from the De Brabandere brewery.

³ Sport for people with disabilities.

⁴ Bavik is a Belgian beer and produced by the De Brabandere brewery.



Vision and Mission

KRC Harelbeke wants to function as a club of education and of reference for their young players, where they get all chances to develop their talents as a football player, in order to make it to the A-team. However, as the A-team is not always accessible for all players, they want to instil in them basic values i.e. being social, team spirit, enthusiasm, respect and quality, to ensure that football remains a fun hobby.

KRC Harelbeke: a history

In 1930, Racing Club Harelbeke was founded and 50 years later it became Royal Racing Club Harelbeke (KRC Harelbeke). In 1995 the club played in first national class for the first time.

2002 was the year of a merger with KSV Ingelmunster and KRC Harelbeke became SW Harelbeke. But the merger also meant a series of defeat and degradation, reaching a financial low in 2006. Harelbeke was no longer financially attractive for sponsors and the club ended up in first provincial class.

Education

KRC Harelbeke wants to provide every chance to their players to develop their football careers. In that regard, the football player takes central stage. KRC Harelbeke offers a football education consisting out of four development stages (play stage, build-up stage; match stage and the post-formation stage), based on the age of the football player. To ensure a high-quality education, an external audit is performed by Double Pass⁵, three times per year. This iterative process illustrates the educational approach of KRC Harelbeke, constantly revising and adjusting their training plan to reach each player's best potential. Parents and players are also supported in adopting a healthy lifestyle and general well-being. Every youth football player gets discussed individually every six weeks during a department meeting and receives a thorough evaluation twice per year.

Policy of KRC Harelbeke

Information brochure for parents and young football players

The interviewed football club in Belgium has a written policy (brochure) for parents and young football players which stipulates their rules for a fair and healthy football club.

In this brochure creating a positive and healthy environment takes central stage. They want to create a positive environment where all players can feel included and they want to give out a positive vibe

⁵ Double Pass (www.doublepass.com) is a Belgian company that assesses and advises football clubs, (con)federations and leagues on optimising their talent development.



towards everybody involved in football. The values they uphold are represented in the acronym STERK (which in Dutch means strong). 'S' stands for being a social club by which they mean that the club wants to be seen, wants to be put in the picture and be present in all matters of the community life. 'T' is for team spirit which focuses on being respectful towards one another, players and trainers alike. 'E' represents the enthusiasm and motivation of the players and staff. The 'R' of respect focusses on respect amongst players, but also towards other football staff and other clubs. It also entails upholding a certain disciplinary standard in which the teaching of football is seen as part of the education and upbringing of the football players. The last letter 'K' stands for quality by which they strive to provide their players with the best football education possible. This football education encompasses not only the obvious materialistic needs or training schedules, but also influencing the players' choices outside the premises of the football club.

In several of these sections, the role model function of the trainers and other football staff is mentioned, however they are not specifically related to alcohol or alcohol use. In the interviews, described in report D6.2, the attitude of the trainers regarding alcohol and alcohol use will be further discussed.

Alcohol is however explicitly discussed in the house rules of the football club. Alcohol use on the premises is explicitly forbidden and sanctioned. When a player is caught using alcohol on the premises he will be suspended for an entire month, a second violation means he must leave the club and will not receive a refund.

Regarding sponsorship, the house rules state that the sponsorship of organisations or corporations is only possible when it doesn't collide with the pedagogic process, the ethical base of the sport and the main objectives of youth sports. It has to be noted that alcohol sponsorship, as their main sponsor is a beer producer, is not seen as colliding with the elements mentioned above.

Code of conduct

After our initial interviews with the stakeholders of the sports club, we found out that their policy information on their website increased. As such, we discovered that they added a code of conduct for players, as well as their parents.

Players

The code of conduct for players specifically mentions the use of alcohol.

"Smoking, as well as the use and dealing of drugs (alcohol included) is not allowed at KRC Harelbeke and will therefore be severely punished."

There is also more general information which focusses on taking care of yourself. Being an athlete, the young football players are expected to live accordingly, which means living a healthy life, eat well and make sure that they have enough sleep. As the studies mentioned in the introduction section stated, alcohol does not constitute a healthy meal/ lifestyle and does not only affect their performances on the field in a negative way, but also negatively impacts the recuperation of their body after the match.



Parents

Alcohol consumption is not specifically mentioned in the code of conduct for the parents. However, the club does focus on their role as a parent and their importance in their son or daughter living a healthy lifestyle.

Before starting the new football season, parents are obligated to sign a permission slip where they declare to have read and will act in accordance with the code of conduct for players and parents.

Panathlon declaration⁶

As well as an information brochure and the code of conduct, KRC Harelbeke has also committed itself to abide the rules stated in the International Panathlon declaration, which states several rules of conduct in order to strive for positive values in youth sports.

This document does not explicitly address alcohol consumption. In this regard the documents mention the psychological and physical health of the children and young people and the prevention of cheating, **doping**, abuse and exploitation.

The declaration also has a section on sponsorship stating that *"this support should be in accordance with the major objectives of the sport"*. The sponsorship should not be in conflict with the pedagogical process, the ethical basis of sport and the major objectives of youth sport. As Bavik⁷ is the head sponsor of KRC Harelbeke, we can assume that sponsoring from the alcohol industry is seen as not conflicting with the above-mentioned elements.

5.2 Finland

Leena Sipinen

Ehkäisevä päihdetyö (EHYT), Finland

National statistics of underage drinking, sports participation and number of sports clubs in the partner countries

Young people's alcohol consumption

- The proportion of young people drinking has decreased sharply since 1999, with one out of ten 15-16-year olds reporting that they have never drunk an alcoholic beverage. In 2019, about 31% of these young people had never consumed alcohol in their life.

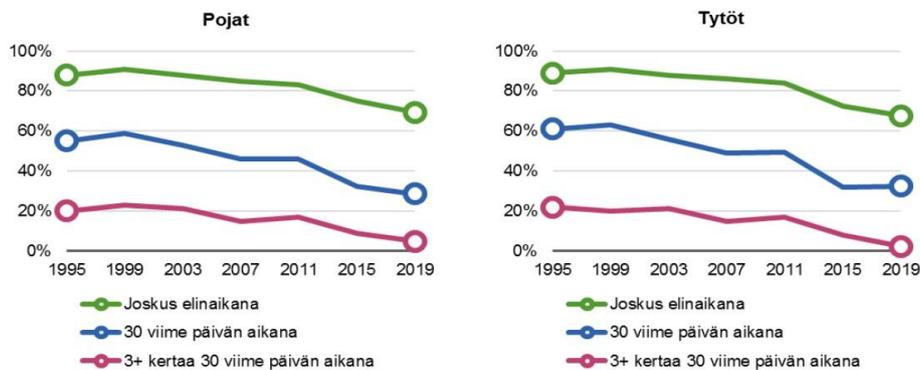
⁶ In this section, only the most relevant parts of the declaration will be discussed. The integral text of the declaration can be found as appendix 1. Retrieved from <http://panathlonvlaanderen.be/verklaring/> on 2 September 2019.

⁷ Bavik is a Belgian beer producer.

- When focussing on the last 12 months, a40% of young people have not consumed any alcoholic beverage in the last year.
- The percentage of young people who have not drunk in the last 30 days decreased sharply until 2015, after which it remained on a steady level. In 2019, approximately one out of three young people drank alcohol the previous month.
- The percentage of young people who drink weekly has also decreased according to data with approximately 15% ($\pm 20\%$ at the turn of the century versus less than 5% in 2019).
- The decline in binge drinking⁸ has staggered, with 22% of 15-16 year old's reporting to have engaged in binge drinking in the last 30 days, in 2019.

Figure 2: Use of alcohol in Finland between 1995 - 2019⁹

Kuvio 3. Alkoholin käyttö 1995–2019, %



Participation in sports

- The majority (89%) of young people (6-29 years) in Finland have a hobby. Most of the hobbies include sport and exercise (Hakanen et al., 2019).
- Children from economically disadvantaged families are less likely to engage in sports clubs (23%) than young people from better-off families (46%) (Hakanen et al., 2019).
- Participating in sports at sports clubs decreases with age, becoming a voluntary exercise and something that is mostly done alone. Sports club sports provide recreational activities for children (ages 6-11) (Hakanen et al., 2019).

⁸ At least 6 units of alcohol on the same occasion in the last 30 days.

⁹ Green=drank sometimes in her/his life

Blue=drank during last 30 days

Red=drank more than 3 times during past 30 days

Pojat=Boys / Tytöt=girls



Number of sports clubs

- According to the registry of associations, currently there are approximately 14.000 sports clubs in Finland. When focussing on the statistics of communes the number is less enthusiastic and only counts 10.000 sports clubs.
- The most popular sports in Finland are:
 - Football (930)
 - Floorball (850)¹⁰
 - Athletics (630)
 - Horse riding (512)
 - Skiing (500)
 - Gymnastics and sport activities (374)
- Finnish sports clubs have on average 359 members. Half of those clubs have a maximum of 165 members. The proportion of small clubs is high. Clubs with up to 100 members account for 39%. Medium sized clubs with 100 to 500 members make up 43 %. The bigger clubs with more than 500 members account for a total of 18% of the total amount of sports clubs.

Presentation of the selected sports club and its policy

Football club FC Honka

FC Honka is a Finnish football club located in the city of Espoo and was established in 1975. Its primary purpose is to act as a football club and to promote responsible sports activities and other connecting goals of the community (e.g. offering people from different background the opportunity to be included in sports activities). The club is a member of the Finnish Football Association, the Finnish Sports Association, ESLU and of the Finnish Olympic Committee "Star Club Programme". The star sign attributed to the club guarantees a qualitative sports education and ensures the use of modern, agile and humane methods of operation that are adapted to the needs of all athletes.

FC Honka has reached the fourth level of the Star Program¹¹ and will be pursuing level five during the next season. For more information about the Olympic Committee's Star Program we refer to the WP 5 report of this project.

¹⁰ Floorball is a sport which holds the middle between ice hockey and indoor hockey.

¹¹ The Star Sign is the quality programme by the Finnish Olympic Committee and the sports federations that supports one of the core strengths of the Finnish sports clubs activities. The program consists of several levels.



FC Honka is one of the biggest football clubs in Finland, with 20 full-time employees, an average of 50 coaches and 250 parents volunteering for the club. At the end of the term in 2018, FC Honka had 1870 members who were licensed to play.

Table 1: oversight of the age groups and teams at FC HONKA

Age	Number of teams
5-11	29
12-15	20
16-17	4
Men/women (hobby)	3+3
Men (league 1)	1
Men (division 1)	1
Women (league 1)	1
Team for special groups (applied football for those with special needs)	1
TOTAL	teams

- There are both girls' and boys' teams in every age group.
- They also have football schools for the little ones (age 5-6) and free rehearsals every Wednesday for any young person (age 13-16) who is interested.
- There are six adult teams for 'veterans' and those adults who are not that competitive.
- Their slogan is #meollanhonka (We are Honka!)



Mission and Vision

FC Honka is a nationally significant football actor in the metropolitan area of Finland, which bears responsibility for educational and youth work by enabling nearly 2000 children and young people to pursue their aspirations to become a football player. The players are able to develop their football skills in an atmosphere of joy, professional pride and kindness and love, whether they are aiming for a sportive lifestyle, a rewarding hobby or a football professional.



The purpose of the football club is four-fold:

1. Function primarily as a special football club
2. Create adequate conditions in order to enable the community and its football players to pursue their ambitions
3. To increase the mental and physical well-being of the club and its members
4. To promote sports and sports activities in society.

In order to accomplish its purpose, FC Honka:

1. Organises trainings and other training activities related to their members in the framework of their sport, and competitions
2. Offers its members and the community population fitness sports events, as well as sports education and other sports activities
3. Engages in informing, publishing and public relations activities
4. Seeks the attention of the community authorities by means of proposals, start-ups and applications in order to obtain the necessary funds and equipment.

The club has several ways of obtaining funds for the continuation of the club:

1. Membership fees;
2. Sports events;
3. Accepting donations and wills, and by owning a business
4. By owning and maintaining sports facilities
5. Running cafés and other nutritional kiosk operations in sports events.

FC Honka wants to profile itself as a family club, stating that their family consists of their players and personnel, as well as their relatives and supporters. They are of the opinion that this sport must be experienced together with family and friends.

They want to include everyone, whether you want to make a career out of playing football or just practice it as a hobby. Even if you cannot play yourself, people are encouraged to take part in the experience by e.g. moderating a match or just being a spectator at the side-lines, encouraging the team to victory. FC Honka aims at strengthening their football community by developing forums for exchanging information, ideas, visions and facilitate encounters.

They also focus on the joy of learning and teaching their players new skills in a way that is supportive and age oriented. This is supported by engaging full-time coaches to develop activities such as camps



and trainings. FC Honka wants to provide a holistic football experience, including a spiritual element in the training of the young players.

Policy of FC Honka

The selected football club in Finland provides a written policy containing several items such as values and responsibilities strategy and rules. However, nothing specific can be found in their written policies about the use of alcohol in the club or outside of the premises. Even so, this does not mean that implicit rules are not in place in the club. These implicit rules will be gathered and discussed in our report covering the interviews with club stakeholders. Nevertheless, we will give a brief oversight of the elements discussed in the written club policy and some of these elements may lead to questions about alcohol and alcohol use in the club. In addition, one of the club's quality tools is the Star Club programme of the Finnish Olympic Committee, where promoting a sporty lifestyle is one of the goals. Promoting an alcohol/ smoke/ snuff/ drug-free life is one of the quality criteria when working with children and young people.

The club values state the importance of team spirit, adhering to the international spirit of football and the fact that they see the club as a family, including the team and club players, the players' relatives and the club's supporters.

The club's strategy and vision focus on the introduction of a single training line, including coaching master and professional trainers, who focus on players with the ambition to make a career out of football as well as on players who only join football as a fun hobby. They also want to strengthen the football community, developing a forum for exchanging information, ideas, vision and encounters.

When focussing on the rules, it states that one of the purposes of the club is to create physically and mentally healthy players. They also offer sports education and educational activities.

FC Honka does not own a canteen of its own, but there is a canteen present on the premises (Esport Hall) where they sell drinks (alcoholic beverages, soda's, energy drinks etc.) and snacks such as yoghurt, smoothies, sandwiches, cakes etc. There is no alcohol advertising in the canteen, however, they do sell alcohol. Beside that again, nothing in the written policy mentions the sale of alcohol or rules about alcohol sponsorship.

During an interview with one of the stakeholders of FC Honka, it was mentioned that they plan on revising their rules and strategies for the next year.

The researcher got the impression that the interview might have played a role in them realising that an alcohol prevention strategy for their club is lacking.



5.3 Italy

Claudia Gandin, Alice Matone, Silvia Ghirini and Emanuele Scafato

Istituto Superiore di Sanità (ISS), Rome, Italy

National statistics of underage drinking, sports participation and numbers of sports clubs in Italy

According to the official national alcohol monitoring system (by the National Observatory on Alcohol of the Istituto Superiore di Sanità on behalf of the Ministry of Health and in accordance with the National Statistical Plan), in 2017, 52.5% of boys and 42.3% of girls aged 11 to 25 have consumed at least one alcoholic beverage during the year and compared to the previous survey in 2016, there are no significant changes in the consumption of alcoholic beverages either among boys or among girls.

The pattern of alcohol consumption that presents the highest prevalence value both among boys and among girls aged 11-25 is the alcohol consumption between meals (M: 33.5%; F: 26.2%) and the values remained almost stable over the last year for both genders.

13.3% of young men and 7.3% of their peers practiced binge drinking during the year without significant changes compared to the last survey; for girls, as already seen in 2016, the increasing trend from the year is confirmed.

In 2017 11.6% of boys and 7.1% of girls are hazardous drinkers, no statistically significant changes compared to 2016.

Overall, 22.5% of the total were identified as risk consumers in 2017 young people aged 11-25 and 13.3% of their peers for a total of about 1,550,000 children who do not comply with public health national guidelines (Scafato et al., 2019; Ministero della Salute, 2019).

Participation in Sports

"A yearly report "I numeri dello sport 2017" - The numbers of sports 2017' has been published since 2007, edited by Italian National Olympic Committee-CONI, the Study Center and Statistical Observatories for the Sport - Centro studi e osservatori statistici per lo sport for the 44 National Sports Federations and the 19 Associate Sports Disciplines recognized by CONI for 2017. (December 2018,

at: https://www.coni.it/images/numeri_dello_sport/Rapporto_FSN_DSA_2017.pdf).

Monitoring of sports activity, promoted by the National Sports Federations (FSN) and by the Associated Sports Disciplines (DSA) recognized by CONI, it finds positive results in 2017.



With reference to affiliations and memberships, there are 4 million and 703 thousand registered athletes - the highest number ever recorded - and almost 70 thousand households associations, of which over 63 thousand are sports clubs and 6 thousand are "other households" (companies awaiting regular affiliation or organized groups that promote forms details of sporting and recreational activities).

Within the federal world, football is the most practiced sport in Italy, with 1,056,824 athletes and a share of 23.8% on the national membership. In second place is the tennis with 372,964 athletes and an incidence of 8.4%; third place to the volleyball with 331.843 athletes (7.5%), followed by basketball (7.1%) and athletics (6.1%). These first five Federations together constitute more than half of the national membership of athletes, while the top ten have an incidence of 70%.

The discipline with the highest number of affiliated sports clubs are football (with 12,795 sports clubs) and volleyball (4,390), followed with over 3 thousand affiliations by cycling federations, basketball, tennis and judo, wrestling, karate and martial arts.

Federal sport activity is concentrated among the under 18 - precisely 56.7% of the total - and especially between 8 and 13 years of age (33.6%, 1 out of 3 athletes) followed by the over 36s years old with an incidence of 24.9%.

Distribution of registered athletes by age groups (%) years. FSN DSA 2017



Survey "Usa del tempo 2014", ISTAT 2016

With reference to the Italian football system, the most common sports within the federal world in Italy, a condensed version in English of the complete ReportCalcio published in Italian is available from 2011 by the FIGC (Italian Federation of Football). (2017, Donna Niccolò: <https://www.pwc.com/it/en/publications/assets/docs/reportcalcio-2017.pdf>).

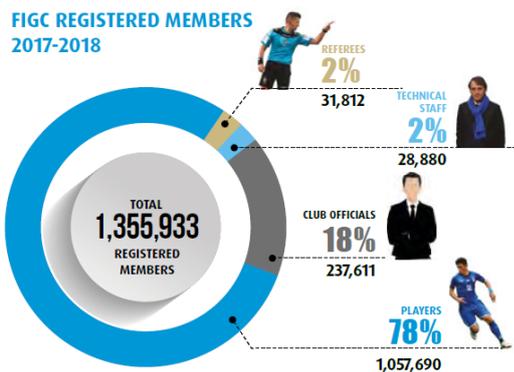
Census of Italian football

FIGC's registered members in 2017-2018 amounted to over 1.3 million, of which 78% are represented by football players (almost 1.1 million), 18% (237,611) by club officials and the remaining 4% by referees (31,812) and by technical staff (28,880).



To complete the picture, 12,449 clubs and 66,492 teams played a total of 567,541 official matches in 2017-2018 (of which 64% were at youth level, organized all over Italy by the National Amateur League) in the 12,415 approved football pitches in Italy. Football is still Italy's major sports movement and one of the most important football systems on a European scale; compared to the 44 Sports Federations affiliated with CONI (Italian National Olympic Committee), the FIGC alone accounts for 24% of the registered athletes and 22% of the affiliated sports clubs, while at international level, Italian football holds 5th place in Europe in terms of registered players, behind only Germany (2.2 million), France (2.1), England (1.5) and Netherlands (1.2). In addition, the Italian football is considered to represent the best practice in Europe with regard to the number of coaches qualified for the Top 3 UEFA levels (Pro, A and B for a total of 50,221), and the number of international referees (37, on a par with Spain).

Among the most interesting trends, Women's football is growing constantly and in large numbers: in the last 10 years alone, under the management of the National Amateur League, registered female players have risen by 39.3%, from 18,854 to 25,896. Football is also confirmed as being very much part of life on a social scale throughout Italy: the total number of male football players aged between 5 and 16 reaches over 700,000, thus representing 20% of their age group in Italy (in the age group of 11-12, this is even higher, at just under 25%).



Critical aspects include the limited number of young players trained in Italian professional clubs and who now play in the Top 3 championships of Italian football. In particular, a mere 5.7% of players aged between 15 and 21, who were registered with professional clubs in 2008-2009, still played at a professional level in 2017-2018. In the same season, the Under 21 players trained in Italian professional clubs accounted for just 6% of the total of players in Serie A, Serie B and Serie C, while in terms of the overall minutes played in the professional championships, they accounted for approximately 3%.

Amateur and Youth Football

Amateur and youth football continues to be the leading sports movement in Italy.

In 2017-2018, there were 1,045,565 football players, registered in 12,350 clubs, with a total number of teams equal to 66,025.

For a total of 680,531 youth registered players, the activity involving Youth and School Sector accounted for 65.1% of FIGC's registered players, showing a positive average annual growth of 1.2% in the last 9 seasons. Considering the overall activity managed by the Italian National Amateur League, the total number of official



matches played in 2017-2018 amounted to 564,473, of which 65% related to youth activity and 35% to the amateur activity.

Analysing the data at regional level, registered players in Lombardia (182,449), Veneto (108,692), Lazio (95,167), Toscana (84,449) and Emilia Romagna (84,204) accounted for 53.1% of total players.

Methodology

Field activities in the sport setting have been carried out in collaboration with the Italian Society on Alcoholology (SIA), particularly thanks to the active collaboration of Dr Fabio Caputo (SIA, U.O. Medicina Interna - Ospedale SS. Annunziata - Cento /FE), Dr Michele Parisi (SIA, SERT Nicosia, ASP Enna), and Dr Francesco Castiglione (President of the Sport Project ASD).

The methodology used for the selection of the football clubs and policy analysis by the WP6 leaders is described in Chapter 4. The methodology for Italy differs from the other countries and it is described in the sections below.

In this phase of the project, the Istituto Superiore di Sanità - ISS, Rome, Italy has been involved in the activities of the Work Package 6 "*Review of local policies and practices in six Member States related to alcohol, young people, sport, marketing and football*" with the following aims:

1. analyze written policies about young people and alcohol within sport clubs/associations.
2. conduct interviews with senior managers of sport clubs/associations to analyze their attitudes and knowledge about alcohol and young people, interventions (best practices) considered effective in supporting the prevention of alcohol related harm in youth in sport clubs/associations.

Nine sports clubs/associations where young people aged 13-15 play football, volley and athletics joined the national FYFA WP6 activities and a total of 22 senior managers have been interviewed using an ad hoc questionnaire.

Report D6.2 will present the findings of interviews conducted in Italy in 9 sport clubs/associations involving a total of 22 senior managers.

According to the FYFA WP6 research protocol, the interviews with sport clubs' senior managers explored the following topics:

- Their attitudes about alcohol and young people
- Whether they think alcohol is a problem for the young people they work with
- Strategies they employ to reduce alcohol-related risks and harms for young people
- Their attitudes and actions in relation to exposure of young people to alcohol promotions
- Methods that they believe are effective and evidence to support these conclusions.



With reference to the interviews with senior managers of youth sport clubs/ associations and the filed work in Italy, the Istituto Superiore di Sanità has taken into account the following local needs:

- To harmonize/standardize as much as possible the data collection using a similar set of questions already used for the WP5.
- To have a tool (questionnaire) available and ready to be used for extending the survey to other clubs/associations (Annex 1);
- To include other sports in addition to football being difficult to find a sport equally represented among genders (as previously described in WP5 protocol and related deliverable);
- To activate a formal activity to survey by mean the well-established institutional stakeholders network some main dimensions in the context of alcohol and sports and youth aimed at collecting views, knowledge, attitudes, perceptions assisted by a interview grid based on the questionnaire, in case, also to be used as a track for the interviews. A major opportunity was given by the formal, active, institutional organization of the European Sport Week (ESW) where the ISS has been actively involved in prevention activities directed to nearby 5000 students of different educational levels;
- To compare what is already merged from the WP5 activities ;
- To involve all senior sport managers who requested it after the dissemination of the FYFA brochure during the ESW national events, having asked their willingness to be involved as collaborating partner in the FYFA national activities ("*Se la tua organizzazione è interessata ad essere coinvolta nelle attività del progetto FYFA come "Collaborating Partner" puoi contattare per informazioni l'indirizzo seguente: alcol@iss.it*"; and having carried out the activities in collaboration with Regional members of the Italian Society on Alcoholology.

The following tasks have been carried out:

1. The creation of a tool for a standardized data collection starting from the WP5 tool and the set of WP6 proposed questions: the WP6 questionnaire (Annex 1, attached in Italian);
2. The distribution of the Italian version of FYFA leaflet during the ESW national events to senior managers (See the Italian version of the leaflet at: <https://www.fyfaproject.eu/media/1V8M4R3C2Z/docs/leafletfyafinalit.pdf>);
3. Data collection analyzing the following:
 - Senior managers attitude about alcohol and young people
 - Whether they think alcohol is a problem for the young people they work with
 - Strategies they employ to reduce alcohol-related risks and harms for young people
 - Their attitudes and actions in relation to exposure of young people to alcohol promotions
 - Methods that they believe are effective and evidence to support these conclusions
4. Data analysis and production of the final report summarizing key findings.



The description of the FYFA questionnaire

The core version of the Italian WP6 FYFA questionnaire built on the WP6 set of questions and on the WP5 questionnaire (see the WP5 questionnaires in english and in italian as annex 1 and 2 respectively at: <https://www.fyfaproject.eu/media/H8S2H6U3P9/docs/deliverablewp5fyfafinal2852020.pdf>).

A summary of policies on alcohol, sports, marketing, young people and clubs/associations has been integrated in the report.

The questionnaire is composed of a total of 17 questions and 11 sub-questions of which 19 multiple choice questions, 6 with Likert scale, 3 open questions (Appendix 2).

In line with the FYFA WP4 and WP5 activities, the questionnaire analyses different dimensions referred to 3 main topics:

- a) Prevention of alcohol related harm, youth and sport clubs/associations
- b) Alcohol policies, youth and sport clubs/associations
- c) Intervention strategies (example of good practices) effective in reducing risky alcohol consumption and alcohol related harm in youth within sport clubs/associations.

The FYFA leaflet

In order to introduce the FYFA project and to disseminate the results already available from the FYFA project - Italy (as starting point at national level and as a continuum of national FYFA activities), the leaflet translated into Italian under the frame of the FYFA WP2 activities has been used (published in the FYFA website, as well as the Italian summaries of the WP5 main findings).

See at:

<https://www.fyfaproject.eu/media/1V8M4R3C2Z/docs/leafletfyfafinalit.pdf>

<https://www.fyfaproject.eu/media/H8S2H6U3P9/docs/fyfainfowp5it.pdf>

A summary of rules and regulations about young people and alcohol in Italy and within sport clubs/associations

- With reference to regulations within single clubs/associations, for what concerns the covered area, such as stadiums and surrounding areas, the regulations are dictated by the national frame law 125/2001 on alcohol. Thus, when specifically reported, within the club/association internal code, it is written: *"in the sports venue and in the designated area outside the stadium spectators are NOT allowed to introduce or sell alcoholic beverages with an alcoholic content higher than 5°, except for specific authorised cases as well as enter in the stadium when drunk or under the influence of drugs or psychoactive substances"*
- With reference to the codes of conduct for athletes / behaviour codes (and for other personnel within the club) of clubs/associations, alcohol consumption is mentioned in different ways summarized below:



1. Alcohol consumption, as well as selling and serving alcohol inside the clubs, is not mentioned at all
2. Alcohol is mentioned without entering into specific details and together with the consumption of other substances
3. Alcohol is not mentioned but the internal regulation talks about substances in general and doping
4. Alcohol is mentioned as part of general advices on healthy lifestyles
5. Rules on alcohol consumption for athletes and for other personnel within the club/association are not mentioned in the internal regulation because in principle it is forbidden to enter and to stay inside the structure being drunk or under the influence of drugs.

Presentation of the selected sport clubs and policies

List of Clubs/associations

The full list of interviewing clubs/associations that gave their consent (or instructed us to share their information with third parties) is the following:

1. Name Association / Club: **BOLOGNA FC 1909** (2 questionnaires / Football)

Email/web address: www.bolognafc.it

"A" League, professional

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females Yes

Online regulations available at: http://www.bolognafc.it/wp-content/uploads/2016/04/Codice-etico-Bologna-FC_ott.15.pdf



Bologna Football Club, commonly referred to as Bologna was officially founded on 1909.

It is an Italian football club based in Bologna, Emilia-Romagna. The club are nicknamed the "Rossoblu" due to the red-and-blue striped shirts which they wear, which are also the official colours of the city. Bologna were founding members of Serie A in 1929. During its history, the club has won the Italian league championship seven times, making them the sixth most successful team in the history of the league. They have participated in 72 Serie A championships out of 87, currently ninth in the ranking of the highest number of appearances of the formations in the highest Italian category. Bologna currently plays in Serie A, the highest level of the Italian football pyramid, for the fifth consecutive year. Since 1927 the team has been competing in its internal competitions in the Stadio Renato Dall'Ara, born as Stadio del Littoriale and called, from the postwar period until 1983, Stadio Comunale. The stadium can host more than 38,000 spectators.



2. Name Association / Club: **REAL CASALECCHIO** (3 questionnaires / Football)



Email/web address: <https://www.realcasalecchio.com/>

Amateur

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females Yes

The association Real Casalecchio is a amateur non-profit association of the Emilia Romagna Region in the North of Italy that for nearly 10 years promote the sport discipline of football between young people of both sexes aged 5-30 years old. The Real Casalecchio at the moment trains 300 young athletes engaged in 16 teams. The association is affiliated with the Italian Football Federation (Federazione Italiana Gioco del Calcio-FIGC), the National Olympic Committee (Comitato Olimpico Nazionale Italiano-CONI), the Italian Union Sports for All (Unione Italiana Sport per tutti-UISP) and the Italian sports center (Centro Sportivo Italiano-CSI). The association also has a team of athletes with mental disability. The association is born from a common idea of relatives to promote football as physical activities of boys and girls at local level thanks to the support of ex athletes of the area. Alcohol is not explicitly mentioned in the club policy being forbidden by law the consumption as well as selling and serving alcohol to minors. The regulation of the association is aligned with that of the youth sector of the FIGC (common for all football clubs/associations) https://www.figc.it/media/55328/regolamento-sgs_in_vigore_dal_01-07-2016_da_cu_257_.pdf

3. Name Association / Club: **ASD Polisportiva Nicosia** (4 questionnaires / Football)



Email/web address: polisportivanicosia@gmail.com

Amateur

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females Yes

Online regulations not available

The association ASD Polisportiva Nicosia is a non-profit association that for several years has been committed to promoting different sports in the area such as football, psychomotor skills, artistic gym, martial arts (judo / free wrestling), minibasket and Hip-Hop.



4. Name Association / Club: **ASD Volley Ladispoli** (2 questionnaires / Volley)



Email/web address: <http://www.volleyladispoli.net/it/>

Amateur

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females Yes

Online regulations available at: <http://www.volleyladispoli.net/it/regolamentointerno>

The association ASD Volley Ladispoli was born in 1975 on the initiative of a group of former athletes and a Modenese, Nino Panzani, who had inherited his great passion for volleyball from his homeland. With the desire of those who want to build something new and important, they began to aggregate young and very young boys, divided into groups, and to think of a corporate structure. From that time, that small group of friends, year after year, has turned into a well-organized sporting entity and in any case always at the service of boys from the city of Ladispoli (Rome province) who asked to practice an alternative discipline to football. To date, the entire sports movement is made up of about 200 athletes (from 5 to 32 years) of which 40% are males and 60% are females, 15 executives, 10 technicians and many fans. Since its origins, Volley Ladispoli has considered the development of the youth sector a priority with the aim of gradually, but continuously, introducing its young people to the championship series. The major teams currently participate in the regional championships of the D-Series men's and women's C series. With the two formations, renewed and very young, the association will try to return in a stable manner to compete in the national series championships. The satisfaction of the Volley Ladispoli is and will remain however that of representing for the children of the territory a clear reference not only to the competitive volleyball, but also to the education and sports training of many young people.

5. Name Association / Club: **NAF Club Nicosia** (1 questionnaire /Volley)



Email/web address: nafclub.volley@tiscali.it

Amateur

Young people (age 13- 15 yrs old): males No

Young people (age 13- 15 yrs old): females Yes

Web page not available

6. Name Association / Club: **Associazione Sportiva Sport Project** (1 questionnaire / Volley)



Email/web address: info@volleycamp.it

Amateur

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females Yes

Web page available at: <https://volleycamp.it/>



The Association Sports Project was founded in 1990 by organizing Summer Camps for teens in Norcia in Umbria. Since 1990 Sport Project has organized and successfully executed sporting events as part of summer camps for children and organizing tournaments and beach volleyball events.

The Sports Association Sport Project is affiliated with the Italian Volleyball Federation and the Sports Promotion Organization OPES – ORGANIZATION FOR EDUCATION FOR SPORT. Sport Project is also affiliated to the Italian Olympic Committee CONI and to the Italian Volleyball Federation. Sport Project, with its organizing and team, works with various sports federations and organize training in sports projects as well as communication campaigns. Sport Project organizes sports camps all over the country giving technical and logistical support for any event. During the 2010 Men's Volleyball World Championships Sport Project managed the sports area in the Youth Villages in Rome. Thousands of kids have played volleyball in the sport ground installed in the sport arenas. In addition for the World Championships of Beach Volleyball in 2011 the staff of Sports Project was responsible for the management and organization of the sport activities at the Foro Italico in Rome. The technical staff of the Sport Project has realized for the company ENI Spa and Q360 the staff training course for Italian Sales ENI held in Roccaporena in June 2011. Sport Project gives support to sport promotional activities to many organizations, municipalities and sport federations.

The Mission of the 'International Volleyball Camp is to offer young people, coaches, volunteers, staff and families a growth plan for sport and cultural education through the organization of a residential international camp by:

- using sport as a tool for personal growth as part of an organized group; learn the values of sport and a healthy and happy lifestyle;
- help campers improve their psychological well-being and social inclusion emphasizing the value of self care;
- use sport as a tool for growth with others, sharing rules, successes and defeats, of fair play rediscovering the value of fair play, respect of the rules and of the opponent;
- create an international residential sporting environment where campers can meet peers and coaches from different countries, contribute to enrich their social and cultural background and knowledge of new realities and consolidating the values of team spirit and social inclusion;
- to offer families an answer to the request for participation in well organized activities and high educational value both in sports and culture, in the long school summer break;



- providing our coaches the opportunity to work in an environment of openness and technical exchange outside and beyond the competitive pressures of the championships through the sharing of the camp goals with passion and determination;
- to qualify athletes with a technical analysis aimed at improving teaching of all fundamental individual and teams;
- introduce beginners to competitive and amateur sport through a new approach to discipline in a serene, welcoming, and inclusive environment, highlighting the educational values of team sports;
- to facilitate individual growth of the campers and their “independence” from their families through an acquisition of its own means, within the framework of rules and duties in respect of themselves and others;
- join the contact and the respect of nature and appreciate the elements and at the same time enhance interpersonal relationships “natural” and non-filtered and shielded from social networks and the use of personal computers and smartphones;
- propose a healthy lifestyle by using sport and life in the community as a tool of individual growth in a fun and exciting sport atmosphere.

7. Name Association / Club: **Diavoli Rossi** (1 questionnaire / Volley)

Email/web address: diavolirossinicosia@gmail.com

Amateur

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females No

Web page available at: <http://www.diavolirossinicosia.it/>



The association ASD Diavoli Rossi Nicosia is a non-profit sports association that deals with volleyball, participating in the youth championships under 15, under 17 and under 18, in addition to the League C championship. The purpose of the association is to educate and introduce boys to sport, offering them a healthy leisure activity.

8. Name Association / Club: **Scuole di Atletica Fidal Lazio** (5 questionnaires / Athletics)

Email/web address: <https://www.scuolediatletica.it/>

Professional

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females Yes





The Italian Federation of Athletics (FIDAL) is a non-profit sport federation founded in 1898 whose task is to promote the practice of athletics and coordinate amateur and competitive activities in Italy with different schools in each Italian Region.

FIDAL promotes, organizes, regulates and disseminates the practice of athletics in harmony with the deliberations and guidelines of the Italian National Olympic Committee, confederation of National Sports Federations, (CONI), of the International Olympic Committee (IOC) and of the International Federation of Athletics (IAAF).

The schools of athletics of the Regional Committee LAZIO FIDAL are born with the aim of divulging and promoting athletics in all its specialties working on different age groups through the organization of courses for children from 3 to 18 years old. The methodology and didactic proposals are different according to age groups. Children are dedicated to playing activities, while activities for learning basic techniques are intended for intermediate and larger groups, and technical learning is becoming more and more precise. Courses for adults are also organized.

9. Name Association / Club: **ACSD Talin Club Nicosia** (3 questionnaires / Athletics)



Email/web address: talinclub@tiscali.it

Amateur

Young people (age 13- 15 yrs old): males Yes

Young people (age 13- 15 yrs old): females No

Webpage not available

Policies on alcohol, youth and sport clubs/associations

In Italy, youth protection from alcohol and alcohol related problems (particularly if related to minor) is defined by law: youth protection policy is included in the frame law 125/2001 (article 13; 2, 3, 5 and 14).

Particularly, as already detailed for WP5 activities, the following are the main rules and regulations concerning youth, alcohol consumption, on premise and off premise sales, advertising and sponsorship:

- **On premise sales (serving) and off premise sales (selling)** of all categories of alcoholic beverages (a.b.) **to minors** is forbidden by law (art. 689 of the penal code; art. 14 ter, frame law on alcohol 125/2001; G.U. n. 263, 2012, law n.189/2012). For what concerns specific events, such as football games, there are restrictions on selling a.b. regardless of age limits (14 ter, frame law on alcohol 125/2001). However, the ban of selling alcoholic beverages during sports events, even if an alcoholic brand is the main sponsor, is evaluated on a case-by-case basis, depending on the presumed level of trouble caused by the club's



supporters and social disturbance. It is in the major's power to take the decision of limiting alcohol availability and access.

- With reference to **alcohol marketing and advertising**, at least six different regulations (statutory and non-statutory) exist that refer to, but not specifically on port advertising and alcoholic beverages. Particularly, the art. 13 of the frame law on alcohol 125/2001 "*Alcohol advertising on TV*": (...) 2. Alcohol advertising (for alcohol beverages and spirits) is forbidden in programmes specifically devoted to children and adolescents; where advertising shows children and adolescents consuming alcohol or representing alcohol intake as a positive attitude; direct or indirect advertisement of alcohol beverages is forbidden in those environments mainly attended by underage people.
- No specific regulations on **sport sponsorship** and alcoholic beverages have been identified. Sport clubs can freely decide the kind of sponsorship, leaving room for possible self-regulation codes of conduct.
- **A total ban of alcohol consumption** in public domains is present by law only for educational buildings and public transport at national level, while governmental offices, parks, streets, sporting and leisure events (such as concerts) and workplaces are self-regulated at municipal levels.
- With reference to **sports settings regulations**, the international FIFA regulations are used even if, in some cases, not fully implemented:
 - ✓ "*prohibiting the admission of any individual who appears to be drunk*"
 - ✓ "*prohibit the possession and distribution of glass, cans or any closed portable containers that may be thrown and cause injury*"
 - ✓ "*prohibit the possession and distribution of alcohol at the stadium/arena/ground premises (outer security perimeter) or in the stadium itself by any unauthorised individuals*"
 - ✓ "*restrict the sale and distribution of alcohol to that by authorised personnel*".
- Furthermore, it is important to know that according to the **Olympic stadium rules and regulations**, in the sports venue and in the designated area outside the stadium spectators are NOT allowed to introduce or sell alcoholic beverages with an alcoholic content higher than 5°, except for specific authorised cases as well as enter in the stadium when drunk or under the influence of drugs or psychoactive substances (http://www.sslazio.it/images/documents/stadio_regolamento/regolamento_di_accesso_ed_uso_dello_stadio.pdf).
- Finally, interventions at municipal level for safety and security in general are regulated according to the **L.D. n.125/2008 "Pacchetto sicurezza Maroni"**

For further details, see the WP5 report at:

<https://www.fyfaproject.eu/media/H8S2H6U3P9/docs/deliverablewp5fyfafinal.pdf> .



- With reference to **regulations** within single clubs/associations, **for what concerns the covered area, such as stadiums and surrounding areas**, the regulations are dictated by the mentioned frame law 125/2001 on alcohol. Thus, when specifically reported, within the club/association internal code, it is written: *"in the sports venue and in the designated area outside the stadium spectators are NOT allowed to introduce or sell alcoholic beverages with an alcoholic content higher than 5°, except for specific authorised cases as well as enter in the stadium when drunk or under the influence of drugs or psychoactive substances"*. See for instance the football A league "Bologna", "Roma", "Juventus" or "Lazio" football team stadium regulations reported below.
- ✓ <https://www.bolognafc.it/wp-content/uploads/2016/04/RegStadio2013-01.pdf>
<https://www.associazioneitalianaromaclub.it/stadio-olimpico/regolamento/>
- ✓ https://www.juventus.com/media/native/allegati-generici/1-Regolamento%20d'uso%20impianto_agg%202018_19%20rev%2003_09.pdf
- ✓ http://www.sslazio.it/images/documents/stadio_regolamento/regolamento_di_accesso_ed_uso_dello_stadio.pdf

With reference to the **codes of conduct for athletes / behaviour codes** (and for other personnel within the club) inside the clubs and alcohol consumption is mentioned in different way summarized below:

1. **Alcohol consumption as well as selling and serving alcohol inside the club is not mentioned at all** as you can see from the examples below:
 - <http://www.abanocalcio.it/regolamento-scuola-calcio/>
 - <http://under18arzachena.blogspot.com/2012/09/regolamento-interno-calciatori.html>
 - http://www.sanlorenzocampigiovani.it/wp-content/uploads/2012/01/Regolamento_Interno.pdf
2. **Alcohol is mentioned without entering into specific details, together with the consumption of other substances**, for example, the internal regulation of Alma Roma, a local amateur soccer team reports that *"every person within the club has to refuse any form of doping, drug, alcohol"*. See: <https://almasroma.com/regolamenti-interni/>
3. **Alcohol is not mentioned, but the internal regulation talks about substances in general and doping**: *"each coach must check that athletes do not use substances (doping)"* without mentioning how to assess it. This is the case of ASD calcio Brusaporto, a football team, at: <https://www.calcio Brusaporto.com/societa/codice-comportamentale/>
4. **Alcohol is mentioned as part of general advices on healthy lifestyles**, as for the Sovizzo calcio team, a football team: *"Take care of your health and follow a lifestyle which is compatible with your sports practice (nutrition, hygiene, rest, etc). Remember that smoke and alcohol not only limit your performance but ruin your existence forever. Drugs and doping are in absolute contrast with the philosophy and mentality of our society"*. See at: http://www.sovizzocalcio.it/Download/regolamento_giocatori.pdf
5. **Rules on alcohol consumption for athletes and for other personnel within the club/association are not mentioned because, in principle, it is forbidden to enter and to stay inside the structure being drunk or under the influence of drugs**: *"At the sports center it is forbidden to enter and stay inside the structure*



being drunk or under the effect of narcotic or psychotropic substances". See at: FCD Enotria football club regulation at: https://www.enotria.it/public/REGOLAMENTO_INTERNO_2014.pdf

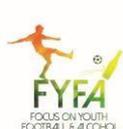
Furthermore, with the **new UEFA** change of **rules** for European competitions, starting from the season 2018/2019 (repeal of the 2006 law 36 of the UEFA Safety and Security Regulations that forbid selling alcoholic beverages inside the stadiums) *selling alcoholic beverages during sporting events is under national and/or municipal rules and regulations of the hosted countries*. See at: <https://infoazionariatopopolarecalcio.blogspot.com/2018/06/competizioni-uefa-decade-il-divieto-di.html>

Some **regulation of national municipal ordinances for football matches** (already available in the WP5 report) are summarized below:

- ban the sale of alcoholic beverages inside and near the stadiums (6 hours before and 2 hours later up to 2 hours before and 1 hour later),
- ban the sale of alcoholic beverages within a radius of nearly 200 meters, sometimes more, or detailed (names of streets and shops where sales are prohibited);
- ban the sale of alcoholic beverages of a higher alcohol content of 5 degrees (of 7.7 in Genoa) except for serving together with meals at the table.
- Sometimes the ban is not applied for selling in plastic glasses (S. Paolo, Naples)

Examples of municipal ordinances (in Italian):

- ✓ http://informa.comune.bologna.it/iperbole/media/files/ordinanza_pg_291374_2017.pdf
- ✓ https://amministrazionetrasparente.comune.lecce.it/docs/default-source/amministrazione-trasparente/ordinanza-n-1433_2018.pdf
- ✓ <https://www.comune.cremona.it/sites/default/files/allegati/2018/08/Ord-stato-zini-alcologici-2018-2019.pdf>
- ✓ http://www.comune.sassari.it/comune/sindaco/ordinanze/2018/86_2018.pdf
- ✓ <http://www.comunecatanzaro.it/files/Ordinanze/2018/Ottobre/16%20ottobre/Ordinanza%2022%20Catanzaro%20Juve%20Stabia%20del%2016-10-2018.pdf>
- ✓ [https://www.comune.re.it/retecivica/urp/HomePage.nsf/PESIdDoc/B3188A9217083B54C12582FA003EC203/\\$file/Ordinanza%20P.G.%20n.%20106416_2018.pdf](https://www.comune.re.it/retecivica/urp/HomePage.nsf/PESIdDoc/B3188A9217083B54C12582FA003EC203/$file/Ordinanza%20P.G.%20n.%20106416_2018.pdf)
- ✓ <https://www.quilivorno.it/wp-content/uploads/2018/10/ordi1.pdf>
- ✓ <http://www.prefettura.it/FILES/AllegatiPag/1178/Decreto-stagione-calcistica-2018-2019-bis.pdf>
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5.4 Poland

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National statistics of underage drinking, sports participation and number of sports clubs in the partner countries

Young people's alcohol consumption

- According to the HBSC 2018 survey (Mazur & Malkowska-Szcutnik, 2018), almost one in three (34.6%) young people between 11-15 years of age had initiated alcohol use. The percentage of young people who drank alcohol at least once increases with age from 11.4% among 11-, 28.0% among 13- to 63.4% among 15-year-olds. By 11 and 13 years of age, boys drink more often than girls but at the age of 15, girls often drink much more than boys (66.3% vs 60.2%).
- In the last 30 days before the survey, a 15.1% of the young people examined drank alcohol. The percentage of young people who drank in the last month increases with age from 3.1% in 11-year-olds; 9.8% in 13-year-olds to 34.2% in 15-year-olds. At age 15, there is little difference in the frequency of drinking between girls and boys (34.6% and 33.6% respectively).

Participation in sports

- In accordance to the WHO recommendations for physical activity, 17.2% of the Polish young people is active on a moderate level and 33.1% on intense level (HBSC, 2018). The percentage of young people who practice intense physical activity decreases with age: 39.3% of 11-year-olds vs 28.1% of 15-year-olds. Focussing on moderate activity, we can observe a similar tendency. A linear relationship is observed in the group of girls. Among boys the lowest percentage of those meeting the recommendations occurs among 13-year-olds (16.1%).
- Statistical data from 2016 (Central Statistical Offices Warszawa, 2017) shows that at least three-quarters of children participate in sport activities. The detailed data shows the table next:

Table 2: Households members participation in sport activities or physical recreation

Specification	Total		Of the total number			
	Total	Of which regularly/ often	Men		Women	
			Total	Of which regularly/ often	Total	Of which regularly/ often
	In % of a given group					
TOTAL 2012	45,9	20,3	48,8	21,8	43,3	18,9
TOTAL 2016	46,4	21,7	48,4	22,8	44,6	20,6
Age						
5-9 years	70,9	49,9	73,7	54	67,9	45,6
10-14	82,2	60,2	84,8	64,7	79,4	55,5
15-19	71,2	40,7	72,6	42,4	69,7	38,9
20-29	59,3	27,7	61,2	30,1	57,3	25,2
30-39	53,4	21,2	53,3	21,2	53,4	21,2
40-49	42,4	15,6	42,4	15,7	42,4	15,6
50-59	35,2	10,1	32,1	7,7	38	12,3
aged 60 and over	25,1	10,6	27,7	10,1	23,2	10,9



Number of sports clubs

- In 2016, the number of sport clubs for children and students at primary, lower secondary, upper post-primary and upper secondary schools was in 2016 about 6.000 (students sport clubs¹² – 5989, students sport association¹³ – 71).

Presentation of the selected sports club and its policy

The research protocol envisioned the inclusion of one sport club with male and female players aged between 13-15. In Poland, the partners were not able to identify a club which would include players of all genders in the defined age range; therefore, they considered two different clubs.

Football club Polonia

MKS Polonia is an all-boys, youth football club located in Warsaw, Poland. It is a big football club with a total of 420 members, 140 of whom are between the ages of 13 and 15. The 13- and 14-year olds rank on a regional level, the 15-year olds place fourth in the Central Junior League.

There is a canteen on the premises of the football club, however, they are not sponsored by the alcohol industry.

History

The training of youth representing the Polonia Warsaw youth teams goes back to the beginnings of the club. Polonia Warsaw (the senior team) is the oldest existing football club in Warsaw, founded in 1911. From the first days of existence of the senior team, the club gathered hundreds of followers around their idols representing Black Shirts. Over time, there was the creation of Polonia Warsaw youth teams that is operational until this days.

Over the years, the club's youth teams were represented by thousands of boys who, in addition to football training, had the chance to participate in creating the history of the Grand Club.

At the present, the youth teams of Polonia Warsaw consist of over 400 boys who, while improving their soccer skills, are also educated about universal values.

¹² Student Sports Clubs are active in primary, lower secondary and upper secondary schools. They are legal entities, and their activity is primarily physical recreation.

¹³ School Sports Association is an organization which is active among children and students at primary, lower secondary, upper post-primary and upper secondary schools. Within the scope of professional sport (top sport), its activity is based on competitive inter-school sports clubs.



Vision and mission

The main purpose of the MKS Polonia Warsaw Football Academy is to promote the idea of sport through all forms of physical activity for children and youth. By using the traditions of the MKS POLONIA WARSZAWA sports club inextricably linked to the history of the capital city of Warsaw, they teach how to raise the sports and ethical level of children and youth. The learning of football skills is enriched by teaching respect for coaches, colleagues and rivals.

Together, the club strives to ensure that every player has a sense of accomplishment and derives the most joy from playing football in the colors of the club. The integration and teamwork that the club teaches at every level of the football Academy allows young people to feel the taste of victory more strongly. Universal values inscribed in the training program prepare young people for life.

Policy of Polonia

Alcohol is not explicitly mentioned in the club policy of POLONIA. However, they do focus on promoting a healthy lifestyle amongst their players and on sports ethics.

The goals of football club are:

1. Promoting the idea of qualified and universal sport as well as a healthy lifestyle, using the tradition of the Polonia sports club, which are inextricably linked to the history of the capital city of Warsaw
2. Constant improvement of the sports and ethical level of children, youth and adults; focussing on young sports players in all competitions organised both in the territory of the Republic of Poland and abroad.

In order to reach the aforementioned goals, POLONIA:

1. Organises and conducts sports and recreational events, sports competitions, as well as participation in competitions and events organised by other sports associations and organisations
2. Organises and conducts promotional campaigns of the broadly understood idea of sport, healthy lifestyle and sport ethics, as well as participation to or support of such promotional campaigns organize by other sports associations or organisations
3. Organises and runs programs and sports groups
4. Provides the members of the Association and members of the sports groups and sections with the best possible conditions for playing sports, in particular the possession and development of coaching and instructional staff, as well as sports facilities and appropriate medical care



5. Cares for a high level of sport discipline and ethics of members of the Association as well as members of sport groups and sections
6. Encourages close cooperation, in all areas of the Association's activities, with the Warsaw Sports and Recreation Centre in order to create optimal training and organizational conditions:
7. Encourages close cooperation with schools, sports championship schools and other entities of a similar nature in order to ensure the development of a wide range of young people interested in sports
8. Cooperates with sports clubs, in particular drawing on the traditions of the Polonia Sports Club by conducting sports training by the Association and creating facilities for their needs.

Football club MUKS

MUKS PRAGA is a female football club raking in the top 8 of their league in Poland. Out of their total of 95 members, approximately 30 are between the ages of 13 and 15.

The club is not sponsored by the alcohol industry and does not have a canteen on the premises.



The club was founded in December 2001 by initiative of parents of girls playing football. MUKS "Praga Warszawa" does not only focus on the improvement of the players' sports skills, but also on a broadly understood education through sports. In the field of education, the club cooperates with schools where girls learn and with non-governmental organisations dealing with education, especially with the Saint John Oratory Bosco, which is run by the Salesians at the NSJ Basilica in Warsaw Praga.

Policy of MUKS

MUKS has no written club policy explicitly mentioning the use of alcohol.

The written policy of the club states the club's goal as follows:

1. The upbringing of children, adolescents and adults through physical culture, recreation and sports, based on the principles of catholic ethics
2. Creating conditions for the development of all members in order to achieve the club's goals
3. The shaping of a sense of share responsibility for the upbringing and fate of the club members
4. Displaying the principle of fair play in sports and education
5. Cooperation and contacts with sports and educational organizations
6. Participation of members in international and national sports exchange, as well as in national and international sports events



7. Preparation of the club members to participate in various types of competitions
8. Conducting activities aimed at promoting recreation and sport, especially for children and youth.

In this summary we can find a focus on the responsibility of the club and its staff for the upbringing of their young players, supporting them to participate in various types of competitions and conducting activities aimed at promoting recreation and sport, especially for children and youth.

The club members are expected to protect the good name of the club, impeccable moral and civic attitude, and observance of the principle of fair play in sport and outside.

The club's funds consist of:

1. Proceeds from events organised by the club
2. State, church, local government and other subsidies
3. Contributions of club members;
4. Domestic and foreign donations;
5. Other revenues from statutory activities
6. Revenues from business activities.

It should be noted that there is no special attention paid to sponsoring by businesses – although this can fall under “domestic and foreign donations”-, let alone sponsoring by the alcohol industry.

The club foresees several penalties for a breach in these values: a warning, a reprimand, suspension in member rights, a ban on performing at functions in the Club authorities for a definite period and in the worst-case scenario: exclusion from the club.

5.5 Slovenia

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International Youth Health Organization

National statistics of underage drinking, sports participation and number of sports clubs in the partner countries

Young people's alcohol consumption

The source of data stated in continuation is the HBCS research 2018, for which Slovenian data was published in: Jeriček Klanšček, H., Roškar, M., Drev, A., Pucelj, V., Koprivnikar, H., Zupanič, T. & Korošec, A. (2019). Z zdravjem povezana vedenja v šolskem obdobju med mladostniki v Sloveniji. Izsledki mednarodne raziskave HBSC, 2018. Ljubljana: Nacionalni inštitut za javno zdravje.



- Drinking alcohol (any time in their life, at least once per week or weekly, being drunk at least twice in their life) among young people, aged 11, 13, 15 and 17, increases with age. Every seventh 11-year old (14,9 %) and majority of 17-year olds (86,0 %) report of drinking alcohol any time in their life; in both younger age groups the percentages are significantly higher in boys than in girls. The percentage of young people who report weekly drinking is from 2,5 % among 11-year olds up to approximately a quarter among 17-year olds (25,9 %), wherein the percentages are significantly higher in boys than girls in majority of age groups (13, 15 and 17 years of age). The percentage of those who were drunk at least twice in their life is from 1,2 % among 11-year olds to more than half among 17-year olds (52,1 %), wherein the percentages are significantly higher in boys than girls in majority of age groups (11, 13 and 17 years of age). Almost every third 15-year old (31.2 %) and significantly less, that is almost every fourth 17-year old (23.2 %) states that he or she first tried alcohol at the age of 13 or less. Every fourteenth 15-year old (7.1 %) and 17-year old (7,0 %) reports of being drunk at the age of 13 or less. The percentages are significantly higher among boys than among girls, except in the percentage of drunk people among 15-year olds.
- Trend (11, 13 and 15 years of age): in the period 2002-2018 the percentage of young people reporting of weekly drinking lowered significantly among 13- and 15-year old collectively and in both sexes, while the percentage significantly increased in 11-year old girls. The percentage of young people who were drunk at least twice in their lives decreased significantly in the mentioned period in all age groups, collectively and in both sexes.
- Trend (15 years of age): the percentage of 15-year olds who were drunk for the first time at the age of 13 or less significantly decreased, collectively and in both sexes.

Summary of results on young people's (11, 13, 15 and 17 years old) drinking

Every fourth 15-year old (26,6 %) and every second 17-year old (52,1 %) was drunk at least twice in his life, every seventh 15-year old (14,3 %) and every fourth 17-year old (25,9 %) drinks alcohol at least once per week. Trend (for 11, 13, 15-year olds): in the period 2002-2018 the percentage of young people who were drunk at least twice in their life decreased in all age groups collectively and in both sexes. Percentage of 13 and 15-year olds drinking weekly decreased, also collectively and in both sexes.

Young people participating in sports

In Slovenia, there is no central database, which collects and could provide data on how many young members there are in sports associations and who are participating in sports outside of school activities. The Olympic Committee of Slovenia leads a database of registered categorized sportsmen, which includes all sportsmen who were registered to compete by the national federation of their sports discipline. The data presented in continuation on young people who are competing in



sports has been extracted from the list published on the website of the [Olympic Committee of Slovenia](#), which is renewed three times per year.

Currently¹³, there are 33.970 young sportsmen and sportswomen registered, aged from 11 to 29 (years of birth from 1990 to 2008), out of these, there are 223 young football competitors and 36 young futsal competitors. The age target groups of FYFA research activities are from 13 to 15. The number of registered young athletes in the mentioned age groups is as follows: 3.803 13-year olds (year of birth 2006; out of these 32 are competing in football), 3.955 14-year olds (year of birth 2005; out of these 24 are competing in football), 3.849 15-year olds (year of birth 2004; out of these 18 are competing in football).

Number of youth sports clubs

The data on sports associations is collected through a national governmental platform e-sport, however, the database only includes information on associations who are members of a national federation of particular sports discipline and it does not collect data on youth demographics in the clubs/associations.

Table One provides the latest available national data on sports associations, which was obtained on 21st of November 2019 through the National office of Sport (ZSRS Planica), which is in charge of the e-sport platform.

Table 1: Number of sports associations according to sports discipline

SPORTS DISCIPLINE	No. Of sports associations (members of the sports discipline federation.	SPORTS DISCIPLINE	No. Of sports associations (members of the sports discipline federation.
Athletics	78	Dancing	92
Motorcycling/motoring	107	Rafting	9
Badminton	29	Fishing	70
Bowls	140	Wrestling	12
Billiards	18	Handball	95
Bobsleigh	2	Rugby	8
Boxing	45	Fencing	11
Bowling	16	Sambo	6

¹³ The data has been downloaded on 21st of November 2019 and is from year 2019.



Bridge	11	Sledding	8
Cheerleading	20	Savate	13
Curling	9	Diving	64
Floorball	17	Thai boxing	5
Gymnastics	60	Skiing	229
Go	4	Squash	11
Golf	47	Shooting	114
Hockey	33	Surfing	13
Sailing	59	Chess	101
Judo	70	Taekwon-do	39
Ju – Jitsu	24	Tennis	82
Kayaking Canoeing	26	Triathlon	30
Karate	77	Rowing	7
Skittles	77	Ice-skating	8
Kickboxing	39	Bowling on ice	5
Cycling	111	Roller-skating	14
Equestrianism	49	Weightlifting	11
Basketball	142	Water polo	16
Aviation	116	American football	12
Archery	37	Motoring	78
Table tennis	51	Baseball and softball	11
Football	412	Hockey on grass	3
Volleyball	88	Para sports	147
Orientation	16	Sea fishing	14



Mountaineering	287	Fitness	18
Swimming	41		
Total number of sports associations			3701

REGION	No. of sports associations registered in the region (members of the sports discipline federation)
Gorenjska	421
Goriška	257
Jugovzhodna Slovenija	216
Koroška	143
Obalno-kraška	265
Osrednjeslovenska ¹⁴	920
Podravska	533
Pomurska	209
Posavska	111
Primorsko-notranjska	105
Savinjska	420
Zasavska	101
Number of sports associations in total:	3701

Presentation of the two selected sports clubs and their policies

¹⁴ The two selected football clubs from Slovenia are located in this region, in the municipality of Ljubljana, which is at the same time the municipality with the highest number of sports clubs – 531.



The research protocol envisioned the inclusion of one sport club with male and female players aged between 13-15. In Slovenia, the partners were not able to identify a club (as Slovenia does not have a single club that meets all inclusion criteria), which would include players of all genders in the defined age range; therefore, they considered two different clubs. According to the FYFA WP6 protocol, it was important to select a sports club with a first team good enough to attract sponsors. The Slovenian partners managed to recruit two clubs, which share a similar name, but are separate legal entities with different leadership. Both are located in Ljubljana – the capital of Slovenia.

Football Club Olimpija Ljubljana

The [Football club Olimpija Ljubljana](#) is one of the most distinguishable football clubs in the region. The roots of the institution date back to 1911, and the name *Olimpija* appears for the first time in the 1961 season. The club improved its public recognition and attracted more fans by playing in the 1st Yugoslav League. At the time of Slovenia's independence, *Zmaji* (dragons – nickname of Olimpija's players) won four successive victories in the title of national champions league. Green and white colours not only identify the residents of Ljubljana, but they also identify Olimpija's fans all over Slovenia and beyond its borders. Olimpija's home is *Stožice Stadium*. The NK Olimpija Ljubljana plays in the first league but is currently on the 3rd place in the national league and number 355 in Europe ranking (based on data from 27. 6. 2019)¹⁵. In UEFA's ranking the club is no. 277¹⁶ based on its coefficient.

The NK Olimpija Ljubljana receives sponsorship from the Brewery Laško Union, which was taken over by The Heineken Company on 1st of July 2016. Heineken [advertises their sponsorship support](#) as a part of their Corporate Social Responsibility.

The trainings of the footballers Olimpija take place at the Stožice Stadium, while the training courses for the Children's Football School and the Youth Drive are held at the football center in "Jama" (Bežigrad, Vodovodna 25, Ljubljana), opened by FC Olimpija Ljubljana in midDecember 2006. The children's football school is intended for young boys between 6 and 12 years of age, while Youth Drive (youth selection) is for those between 14 and 19 years

(selections U-14 to U-19), who compete in their highest-ranking categories. The total number of club members is close to 500 and they have approximately 80 boys aged 13-15.

The club does not have a canteen, but within the Stožice Stadium there is a Corporate Hospitality Business Club, managed by the National Football Federation, where companies can organize their exclusive meetings and enjoy catering services during half-time and after the match. There are also other bars in the area for non-VIP guests.

¹⁵ Data collected online on 27th of June 2019: <https://www.football-coefficient.eu/team/143-olimpija-ljubljana/>

¹⁶ Data collected online on 28th of March 2019: <https://www.uefa.com/memberassociations/uefarankings/club/#/yr/2019>



Vision and Mission

FC Olimpija Ljubljana wants to stimulate sporting activity, especially football in all forms and organize it in an organized way. It is important for the club the quality development of players.

They cultivate football as a voluntary sports activity.

Policies of the Football club Olimpija Ljubljana

The Constitution of FC Olimpija Ljubljana defines its purpose as follows: to promote sports activities, especially football in all forms of manifestation, and to perform it in an organized way, thus encouraging young people's interest in this sport. In this regard, the basic purpose of the society is to educate young players and to provide suitable conditions for their quality development in the field of football. The purpose of the society is also to cultivate a football game as a voluntary sports activity (article 8).

The purpose and goals are achieved by the association through the implementation of non-profitable and profitable activities. For obtaining funds for the financing of its tasks or for achieving the purpose and goals of the association, the association may also perform a financially gainful activity as an additional activity of non-profit activities. A lucrative activity can only be performed to the extent necessary for the purpose of achieving the purpose and goals of the company, and it can be carried out in the framework of the following activities as defined in the national standard classification of activities [we are only listing the ones concerning the topics of the project]: bars/pubs and similar establishments; temporary restaurants/bars/pubs and similar establishments; beverage service (article 9).

Articles stipulating the conditions for exclusion of a member from the association do not mention alcohol. In case a member does not act in line with the constitution or the Disciplinary Regulation, the Disciplinary Commission decides on the sanctions against this member.

The Constitution of FC Olimpija Ljubljana mentions sponsorships in article 44: The association obtains funds for its operation with: membership fees, donations and bequests, sponsorships, public funds, income generated from its own activities, entrance fees, other sources of funding in line with the legislation. There are no limitations mentioned concerning different types of sponsorships in their constitution. As such, there is no ban on sponsorship by the alcohol industry.

FC Olimpija Ljubljana publishes on their website the Code of the Sports Behaviour of parents, but this document does not contain any regulations concerning alcohol. We were unable to obtain any other written policies from the club, but from the interviews (cfr. Report WP 6 Interviews), the partners have found out that they have some stipulations concerning maintaining a sportive lifestyle, with coaches and players of the first team. These contracts, however, are unavailable to the public.



Women's Football Club Olimpija Ljubljana

The [Women's Football Club Olimpija Ljubljana](#) was founded in 2015. Today, the club is widely recognized among sports enthusiasts. The club's activity is aimed at providing conditions for playing at the highest level. The goal of the club is to constantly win matches in Slovenia and participate in competitions at European level. This Women's Football Club wants to design a sports and business model which will allow them a long-term development and existence. They want to be recognized for their work and to set up a system of work that includes a comprehensive global orientation and understanding of the wider importance of sport. The ŽNK Olimpija Ljubljana also plays in the first league and is currently on 2nd place in the national league¹⁷. In UEFA's ranking the club is no. 84¹⁸ based on its coefficient. They have approximately 55 members, with 15 to 20 girls aged 7-12 and approximately 15 girls aged 13-16.



Vision and Mission

The *Olimpija Women's Football Club* wants to become a club which will be constantly present at the top of Slovenian women's football, thus opening the possibility of playing in European cups. They strive to be successful on an organizational, financial and

professional basis and provide long-term results. In order to achieve this, the club can count on the support of its partners in the near and wider environment.

The club focuses on working with young people, they want to improve and upgrade professional work, expand the base of young footballers and popularize women's football and healthy lifestyle among young people.

Policies of the Women's Football Club Olimpija Ljubljana

The Women's Football Club Olimpija does not possess any written regulations or policies regarding alcohol. Their Internal Rulebook does not stipulate anything regarding alcohol consumption; however, it does mention drugs in point 7: it warns the members to be careful and not to be deceived into cheating or using drugs, because neither one has any place in football, in any other sport, or even in the society as a whole. Say 'no' to drugs and help prevent racism and duplicity in football. In point 10, the Internal Rulebook urges the players to help to improve the world through football: Use the source of strength (football) to promote peace, equality, health and education for everyone.

The Rulebook on Disciplinary Responsibility does not mention alcohol, drugs, doping or health, neither youth nor sponsorships. There are some implications in the descriptions of disciplinary transgressions on the use of different substances (article 6):

- violations that damage the reputation of the club,

¹⁷ Data collected online on 28th of March 2019: <https://www.uefa.com/memberassociations/women/cup=3068/standings/>

¹⁸ Data collected online on 28th of March 2019: <https://www.uefa.com/memberassociations/uefarankings/womensclub/#/yr/2019>



- has an incorrect attitude towards other members of the club,
- gross violation of the provision of the Constitution of the club or other acts or decisions of the bodies of the club, based on which the club suffers or could suffer material or moral damage,
- causing financial damage to the club,
- negligent performance of the function to which the offender is elected, resulting in material or moral damage to the club,
- breach of obligations under contracts signed with the club by professional football players, coaches and other professional staff,
- interference with the training or competition process and other work processes,
- causing material damage to the club or a member of the club.

5.6 United Kingdom

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National statistics of underage drinking, sports participation and number of sports clubs in the partner countries

Young people's alcohol consumption

- In 2018, over two-fifths (44%) aged 11-15 in England had ever drunk alcohol (43% of girls and 43% of boys) (NHS Digital, 2019).
- In 2016 in Northern Ireland, one in three (33%) 11-16-year olds in Northern Ireland reported ever having had an alcoholic drink, continuing a downward trend since 2000 (Department of Health, Northern Ireland, 2017).
- In 2015, 4% of 13-year-old pupils and 17% of 15-year olds in Scotland reported drinking in the seven days prior to completing the survey (Scottish Government, 2016).
- About 1 in 6 boys and 1 in 7 girls aged 11-16 in Wales report drinking alcohol at least once a week. Around 400 young people under 18 are admitted for alcohol-specific conditions per year, although the rate has been decreasing for several years (Public Health Wales Observatory, 2017).



Participation in Sports

- 58% of 14-25 years olds play sport in England (Sport England, 2014).
- In Scotland, the percentage of children aged 2 to 15 years 'participating in any sport in the last week' has shown a slight fluctuation year-on-year but the overall trend is one of little change over the 9-year period 2008 to 2017. Girls' participation has remained static over the same period (67% in 2008 and 66% in 2017) while boys has decreased since its peak of 76% in 2009 to 67% in 2016 (Rowe, 2019).
- In Northern Ireland, in 2016, almost all young people (99%) had taken part in sport or physical activity at least once within the year. Over nine out of every ten (96%) young people had been involved in sport or physical activity within the last week. Both figures were consistent with the 2013 results (Northern Ireland Statistics and Research Agency, 2017).
- In Wales, in 2018, 46% of girls took part in sport 3 or more times a week in comparison to 50% of boys (Sport Wales, 2019).

Number of Sports Clubs

- It is difficult to obtain a figure for the number of sports clubs in the UK, but according to Sports Club Survey 2013 - the largest ever survey of sports clubs in the UK - published by the Sport and Recreation Alliance (SRA), there are 151,000 sports clubs in the UK, which each club having an average of 141 adult members.

Presentation of the selected sports club and its policy

Spartans FC

Spartans FC is a football club located in Edinburgh, Scotland. It houses amateurs as well as premier league players. The men's team ranks third in the Lowland League. Since season 2008/2009 they also have a Scottish Women's Premier League, who are currently ranking sixth on the Premier League list.

The Spartans Football Club was established by two former Edinburgh University players, Elliot Wardlaw and Jimmy Beaumont, in 1951. Their motto is 'Live Together. Play Together. Win Together.' Spartans play in the East of Scotland League, the level directly below the Third Division of the Scottish Football League. The team won the championship for the first time in season 1971/72 and the title was retained for the first time in 2004/05.

The football club currently houses over 500 youngsters and there are even waiting lists for some age groups. There are 180 boys and 70 girls between the ages of 13 and 15, currently member of the club.



Vision and Mission

Spartans FC want to redefine what is possible for a football club in terms of community engagement and participation by delivering positive social impact through the power of people and sport. They are a social enterprise and charity, reinvesting profits into delivering much needed youth work, education and health and well-being programmes within local communities in North Edinburgh. They state that their aim is to change lives through sport.

There is a canteen present on the premises. They used to be sponsored by Coors Brewing Company, but currently they are not sponsored by the alcohol industry. It was noted that there is a billboard for a beer brand on the pitch, but it was clarified that this was just a relic from the past.

Policy of Spartans FC

Spartans FC has a specific Alcohol and Drugs Policy relating to the employees at the club. The Scottish Football Club also has several documents of written policies published on their website. The relevant documents will be discussed in this section.

Drugs and Alcohol Policy

Spartans FC has a six-page document containing a drugs and alcohol policy. For this section, we only focus on the part of alcohol and not other illegal drugs or medications, although they frequently overlap.

This policy document applies to permanent and fixed term employees, regardless of the length of service, but also to agency workers, self-employed contractors or volunteers.

It states that employees will not be allowed to work when believed that they are under the influence of alcohol, in possession of alcohol or non-prescribed drugs at work. This includes being over the limit from the night or day before. There is a zero-tolerance approach to the consumption of alcohol, illegal drugs or improperly used medication.

There are several steps in place when the employees are thought to be in breach with the policy:

- Stop working immediately;
- Conducting an interview in a private room
- If needed, an ambulance will be called
- Suspension pending further investigation.

If deemed necessary, the company property will be searched, including lockers.

When found in breach of this policy, it is considered gross misconduct and could result in the dismissal without notice of the employee. The police might also be informed.



There is also a section about alcohol testing. This might be asked from the employees at any time the employer feels that an employee may be under the influence of drugs or alcohol, or when they are involved in an on-the-job accident or injury under circumstances that suggest possible use or influence of alcohol in the incident. Refusal of taking the test may lead to disciplinary action up to and including dismissal.

When it comes to drinking at company events, the employee is expected to behave responsibly and in an appropriate way. Anything which is believed to be inappropriate or offensive may result in an investigation when returning to work or even a dismissal.

Employees may also be subject to disciplinary action when they drink outside of work and it impacts his or her performance or behaviour at work.

Depending on the circumstances, disciplinary action may also be taken when an employee commits an offence outside of work which is related to alcohol misuse. Even positive results of an alcohol test outside of work might lead to disciplinary action up to and including dismissal.

Even though there are several disciplinary actions in place to sanction alcohol use which affects the workplace, the football club also offers support for employees with substance dependencies such as time off to attend appointments or meetings, swapping shifts and moving into a different role. Important criteria to receive this support is being open and honest about the condition and showing commitment to getting better.

Code of conduct

This code of conduct is directed to several football stakeholders, i.e. coaches, players, team officials, parents and guardians of young players and supporters of the club.

Coaches

The coaches of the club are held to a high standard and are seen as key to the establishment of ethics in football. Their concept of ethics and their attitude directly affects the behaviour of the players under their supervision. Therefore, they are expected to pay particular care to the moral aspects of their conduct.

When coaching young people, an increased responsibility is requested from the coaches. For them, the health safety, welfare and moral education of these young people has to be a first priority.

The coaches are expected to always promote the positive aspects of the sport and that includes not condoning the use of prohibited substances. They must consistently display high standards of behaviour and appearance and promote and encourage, particularly to young players, the importance of a healthy lifestyle and diet.

Players

The players are expected to make every effort to develop their own sporting abilities and lead a healthy lifestyle, which includes avoiding recreational or performance enhancing drugs. They are also expected to set a positive example for others.



Team Officials

The team officials are expected to set a positive example, particularly towards young players and supporters, and promote ethical principles.

Parents and guardians

Nothing is mentioned about the use of alcohol in the code of conduct for parents and guardians.

Football Supporters

Nothing is mentioned about the use of alcohol in the code of conduct for supporters.

Even though alcohol is not explicitly mentioned in this part of the policy, we should question the role of alcohol. Alcohol intoxication can be seen as directly opposed to setting a good example for young players and displaying high standards of behaviour and appearance. Refraining from the use of alcohol is explicitly mentioned in the *Child Protection Policy* (cf. Infra) of the club. As coaches are also expected to promote a healthy lifestyle among their young players, we can assume that alcohol consumption is not tolerated. Players are also asked to refrain from taking recreational drugs.

Child protection policy

In this 59-page long document, brief attention is given to alcohol in the “code of conduct for safeguarding children’s wellbeing”. This code of conduct is directed at all members, staff and volunteers of the club and includes verbal and non-verbal actions when involved in activities with children and young people under the ages of 18 years old.

In this policy, the section of good conduct mentions:

“Be an excellent role model including not smoking or drinking alcohol in the company of children.”.

In the section “trips away from home”, the use of alcohol is explicitly mentioned and forbidden:

“The use of alcohol and/or drugs or engaging in sexual relationships (between two young people) should not be condoned during the trip, even if the legislation relating to any of these behaviours is more lenient than in Scotland.”

This section is not only directed to young players of the football club, telling them that, even though it might be legal in the host country, alcohol consumption is not permitted; it is also instructing their parents/ carers/ staff of the football club not to condone this behaviour. They are instructed to see after the wellbeing of the young players during the trip.



6. Findings and discussion

This section presents the findings from the examination of the policies collected in the different partner countries after content analysis was performed (Burnard, 1995; Bengtsson, 2016). In addition, the findings are presented and discussed in detail jointly with the scientific literature for these findings.

- **Only the football clubs from Belgium and the UK mention alcohol use specifically in their written policies, with only the UK having a separate alcohol and drug policy.**

The policy of the Belgian football club mentions the use of alcohol specifically in the code of conduct for the players and the house rules. It explicitly prohibits the use of alcohol on the premises of the club, and it mentions that any breach of the rules will be severely punished.

In the UK, the code of conduct for the players explicitly mentions the avoidance of recreational or performance enhancing drugs. Also alcohol is mentioned in the child protection policy, for example the section of good conduct (being an excellent role model means not drinking alcohol in company of children) and the section regarding 'trips away from home' where it is not allowed for young players to drink alcohol, even if the legislation in the host country is more lenient. Moreover, on top of the code of conduct and the child protection policy, the UK football club is the only one which reported having a policy focussed solely on alcohol and drugs. This however is not often the case across the selected sports clubs.

- **A healthy lifestyle is mentioned in the policies of every club.**

All clubs note their intention to create a positive and healthy environment for their members and wanting to attribute to the psychological and physical health of their young players. They stress the importance of healthy eating and taking care of one's body. Because of the risks involved with the consumption of alcohol, it can be assumed that the use of alcohol has a damaging effect on the body and might not constitute a healthy lifestyle. This statement can also be interpreted as the club wanting to protect their reputation, taking into account the evidence that athletes who drink alcohol are more likely to commit acts of aggression and vandalism (O'Brien et al., 2012; Siciliano et al., 2013; Sonderland et al., 2014).

Several studies conclude that drinking alcohol also has a negative impact on the body and performances of the athletes (Barnes, 2014, Maughan, 2006; Murphy et al., 2013; Lecoultre & Schutz, 2009; Pesta et al., 2013; O'Brien et al., 2012; Siciliano et al., 2013; Sonderland et al., 2014). Alcohol consumption does not only impact the performance, but the recuperation after the match as well (Driessen & te Rietstap, 2009).



Additionally, morale and protection of the club are often mentioned. It is further stated that players and staff are expected to serve as a role model for the members of the football club, as well as the outside world, protecting the good name of the club. It is likely that alcohol-related behaviours would be considered in any appraisal of activities by individuals.

- **There is a variability in the presence of rules about alcohol when it comes to parents versus young players.**

None of the clubs explicitly mentioned rules about alcohol or drugs directed to the parents, even when they do have explicit rules for the players. However, clubs suggest that parents can support their children in living a healthy lifestyle and wanting them to maintain a positive environment next to the field.

This can be attributed to the fact that, when training on the premises, the adolescent players are under the guardianship of the club/ their coach, who is then able to impose their own rules on them. This is however not the case for parents. Another possible explanation is the fact that the young players are still under the legal drinking age, while parents are, legally, free to consume alcohol if they want to. When there are policies directly targeting parents, they are asked to support their children living a healthy lifestyle and asking them to create a positive environment next to the field.

- **The policies of the football clubs in Slovenia, Poland, Belgium, Italy and the UK explicitly mention sanctions when the rules of good conduct are broken.**

These rules are directed to players and staff, but also towards parents and other spectators or volunteers at the club. These sanctions can range from receiving a reprimand to suspension from the club or even dismissal from their function at the club.

- **Not all policies pay attention to clubs' sponsorship, but those who do mention that, it has to be in accordance with the objectives of the sport.**

Several youth clubs (9) state that they are not sponsored by the alcohol industry or will not accept sponsorship. However, two clubs take a different position: The Belgian football club (KRC Harelbeke) is one of the two clubs that were interviewed, who are sponsored by the alcohol industry. The club is sponsored by the "the Brabandere Brewery" and as such we can expect that, even though they signed the International Panathlon declaration – which states that sponsorship "*should be in accordance with the major objectives of the sport*"²¹, alcohol sponsorship is not seen as conflicting with these objectives. The second club sponsored by the alcohol industry is Olimpija Ljubljana, men's football club. The club is sponsored by the Heineken Brewery and the brewery itself categorises the sponsorship of the sports club as a part of their Corporate Social Responsibility. For the clubs who are sponsored by the alcohol

²¹ See appendix 1



industry this seems to be considered as not being in contradiction with the pedagogical process, the ethical basis of sport or the main objectives of youth sports. We could not identify any policies which explicitly discuss or forbid an alliance of sponsorship with the alcohol industry. Sport clubs can freely decide the kind of sponsorship, leaving room for possible self-regulation codes of conduct.

Even though there is a widespread support for reducing harmful alcohol consumption, Kelly et al. (2017) explain that there is also a lot of resistance to placing a ban on alcohol sponsorship from those that fear the economic impact on sports. It is argued that this could mean the potential disruption to junior sports and minority sports that have few other (economic) sources of support.

Sawyer et al. (2012) also noted that smaller clubs often receive sponsorship in the form of free goods and promotional prizes, which also includes free or discounted alcohol.

- **There is a lack of attention for preventive measures regarding exposure to alcohol and alcohol consumption by young people, in the written policies of the clubs.**

Only the international Panathlon declaration signed by KRC Harelbeke (Belgium) and the Spartans (Scotland) child protection policy signed by Spartans FC (Scotland), explicitly mentions taking preventive measures when it comes to the exposure of alcohol and alcohol consumption to young people. In none of the clubs' policies examined could we identify information regarding specific action or preventive measures to discourage their members, staff, spectators etc. from drinking alcohol.

This might be attributable to the relatively new idea of introducing sports clubs as a setting for alcohol prevention. However sport clubs/associations are considered appropriate places to promote healthy lifestyles (including alcohol) to youth for all national FYFA sport clubs/associations participants, and this supports the findings from WP5.

It would be unwise to speculate without evidence about why alcohol is not mentioned explicitly in the written club policies. However, not finding explicit rules linked to alcohol in the club's policy, may not constitute a total lack of awareness regarding alcohol and its effect on adolescents.



7. Conclusion

We can conclude that the risks and harms inherent to alcohol in sports clubs, young people and alcohol marketing are well known in the international scientific literature. Contrary to general expectations, it seems that being a member of a sports club does not always provide exclusively positive results.

There are several risks involved when it comes to alcohol consumption and sports. Depending on the type of sports, intensity and frequency of practice, the competition level and the group dynamics within the sports team, being a member of a sports club can increase the risk of harmful alcohol consumption by young people.

According to the content analysis performed of the written policies of the clubs, it seems that only one sports club (Spartans FC) has a separate alcohol and drug policy. In addition, only the sports clubs from Belgium and the UK mention alcohol use specifically in their written policies.

Overall, there is a lack of attention for preventive measures regarding exposure to alcohol and alcohol consumption by young people, in the written policies of the clubs and the club's documents. None of the clubs also explicitly mentioned rules about alcohol or drugs directed to the parents, even when they do have explicit rules for the players. The lack of rules inside the clubs/associations has been already revealed within FYFA WP5 as a barrier for the effective implementation of alcohol laws and regulations for youth in sport settings.

Therefore, sports clubs should pay more attention to alcohol prevention and health promotion in the club's documents (i.e. canteen house rules) and policies (i.e. vision and mission). Even though alcohol consumption does not immediately seem to be problematic in these sports clubs for young people, it can become an issue and the development of a carefully designed alcohol policy is advised.

According to the content analysis performed of the written policies of the clubs, not all policies pay attention to clubs' sponsorship. Those who do mention club's sponsorship, it has to be in accordance with the objectives of the sport. As we know from literature, alcohol marketing increases the likelihood that young people will start to drink, increase their consumption of already drinking and increase binge drinking. We recommend instituting a ban on alcohol advertising before, during and after sports events for young people and ideally for the sports clubs in general as well.



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Appendices

Appendix 1 – Panathlon Declaration



PANATHLON DECLARATION ON ETHICS IN YOUTH SPORT

Ghent, 24 September 2004

This declaration represents our commitment to go beyond discussion and to establish clear rules of conduct in the pursuit of the positive values in youth sport.

We declare that:

1. We will promote the positive values in youth sport more actively with sustained effort and good planning.

- In training and competition we will aim for four major objectives in a balanced way: the development of motor (technical, tactical) competence, a healthy and safe competitive style, a positive self-concept, and good social skills. In this we will be guided by the needs of children.
- We believe that striving to excel and to win and to experience both success and pleasure, and failure and frustration, are all part and parcel of competitive sport. We will give children the opportunity to cultivate and to integrate (within the structure, the rules and the limits of the game) this in their performance and will help them to manage their emotions.
- We will give special attention to the guidance and education of children according to those models which value ethical and humanistic principles in general and fair-play in sport in particular.
- We will ensure that children are included in the decision making about their sport.

2. We will continue our effort to eliminate all forms of discrimination in youth sport.

This coheres with the fundamental ethical principle of equality, which requires social justice, and equal distribution of resources. Late developers, the disabled and less talented children will be offered similar chances to practise sport and be given the same professional attention available to early developers, able-bodied, and more talented children without discrimination by gender, race or culture.

3. We recognise and adopt the fact that sports also can produce negative effects and that preventive and curative measures are needed to protect children.

- We will maximise the children's' psychological and physical health through our efforts to prevent cheating, doping, abuse and exploitation, and to help children to overcome the possible negative effects of these.
- We accept that the importance of children's social environment and of the motivational climate is still underestimated. We will therefore develop, adopt and implement a code of conduct with clearly defined responsibilities for all stakeholders in the network around youth sport: sport governing bodies, sport leaders, parents, educators, trainers, sport managers, administrators, medical doctors, physical therapists, dieticians, psychologists, top athletes, children themselves, etc.
- We strongly recommend that the establishment of bodies on appropriate levels to govern this code should be seriously considered.
- We encourage registration and accreditation systems for trainers and coaches.

4. We welcome the support of sponsors and media but believe that this support should be in accordance with the major objectives of youth sport.

- We welcome sponsorship from organisations and companies only when this does not conflict with the pedagogical process, the ethical basis of sport and the major objectives of youth sport.
- We believe that the function of the media is not only to be re-active, i.e. holding the mirror up to the problems of our society, but also to be pro-active, i.e. stimulating, educational and innovative.

5. We therefore formally endorse 'The Panathlon Charter on the Rights of the Child in Sport'.

All children have the right

- to practise sports
- to enjoy themselves and to play
- to live in a healthy environment
- to be treated with dignity
- to be trained and coached by competent people
- to take part in training that is adapted to their age, individual rhythm and competence
- to match themselves against children of the same level in a suitable competition
- to practise sport in safe conditions
- to rest
- to have the opportunity to become a champion, or not to be a champion

All this can only be achieved when governments, sports federations, sports agencies, sports goods industries, media, business, sport scientists, sport managers, trainers, parents and children endorse this declaration.



Appendix 2 – Italian questionnaire



Le attitudini e le opinioni delle Associazioni Sportive sul consumo di bevande alcoliche, i giovani e lo sport

Gentile Signore/Signora,

l'**Istituto Superiore di Sanità (ISS)**, attraverso l'Osservatorio Nazionale Alcol si fa promotore del **progetto Europeo** denominato '**FYFA - Focus on Youth Football & Alcohol**' (www.FYFAproject.eu), della Commissione Europea, focalizzato sulla disciplina sportiva del **gioco del calcio** ma, per l'Italia, anche la **pallavolo** e l'**atletica leggera**.

FYFA ha l'obiettivo di produrre buone pratiche rivolte alla riduzione del consumo episodico eccessivo di alcol tra i giovani e i minori e sviluppare linee guida sul consumo di bevande alcoliche nei contesti sportivi giovanili in tutta l'UE.

In questa fase ci rivolgiamo alle **associazioni/club sportivi per giovani** per una **raccolta di informazioni e opinioni** mediante l'utilizzo di un questionario sull'**impatto del consumo di bevande alcoliche nei giovani e lo sport rispetto al tema sicurezza, salute, relazioni sociali, prestazioni sportive**.

Le associazioni a cui ci riferiamo sono quelle in cui i giovani iscritti, dai 13 ai 15 anni, di entrambe i sessi, partecipano ad attività sportive regolari.

All'interno della stessa associazione sportiva interessata a partecipare abbiamo bisogno della collaborazione di almeno 3 informatori chiave tra le seguenti figure: presidente, direttore generale, amministratore, direttore sportivo, tecnici, allenatori, istruttori, arbitri, medici sportivi, fisioterapisti.

Per partecipare è sufficiente compilare il **questionario allegato rispondendo alle domande, esprimendo la propria opinione personale.**

Queste attività mirano a identificare ed elaborare i messaggi più appropriati relativi al consumo di bevande alcoliche come fattore di rischio evitabile per la prevenzione delle malattie croniche da diffondere nei club sportivi giovanili.

Se ha bisogno di ulteriori informazioni può contattare la Dott.ssa Claudia Gandin all'indirizzo email claudia.gandin@iss.it oppure telefonando al numero 0649904192.



Siamo fiduciosi di trovare collaboratori motivati e appassionati che possano aumentare le capacità tecniche e scientifiche del progetto e partecipare attivamente, con la vostra preziosa esperienza, tanto alla definizione che alla diffusione dell'iniziativa e dei risultati. In allegato al presente messaggio troverà anche il volantino del progetto FYFA con ulteriori informazioni.

La **compilazione del questionario allegato** dovrà avvenire **entro e non oltre il 30 Settembre 2019** all'indirizzo email: claudia.gandin@iss.it oppure via fax al numero 0649904193.



Generalità della persona che ha compilato il questionario

Nome / Cognome.....

Club Sportivo di appartenenza.....

Posizione:

1. Presidente / Direttore generale
2. Amministratore del Club
3. Direttore sportivo / tecnico
4. Allenatore / Istruttore
5. Medico sportivo
6. Fisioterapista
7. Altra figura (*specificare.....*)

Disciplina:

1. Calcio
2. Pallavolo
3. Atletica leggera

Esprimo il mio consenso alla pubblicazione del mio nome e cognome nel report finale della survey europea FYFA

Si



No

Esprimo il mio consenso alla pubblicazione del nome dell'organizzazione partecipante nel report finale della survey europea FYFA

Si

No

Data di compilazione del questionario (gg-mm-aa).....

1. All'interno del suo Club / Associazione sportiva sono consumate bevande alcoliche?

Si

No

Non so (*Se No, Non so, andare alla domanda 2*)

Se Si:

1.1. Da chi sono consumate?

	Minori	Adulti
1. Atleti	<input type="checkbox"/>	<input type="checkbox"/>
2. Tifosi	<input type="checkbox"/>	<input type="checkbox"/>
3. Altro (specificare.....)	<input type="checkbox"/>	<input type="checkbox"/>

1.2. Quanto spesso si consumano nel Club/Associazione?

	Minori	Adulti
1. Raramente	<input type="checkbox"/>	<input type="checkbox"/>
2. Qualche volta	<input type="checkbox"/>	<input type="checkbox"/>
3. Frequentemente	<input type="checkbox"/>	<input type="checkbox"/>
4. Ogni volta	<input type="checkbox"/>	<input type="checkbox"/>
5. Non so	<input type="checkbox"/>	<input type="checkbox"/>

1.3. Dove?

	Minori	Adulti
1. Mensa /Bar del Club	<input type="checkbox"/>	<input type="checkbox"/>



- 2. Spogliatoi
- 3. Palestra
- 4. Altro (specificare.....)

1.4. In quali occasioni?

- | | Minori | Adulti |
|-----------------------------|--------------------------|--------------------------|
| 1. Prima di un allenamento | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Durante l'allenamento | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Dopo un allenamento | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Altro (specificare.....) | <input type="checkbox"/> | <input type="checkbox"/> |

Eventuali ulteriori informazioni:

2. A suo parere il consumo di alcol da parte di giovani atleti è un problema?

	Per niente Molto d'accordo										
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Qual'è l'età legale per consumare bevande alcoliche in Italia?

- 1. 16 anni
- 2. 18 anni
- 3. 21 anni
- 4. Non so
- 5. Altro, specificare

4. All'interno del suo Club / Associazione Sportiva, esistono regole sul consumo di bevande alcoliche (in generale)?



- Si
- No
- Non so (*Se No, Non so, andare alla domanda 4*)

4.1. Se Sì, a suo parere, quanto il divieto di consumo nei minori è rispettato? (in una scala da 0 a 10 indichi quanto è d'accordo: 0 è per niente, 10 è molto d'accordo)

	Per niente											Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10	
Nel suo Club	<input type="checkbox"/>											
Nei contesti sportivi in generale	<input type="checkbox"/>											

5. All'interno del suo Club / Associazione Sportiva, esistono regole sulla vendita e somministrazione di bevande alcoliche?

- Si
- No
- Non so (*Se No, Non so, andare alla domanda 5*)

5.1. Se Sì, a suo parere, quanto il divieto di vendita e somministrazione ai minori è rispettato?

	Per niente											Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10	
Nel suo Club	<input type="checkbox"/>											
Nei contesti sportivi in generale	<input type="checkbox"/>											

6. Prevenire i danni per la salute causati dall'alcol nei giovani atleti è attualmente una priorità nei Club/Associazioni sportive?

	Per niente											Molto d'accordo
	0	1	2	3	4	5	6	7	8	9	10	
Nel suo Club	<input type="checkbox"/>											



Nei contesti sportivi in generale	<input type="checkbox"/>										
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7. Prevenire i danni per la salute causati dall'alcol nei giovani atleti dovrebbe essere una priorità nei Club/Associazioni sportive?

	Per niente Molto d'accordo										
	0	1	2	3	4	5	6	7	8	9	10
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nei contesti sportivi in generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. I Club / le Associazioni sportive sono ambienti appropriati per promuovere stili di vita salutari (incluso l'alcol) nei giovani?

- Si
 No

9. I Club / le Associazioni sportive dovrebbero essere ambienti appropriati per promuovere stili di vita salutari (incluso l'alcol) nei giovani?

	Per niente Molto d'accordo										
	0	1	2	3	4	5	6	7	8	9	10
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

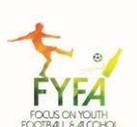
10. Nel lavoro che svolge attualmente Lei / il suo club avete a che fare (direttamente o indirettamente) con problematiche alcol-correlate?

Questa domanda si riferisce agli sportivi sia giovani che adulti

	Si	No
Lei personalmente	<input type="checkbox"/>	<input type="checkbox"/>
Il suo Club	<input type="checkbox"/>	<input type="checkbox"/>

a. Se Sì, quanto spesso, Lei / il suo Club, avete a che fare con problematiche alcol-correlate?

	Lei	Il suo Club
Più o meno giornalmente	<input type="checkbox"/>	<input type="checkbox"/>



Più di 3 volte a settimana	<input type="checkbox"/>	<input type="checkbox"/>
Settimanalmente	<input type="checkbox"/>	<input type="checkbox"/>
Mensilmente	<input type="checkbox"/>	<input type="checkbox"/>
Quasi mai	<input type="checkbox"/>	<input type="checkbox"/>
Non applicabile / non so	<input type="checkbox"/>	<input type="checkbox"/>

b. Se Sì, **con quali gruppi, Lei / il suo Club**, avete a che fare con problematiche alcol-correlate?

	Lei	Il suo club
Direttivo sportivo	<input type="checkbox"/>	<input type="checkbox"/>
Atleti adulti	<input type="checkbox"/>	<input type="checkbox"/>
Atleti giovani	<input type="checkbox"/>	<input type="checkbox"/>
Spettatori / fan	<input type="checkbox"/>	<input type="checkbox"/>
Altro (specificare.....)	X	X

Può descrivere i problemi / le situazioni più comuni con le quali lei / il suo Club avete a che fare, specificando cosa accade nei giovani?

11. Ritene che il consumo di bevande alcoliche nei contesti sportivi abbia influenza sulla sicurezza (aggressioni, bullismo, incidentalità stradale, lesioni personali)?

	Si	No
In generale	<input type="checkbox"/>	<input type="checkbox"/>
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>

Eventuali ulteriori informazioni:



12. Ritiene che il consumo di bevande alcoliche influenzi le prestazioni sportive dei giovani atleti?

	Si	No
In generale	<input type="checkbox"/>	<input type="checkbox"/>
Nel suo Club	<input type="checkbox"/>	<input type="checkbox"/>

Eventuali ulteriori commenti:

13. E' a conoscenza di iniziative / programmi intrapresi per minimizzare i rischi correlati al consumo di alcol e al danno alcol-correlato nei giovani nel suo Club?

- Si
- No

Se Si,

13.1. Descrivere brevemente le suddette iniziative nel suo Club e, se possibile, **fornire una documentazione** (link pagina web, document pdf, ecc) nello spazio di seguito riportato

(per citare qualche esempio: restrizioni sulla vendita e la distribuzione di tutte le bevande alcoliche all'interno del club, divieto di vendita in promozione di bevande alcoliche, controlli in occasione di eventi sportive sull'ingresso sia per gli atleti che per gli spettatori nell'ambito del suo Club /Associazione, promozioni sulla vendita di bevande non alcoliche, divieto di sponsorizzazioni da parte dell'industria dell'alcol, formazione del personale dei punti di ristoro del club addetto alla somministrazione di bevande alcoliche,eccetera)

Se No,

13.2. Per quale ragione, secondo lei, non sono state prese iniziative nel suo Club?



14. Che tipo di iniziative secondo il suo parere dovrebbero essere promosse nel suo Club?

15. Le attività del suo Club sono sponsorizzate dall'industria dell'alcol?

- Si
- No
- Non so

Se Sì,

15.1. Anche le attività giovanili?

- Si
- No
- Non so

16. E' a conoscenza di interventi / iniziative di restrizione della pubblicità e della sponsorizzazione di bevande alcoliche per i giovani nello sport?

- Si
- No
- Non so

17. Ritiene che la pubblicità e la sponsorizzazione di attività sportive da parte dell'industria dell'alcol collegata ai giovani possa avere influenze sugli atleti?

- Si
- No

