



**WORLD  
HEART  
DAY**

29 SEPTEMBER

Saturday 29th September 2018

**MY HEART,**



**YOUR HEART**

Support Toolkit for Football Organisations



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## Background to Toolkit

World Heart Day is organised by the World Heart Federation (WHF) and supported by UEFA and their social responsibility partner, Healthy Stadia. In 2018, UEFA is specifically encouraging the football family to support World Heart Day (WHD) by raising awareness of heart health and healthier lifestyle through its Member Associations, League Operators and domestic clubs.

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

In addition, we have also provided guidance on how to develop simple actions in support of World Heart Day in the weeks preceding or immediately after 29th September 2018. The main aim of developing these activities is to make stadium environments 'heart health promoting' i.e. environments that make it easier for fans, visitors and staff to make healthier lifestyle choices.

This year, we are asking UEFA's National Associations to consider how they can have a positive impact on heart health through Matchday Actions, Community Actions and Organisational Actions.

By changing our lifestyle we can actually have a huge impact on our health. Aligned to four lifestyle 'risk factors' - common behaviours that can have a negative impact on heart health - this toolkit details how your Association / Federation can encourage people to spend less time sitting and be more physically active, to eat more healthily, to consume alcohol in moderation and to help people quit smoking.





## What is World Heart Day?

- World Heart Day is celebrated on **29th September** each year
- Created by the World Heart Federation, World Heart Day informs people around the globe that Cardiovascular Disease (CVD), which includes heart disease and stroke is the world's leading cause of death, claiming 17.7 million premature deaths each year and highlights the actions that individuals can take to prevent and control CVD.
- World Heart Day aims to educate people that by modifying risk factors such as tobacco use, unhealthy diet and physical inactivity, at least 80% of premature deaths from heart disease and stroke could be avoided.
- World Heart Day is a global event during which individuals, families, organisations and governments around the world participate in activities to take charge of their heart health and that of others.
- Background information on World Heart Day, CVD and latest campaign news can be accessed at: [www.worldheartday.org](http://www.worldheartday.org)

## World Heart Day in 2018

### The campaign theme for World Heart Day 2018 is: **My Heart, Your Heart**

Heart health is an issue that affects us all. If you don't look after your heart, you're putting yourself at risk of cardiovascular disease (CVD), which includes heart disease and stroke. But the good news is that much CVD can be prevented by making just a few simple daily changes, like eating and drinking more healthily, getting more exercise and stopping smoking.

This year's theme - My Heart, Your Heart - is about creating a sense of collective commitment to improving heart health.

In 2018, we are therefore asking organisations including UEFA Member Associations, League Operators and Domestic Clubs to consider how they can encourage their fans to:

**Be more physically active:** to maintain an active lifestyle, adults should aim for at least 30 minutes of physical activity 5 times per week. Playing football is only one way to achieve this!

**Have a healthier diet:** many food and drink products contain high amounts of fat, salt and / or sugar. We should all aim to eat more fruit and vegetables and reduce the amount of junk food, confectionary and sugary drinks we have.

**Stop smoking:** individuals should seek professional support to help them quit smoking

**Drink sensibly:** When consumed in excess, alcohol can contribute to acute and long-term health problems. However, when consumed in moderation, alcohol can enhance social experiences.



WORLD HEART DAY  
MY HEART, YOUR HEART

29 SEPTEMBER 2018

# I PROMISE TO...

On World Heart Day, we're asking you to make a promise. A promise to eat more healthily, to get more active, to say no to smoking. A simple promise... for my heart, for your heart, for all our hearts.

**MAKE YOUR  
PROMISE**

worldheartday.org #worldheartday

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## How can we support World Heart Day in 2018?

Many thanks to your Association for agreeing to support World Heart Day in 2018!

There are **two levels of support** for World Heart Day that we would like you to consider, the second of which is optional for National Associations.

- **Level 1:** Communications and media support using digital and social media channels (minimum level of support)
- **Level 2:** Matchday actions in support of World Heart Day and healthier football environments (additional level of support)

Guidance on both levels of support are described in the sections below. In 2018 we are also asking National Associations to **reach out to their domestic leagues and clubs** to help promote World Heart Day to maximise impact across the football family.



(Photo source: Croatian Football Federation)

### When should we promote World Heart Day?

Although World Heart Day 2018 falls on Saturday 29th September, **you can promote the campaign at any point in the weeks preceding or following World Heart Day**. This means that any National Associations who are interested in running matchday actions, can do this at matches that are scheduled on dates close to World Heart Day. For many National Associations this will include UEFA Nations League Matchday 3 fixtures (11-13 October 2018).

### Got any other ideas on promoting heart health?

We always welcome your own ideas on how to use your media platforms, national team players (male, female and youth), matchday actions or even internal communications to promote the main themes of World Heart Day.

If you have an idea or are planning an activity, Healthy Stadia would be more than happy to provide advice and guidance on how to maximise the benefits of any matchday, community or organisational actions you conduct around World Heart Day this year.



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## Level 1 Support for World Heart Day: Promoting World Heart Day through your Media Channels

There are lots of simple ways National Associations and domestic football leagues and clubs can promote World Heart Day and spread the message about making small changes to lifestyles that can help to prevent the onset of CVD. Media coverage generated by Associations in previous years has been excellent and we hope to generate even more of a 'buzz' about World Heart Day in 2018 with your support.

A full range of support tools such as template press releases, logos and social media content can be downloaded through the link above.

### Organise a Photocall

In 2018, we are asking all participating UEFA Member Associations to organise a photocall to develop player-driven World Heart Day content by taking advantage of training camps prior to Matchday 1 (6-8 September) and Matchday 2 (9-11 September) of the UEFA Nations League.

Any content generated can then be shared both on World Heart (Saturday 29 September) but also during Matchday 3 (11-13 October).

A photo or video with a written statement of support from current players, legends and / or VIPs is a great way of delivering key messages on leading healthier lifestyle in support of World Heart Day.

We would also encourage UEFA Member Associations, League Operators and domestic football clubs to generate content in the same way for circulation during league matches on Saturday 29 September and Sunday 30 September.



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## Level 1 Support for World Heart Day: Promoting World Heart Day through your Media Channels

This year, the World Heart Federation has prepared World Heart Day materials, including logos, leaflets and posters in dozens of languages to make the campaign accessible in as many countries as possible.

Resources available in the following languages:

- Dutch
- English
- French
- German
- Greek
- Italian
- Polish
- Portuguese
- Romanian
- Serbian
- Slovenian
- Spanish



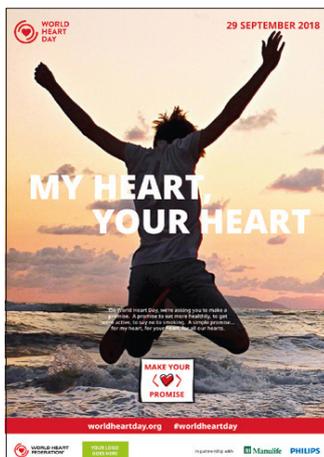
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**JOURNÉE  
MONDIALE  
DU CŒUR**  
29 SEPTEMBRE



**WELTHERZTAG**  
29. SEPTEMBER



The World Heart Federation have provided you with access to a campaign poster template in InDesign that you can customise with your own background photos.

Images should convey passion and energy so please consider using images of players or fans celebrating.

[DOWNLOAD THE CAMPAIGN POSTER TEMPLATE HERE.](#)



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## Level 1 Support for World Heart Day: Promoting World Heart Day through your Media Channels

We will aim to amplify any digital and social media outputs from the football family close to World Heart Day through the Healthy Stadia, World Heart Federation and UEFA media channels, so please do share your content using the hashtag **#WorldHeartDay** with the following social media accounts:

Organisation	Twitter	Instagram	Facebook
Healthy Stadia	@healthystadia	@healthystadia	
UEFA	@UEFA	@uefa_official	/uefa
WHF	@worldheartfed	@worldheartfed	/worldheartfed



### LEVEL 1 – COMMUNICATIONS SUPPORT PACK

- Template Press Release
- World Heart Day Poster
- World Heart Day Logos
- Social Media Images
- Social Media Content Toolkit
- World Heart Day Leaflet

[ACCESS RESOURCES HERE:](#)



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## Level 2 Support for World Heart Day: Lowering the risk of CVD with Healthier Football Environments

The exact cause of CVD isn't clear, but there are lots of things that can increase your risk of getting it. These are called "risk factors". The more risk factors you have, the greater your chances of developing CVD.

These include high blood pressure, high cholesterol, smoking tobacco, being inactive, being overweight, excessive alcohol consumption, having either type 1 or type 2 diabetes, and having a family history of CVD.

In this section we will focus on four changes to lifestyles that can contribute to the main risk factors associated with CVD, specifically: being more physically active; eating a balanced diet; drinking alcohol in moderation; and not smoking tobacco.

Please see the following video from [World Heart Day 2017](#) that gives an introduction to lifestyle changes.

We have also included some ideas for simple actions to implement around the time of World Heart Day that are related to specific lifestyle changes.

These ideas are specifically within the context of football organisations, and we have included examples relating to matchday actions, community actions, and organisational actions.



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## Physical Activity and Health

Physical activity includes the full range of human movement, from walking and cycling or activities of daily living, through to competitive sport, exercise and active hobbies. Physical activity is therefore inherently linked to levels of physical health, mental health and wellbeing.

Physical inactivity is a risk factor for cardiovascular diseases, type 2 diabetes, hypertension, some forms of cancer, musculoskeletal diseases and psychological disorders. Lack of physical activity is also one of the critical components that has contributed to the current epidemic of overweight and obesity that is posing a new global challenge to public health. The World Health Organization (WHO) estimates that physical inactivity can be attributed to nearly 600,000 deaths per year in the WHO European Region.

According to WHO recommendations published in 2010, adults aged between 18-64 years old need to build up a minimum of **150 minutes of moderate physical activity** - the equivalent of brisk walking - each week, the equivalent of 30 minutes on at least 5 days per week.

It should be noted that children and young people aged 5-17 years old should accumulate at least **60 minutes of moderate to vigorous intensity physical activity daily**.

Below we present a range of simple actions that football organisations can use around the time of World Heart Day to promote physical activity to fans on a matchday, individuals in local communities, and across their own workforces.



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# Actions for World Heart Day

## 1. Matchday actions:

Walking and cycling for everyday trips can play a big part in helping people maintain recommended levels of physical activity, and organisations such as professional sports clubs can help by encouraging their fans, visitors and staff to choose physically active travel. Active travel brings other benefits too. Reducing car use helps to cut congestion and pressure on car parking, and benefits the environment by lowering noise and air pollution, including reducing carbon dioxide emissions which contribute to global climate change.

Clubs and stadium operators can easily develop active travel plans for fans visiting the stadium on matchdays, and Healthy Stadia has developed step-by-step guidance on how to promote walking and cycling to stadia:

A simple action to implement around the period of World Heart Day is the idea of organising an official fan walk or cycle group to the stadium.

This practice can either be organised by a club or through representatives from fan groups, with groups meeting at a specified destination (perhaps a local train station or well-known landmark) at a suitable time well ahead of a 'home match'. This collective approach to active travel will hopefully encourage participants to continue to walk or cycle throughout the season.

## 2. Community actions:

Football is a near perfect mechanism to promote increased levels of physical activity, and football organisations are in a perfect position to promote increased participation in grassroots football, but also a host of other daily activities such as walking, cycling, jogging, dance, swimming - anything active!

- Arrange grassroots tournaments for different segments of your community; for example, you could arrange a Futsal tournament for local schools, a 5-a-side tournament for local women's teams, or a walking football tournament for less mobile people over 60 years old.
- Arrange a long distance walk or cycle ride in support of your local or national heart charity
- Allow access to your training and/or gym facilities for the general public during times they are not in being used by players.

## 3. Organisational actions:

Football organisations are also in an excellent position to promote physically active lifestyles to their own employees. Promoting a physically active workforce will benefit staff health and wellbeing, lower levels of absenteeism, and can add to overall productivity amongst the workforce.

There are lots of ways to support physical activity within the workforce, some ideas for which are presented below that you can promote around the time of World Heart Day:

- Walk or cycle to work day
- 5 a side football and/or walking football
- Lunch time or after-work jogging groups
- Office-based yoga
- Open training and gym facilities to non-player staff usage

[DOWNLOAD ACTIVE TRAVEL GUIDANCE](#)



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## Improving Diet: Healthier Eating Guidance

### The Importance of Healthy Eating

A balanced diet is an essential component of a healthier lifestyle and can significantly reduce incidence of CVD. Poor diets are also linked to the increase in type 2 diabetes and some cancers. There are a host of different ways that catering providers, individuals and football organisations can make simple changes to food and drink consumption that is of benefit to their health. We have included just five examples of simple changes below, but this is by no means an exhaustive list.

### Maintaining a Balanced Diet

Many people now realise that there is a strong relationship between the food we eat and our health, in particular the importance of maintaining a balanced diet. Individuals should aim to eat more fruit, vegetables and wholegrain starchy foods, and smaller amounts of foods that are high in fats (in particular saturated fats) and sugars, plus moderate consumption of red meats and processed meats. Many countries now use pictorial guides such as the 'Eatwell Guide' to try and demonstrate the types and quantities of foods needed to maintain a balanced diet:

<http://www.nhs.uk/Livewell/Goodfood/Pages/eatwell-plate.aspx>

A balanced diet means that people don't have to give up the foods they most enjoy for the sake of their health, rather people just need to eat these foods in smaller quantities and less frequently.



### Salt Reduction

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

- Use herbs and spices for flavour, rather than salt
- Choose low salt varieties of commercial foods where possible e.g. reduced salt soy sauce
- Cut out or strictly reduce added salt during cooking



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## Healthier Cooking Methods

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

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

## Portion Control

Portion control is very important to maintain a healthy weight even if eating a balanced diet. Fans and staff can reduce the number of calories they eat by making healthier choices when it comes to food and drink. In addition to swapping high fat or high sugar foods and drinks for alternatives, people should avoid supersizing or choosing larger options of food or drink.

Often 'super-size' 'king size' portions and even '2 for 1' offers appear to be good value, however they encourage individuals to consume more calories, fat, sugar and salt than they may need.

We would discourage sports clubs to supply extra-large portions, and try to integrate children's portion sizes into their catering offer.

## Hydration and water

Water is one of the most important nutrients, and is vital to a well-balanced diet and maintaining good health. Water improves physical and mental performance and helps to maintain good oral hygiene and healthy skin.

Children should drink a minimum of a litre of fluids each day (about 5-6 glasses), and this should primarily be water or, if necessary, water with a small amount of fruit juice with no added sugar.

Adults should drink between 1-2 litres of fluids each day (about 8-10 glasses), and should avoid use of sports and energy drinks or drinks with added sugar at all times - water is by far the best choice for hydration.



# Actions for World Heart Day

## 1. Matchday Actions:

It may seem difficult for catering providers at sport venues to engage in the idea of healthier food and drink options, as they will be concerned that this will have an impact on sale and profits. However, clubs and caterers are in a strong position to deliver simple messages on maintaining a healthier diet, and there are some very simple actions that can be implemented in support of World Heart Day - but also integrated into standard matchday operation.

- Offer free drinking water, and ensure that healthier drinks such as fruit juice and no/low sugar carbonated drinks can be available for purchase
- Do not provide optional salt (e.g. salt sachets) at catering outlets
- Promote a healthier snack option such as dried fruit bags (dates, figs, apricots, raisins) or unsalted nuts and seeds bags (almonds, brazil nuts, cashew nuts) - these items have a long shelf-life so will not have to be sold over the course of one match.

## 2. Community Actions:

Football organisations are in an excellent position to promote the benefits of a healthier diet to fans and local communities through communications channels and outreach work with local communities. Many clubs now run community-based healthy eating programmes and cookery classes for young people or whole families, whilst other clubs have developed wide-reaching communications campaigns to promote healthier eating.

Professional players and ex-players can be used to great effect to promote a balanced and healthy diet, and you may want to consider how you can use your own national or club players to promote healthier messages, e.g. eating fresh fruit and vegetables, lowering salt consumption,

remaining hydrated through water. We provide two ideas for free content you can use for World Heart Day below:

- **Eat for Goals!** Is a healthy cooking resource that gives young people the opportunity to cook the same heart-healthy recipes as some of the world's top footballers, such as Cristiano Ronaldo, Paul Pogba and Lotta Schelin. Eat for Goals! encourages young people to eat healthily and lead an active lifestyle, in order to reduce their risk of heart disease and stroke. Once the app is downloaded, young people aged 7+ are encouraged to 'score a goal' to see recipes from 11 of their favourite football legends.

To access the resource in both English and Spanish see: <http://eatforgoals.org/>

- **Healthy eating habits video:** For World Heart Day, we have asked both current and ex-players such as Ivan Rakitić and Mikel Arteta how important their diet is for optimum performance on the pitch, and how this is part of their healthier lifestyle. The video can be viewed [here](#).

## 3. Organisational Actions:

Football organisations are also able to positively influence healthier diets amongst their workforce through simple actions that can coincide with World Heart Day - and beyond.

- If your organisation has a work canteen, discuss with your head of catering how they can celebrate World Heart Day by offering a range of healthier meal options that are low in calories and high in vegetable content in the week prior to World Heart Day
- Consider offering staff free access to fresh fruit in the week prior to World Heart Day.



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## Drinking Alcohol in Moderation

### Health impact of alcohol

The toll of alcohol on individual health and on healthcare systems is now well highlighted. Alcohol sits in the top five causes of death and disability globally, and can have a direct influence on CVD, as it can contribute to high blood pressure, increased calorie intake, and in the case of excessive drinking, can even lead to heart failure or stroke. Alcohol is also linked to neuropsychiatric disorders (e.g. anxiety), fatty liver disease and cirrhosis of the liver, and some cancers (e.g. breast, bowel, mouth, throat, oesophagus, liver). Alcohol intake in the WHO European Region is the highest in the world. The pattern of heavy episodic drinking varies largely across Europe, but is of specific concern in Northern and Eastern Europe as it is often linked to accidents and injuries. Alcohol is responsible for 1 in 7 male deaths and 1 in 13 female deaths in the group aged 15-64 years, resulting in approximately 120,000 premature deaths.

### What is drinking in moderation?

Alcohol consumption is a common part of socialising in many European countries, and there is often a significant association between alcohol consumption and sport. Whilst there is no guaranteed safe level of alcohol consumption, many European countries offer guidance on safer levels of alcohol consumption, although there are no overarching European guidelines on exactly what alcohol units or number of drinks per week can be considered as 'safer'.

However, in terms of long-term health risks, and short-term behavioural problems or potential traffic accidents, drinking in moderation can be viewed as consuming no more than 12-14 units of alcohol per week for both men and women (approximately 6 alcoholic drinks such as 500ml of beer or a standard glass of wine). Furthermore, drinking in moderation means that alcohol units should not be stored up to be consumed in one go - for example 5 drinks in one evening - and need to be spread out across a number of days. It is also recommended that people who do drink alcohol have a number of completely alcohol-free days each week, whilst women who are pregnant are advised to abstain from alcohol altogether.

In addition to moderating the number of drinks consumed in a week or in one session, there are a number of tips for reducing overall alcohol intake and keeping hydrated:

- Keep hydrated - Have a glass of water before you have alcohol and alternate alcoholic drinks with water or a soft drink
- Make it a smaller one - You can still enjoy a drink, but go for smaller sizes. Try a smaller bottled beer instead of a 500ml glass, or a small glass of wine instead of a large one
- Have a lower-strength drink - Cut down on overall alcohol consumption by swapping strong beers or wines for ones with a lower strength (ABV in %). You should find this information on the bottle.



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# Actions for World Heart Day

## 1. Matchday Actions:

We recognise that the majority of football fans who consume alcohol do so sensibly and in moderation, and many fans enjoy an alcoholic drink before or after attending a match as part of a social occasion. However, football is also in a strong position to draw attention to the short-term and long-term benefits of drinking in moderation, and this can be promoted to fans on matchdays through a number of mechanisms:

- Have an information campaign at a match close to World Heart Day promoting the benefits of moderate or 'responsible' drinking. This can be featured on an organisation's website or in a matchday programme. Try to partner with your local or national alcohol awareness provider for country specific information.
- Raise awareness of responsible drinking at matchday beverage concessions selling alcohol by having information posters keeping rehydrated by choosing a non-alcoholic drink after each alcoholic drink. This can be reinforced through a price promotion on non-alcoholic beer, or on low/ no sugar soft drinks and water.
- Always ensure that free drinking water is available at matches, in particular for those who have been consuming excess levels of alcohol.

## 2. Community Actions:

Football organisations can impact on people's attitudes towards consumption of alcohol through communications actions and community outreach interventions. Current or ex-professional football players can also help raise awareness of drinking in moderation as a number of players do not drink alcohol at all as this inhibits their performance.

- Develop an information campaign to activate near to World Heart Day promoting the benefits of moderate or 'responsible' drinking. Try to partner with your local or national alcohol awareness provider for country specific information and think about filming with current or ex-players who can provide content on why they don't drink alcohol.

- For football organisations that are involved in community outreach programmes, in particular with programmes engaging teenagers and young people, try to educate on some of the health harms of drinking alcohol excessively and promote the benefits of an alcohol-free lifestyle.



## 3. Organisational actions:

Football organisations across Europe are likely to have varying policies regarding alcohol at workplaces, with some completely prohibiting alcohol consumption during work hours, whilst other may even supply alcohol within their own canteen. Irrespective of the organisation's policy, World Heart Day can be used as a focal point for discussing alcohol consumption with staff, and communicating simple information on drinking in moderation.

- Use World Heart Day as a driver to ensure that your organisation has a policy in place concerning alcohol, and the workforce are made aware of this policy.
- Develop information materials for use within the workplace on sensible levels of drinking, and include further advice on how to access local or national services for people who want support on reducing their consumption of alcohol.
- Set a workplace challenge for staff to commit to giving up alcohol for a set period of time (e.g. 2 weeks) ahead of World Heart Day on 29th September.



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## Tobacco: Promoting Tobacco-Free Lifestyles and Environments

Sports clubs and their facilities have a lot to gain from adopting a tobacco-free policy, protecting fans, visitors and club workforces from known harm caused by second hand smoke, and developing an environment to help people quit smoking. In short, tobacco-free environments are good for everyone's health, and adoption of tobacco-free policies at both stadia and workplaces will ensure that football fans and staff will be able to enjoy the clean air that represents an international standard of comfort and safety that has come to be expected and taken for granted at major sports events.

### Dangers of Tobacco and Second-Hand Smoke (SHS)

Tobacco use is the world's biggest preventable cause of death. In Europe, tobacco consumption directly causes over 700,000 deaths each year. Using tobacco is a major risk factor associated with heart disease, stroke, bronchitis, emphysema and a wide range of cancers including lung, mouth, throat, liver and kidney. Whether an individual chooses to smoke or not is of course their own choice, but this is different in the case of 'second-hand smoke' or 'passive smoking'.

The evidence concerning smoking and the inhalation of second-hand smoke (SHS) is now incontrovertible. Scientific evidence shows that there is no safe level of exposure to SHS, and in Europe more than 80,000 people die from diseases caused by exposure to second-hand smoke each year. Children are especially at risk from the effects of SHS because they have smaller blood vessels and their organs are still developing.

Children breathe faster and therefore breathe in more toxic chemicals than adults, but in an enclosed environment such as a stadium, car or home, they do not have a choice in the air they breathe. To find out more about tobacco use and health in your country visit the [Tobacco Control Database for the WHO European Region](#)



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## Actions for World Heart Day

### 1. Matchday Actions:

Many football stadia across Europe are already declared as 'smoke-free' environments, either through national legislation that covers the stadium environment (e.g. Russia), or specific clubs who have decided to implement a club-led policy under their own mandate (e.g. FC Barcelona). Even when clubs have enforced a 'smoke-free' policy at their stadium, it is sometimes the case that this does not cover all stands, offices and communal areas at the club, whilst there may still be sale of tobacco products within the perimeter of the stadium.

For World Heart Day, we are asking all football Associations and Federations to consider declaring their stadia spaces as completely smoke-free. We appreciate that this is likely to be more difficult for those countries who do not have tobacco control legislation that covers stadia environments, but clubs and stadium operators do have the ability to include a policy prohibiting use of tobacco within their stadium regulations and ticket sale conditions.

Healthy Stadia has developed a range of free tools for football organisations to use to help them implement a successful smoke-free policy at their stadium. These tools consist of an in-depth guidance document covering engagement of stakeholders, communicating the policy, enforcement of the policy by stewards, and monitoring of the policy.

The guidance document is available in: English, Russian, French, German, Flemish. There is also an additional short-form document available in Spanish and Italian. [To download all of these resources please visit our page on Tobacco-Free Stadia](#)

In addition to the guidance documents, we have also developed a template training module to assist stewards in enforcing the policy. Healthy Stadia would be very happy to offer support for any football organisations interested in implementing a smoke-free policy to coincide with World Heart Day.

### 2. Community Actions:

Football organisations have great potential to speak to local communities about the health hazards presented by smoking, the dangers of second-hand smoke to non-smokers, in particular children, and the benefits of accessing stop smoking services. Associations and clubs can try to partner with national heart associations or stop smoking services near to World Heart Day to:

- Deliver a media campaign on the benefits of accessing stop smoking services
- Using their stadium as a non-matchday location for a stop smoking 'drop-in' service



### 3. Organisational actions:

Football organisations are also in a strong position to support smoke-free lifestyles to their own employees. There is a huge amount to gain for an organisation's workforce in maintaining a completely smoke-free office environment, in particular the protection of all staff against the known dangers of second-hand smoke.

In addition to ensuring that all organisational offices and building are completely smoke-free, organisations should make sure that any designated smoking areas are positioned in completely open-air locations which are a minimum of 15m from any building.

- Ensure that your organisation's office spaces are completely smoke-free
- Extend this smoke-free policy to all training areas
- Try and partner with your national or local smoking cessation provider to offer direct



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## Feedback on World Heart Day actions:

**We are very keen to capture any information on your activities in support of World Heart Day, including any links to communications outputs or additional support you have managed to develop for World Heart Day in 2018, including any photos or videos of matchday actions or similar support events.**

**Please use the Excel Spreadsheet below to record the links to content you have published via your website or on social media and this and any visual content to:**

**E: [michael.viggars@healthystadia.eu](mailto:michael.viggars@healthystadia.eu)**

We will aim to amplify any digital and social media outputs from the football family close to World Heart Day through the Healthy Stadia, World Heart Federation and UEFA media channels, so please do share your content with us.

**TO DOWNLOAD EXCEL FILE**  
[click here:](#)



**To download all of our World Heart Day guidance information**  
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## How to Contact Us

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

The key contacts are:

**Michael Viggars**

michael.viggars@healthystadia.eu  
www.healthystadia.eu

**Rachel Shaw**

rachel.shaw@worldheart.org  
www.worldheart.org

For all the up to date information and news on World Heart Day 2018, please visit:

**[www.worldheartday.org](http://www.worldheartday.org)**

## Thank You For Your Support In 2018!

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