

Press Release

streetfootballworld coordinates official community health education programme of the UEFA EURO 2012

Berlin, November 8, 2011 – The Union of European Football Associations (UEFA) has commissioned streetfootballworld to coordinate the official community health education programme of the UEFA EURO 2012. ‘RESPECT your Health – Euroschools 2012’ was recently launched as a part of UEFA’s RESPECT campaign.

The project will promote healthy lifestyles, with a focus on smoking prevention, healthy diet, moderation in alcohol consumption, and encouraging physical activity among young people and their parents in Poland and Ukraine. RESPECT your Health will be implemented by a wide range of partners: Volunteers for Sport, PL.2012 and the School Sports Association in Poland; the Football Federation of Ukraine and Open Fun Football Schools in Ukraine; and the World Heart Federation, the European Healthy Stadia Network and Muuvit.

Based on a ‘train the trainers’ approach, schools, NGOs and local coaches in the eight UEFA EURO 2012 host cities will be empowered to combine sport sessions with health education. A specially designed manual will guide coaches, teachers and animators on how to use the power of football and other sports to engage communities, increase health literacy levels, and establish a common feeling of ownership for community sports grounds.

Activities in schools, youth centres and sport clubs have already begun. The latest news is available on www.respectyourhealth.eu.

“We’re very pleased to be contributing to health awareness in Poland and Ukraine with RESPECT your Health,” said streetfootballworld CEO Jürgen Griesbeck. “Events such as the UEFA EURO 2012 capture the imaginations of millions and are ideal opportunities for triggering long-term, sustainable change. After the success of ‘Euroschools 2008’ we are very excited to once again join UEFA in seizing the potential of the upcoming European Football Championship.”

RESPECT your Health – Euroschools 2012 is the third official social legacy programme that streetfootballworld has organised for a major football event. In 2008, streetfootballworld ran ‘Euroschools 2008’, an education programme, and in 2010 streetfootballworld partnered with FIFA for ‘20 Centres for 2010’, the official campaign of the FIFA World Cup 2010.

streetfootballworld drives a network of local organisations that use football to provide opportunities to disadvantaged young people and builds a coalition of powerful partners to create social change. For more information visit www.streetfootballworld.org



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Publisher
streetfootballworld gGmbH
Waldenserstraße 2-4
10551 Berlin
Germany

www.streetfootballworld.org

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Press contact
Niko Wieland
Media Manager
Phone: +49 (0)30 39 74 31 82
Fax: +49 (0)30 78 00 62 45
wieland@streetfootballworld.org