From Africa to the world

Football for Health

11 for Health – a football-based health education programme for children
Everyone has the right to expect a healthy life.
that it was an effective way of increasing the health knowledge and awareness of schoolchildren. Meanwhile, Mauritius, Namibia and Malawi, together with FIFA and their member associations and governments, started to implement the 11 for Health programme nationwide. Football is a school of life and has become a way of increasing physical activity.

While the programme was developed as an important part of the FIFA medical legacy to Africa, FIFA has also been delighted by the interest expressed in the programme by member associations in other confederations such as Columbia (CONMEBOL), hosts of the FIFA U-20 World Cup 2011, Mexico (CONCACAF), hosts of the FIFA U-17 World Cup 2011, as well as the entire Oceania region. This interest is based on findings which show that football can contribute to the improvement of public health.

In some countries, life expectancy is over 80 years while in others it is less than 40 years. It is part of our responsibility to concentrate on ways of preventing people from getting ill. While most people understand that exercise improves physical fitness, it is less well known that exercise is also beneficial for preventing and treating major health threats. The worldwide popularity of football gives the game the potential to play a unique role in increasing the awareness and prevention of diseases. FIFA therefore implemented the idea of promoting football as a simple and enjoyable way of exercising. We take our responsibility seriously and promote the positive role football can play in tackling health challenges.

In conjunction with its academic body F-MARC (FIFA Medical Assessment and Research Centre), FIFA developed the 11 for Health programme, which aims to provide health education in a footballing environment for children and adolescents (male and female). The programme was developed based on an analysis of risk factors by the World Health Organisation (WHO) and has been performed, as part of FIFA's medical legacy to Africa from the 2010 FIFA World Cup South Africa™, in South Africa, Mauritius and Zimbabwe. The results of the initial programme, performed with more than 1,000 children, clearly showed...
Scenes from the DVD 11 for Health
A football-based health education programme for children

Health is key to a country’s development and growth. African countries have to fight poverty, hunger and infection, but also diseases that emerge with increasing wealth. While HIV/AIDS, malaria and tuberculosis continue to be the main threats, killing millions of people every year, diabetes, hypertension, obesity and heart disease are catching up. Football, the one passion that unites all African countries, could prove a most effective, feasible and low-cost tool in Africa’s fight for health. Playing football is able to prevent or reduce risk factors for many diseases. Based on these findings, the FIFA Medical Assessment and Research Centre (F-MARC) decided to combine the direct health effects of playing the game with its unique power for education and prevention, and to create a comprehensive football-based health education programme: 11 for Health.
Football for Health encompasses the FIFA philosophy that football is a health-enhancing activity for all people of all ages. The 11 for Health programme is a series of football-based sessions aimed at encouraging physical activity and educating children about healthy behaviours related to major health problems.

11 for Health is based on 11 simple messages to reduce communicable and non-communicable diseases not only in Africa, but also other countries around the world. There is a strong theoretical background underpinning each of the statements, and they are delivered in a manner that is age- and gender-appropriate, culturally sensitive, theoretically grounded, engaging and sustainable. The health messages are connected to football themes, skills and are each represented and supported by prominent footballers working as one team.

The programme has a solid scientific background and was developed based on an analysis of risk factors by the World Health Organisation (WHO). The results of initial research studies, performed with more than 1,000 children, have been published in well-respected scientific journals.

Session structure
The 11 for Health programme is comprised of eleven 90-minute sessions, each consisting of two 45-minute halves. The first half is called “Play Football” and focuses on teaching young people skills related to a specific aspect of football. The second half is called “Play Fair” and focuses on teaching them about a particular health issue and helping them to learn healthy behaviour.

The 11 messages and the corresponding football themes

<table>
<thead>
<tr>
<th>Health message</th>
<th>Football theme</th>
<th>Player/Coach</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Play football</td>
<td>Playing football</td>
<td>Benni McCarthy</td>
</tr>
<tr>
<td>2 Respect girls and women</td>
<td>Passing</td>
<td>Thierry Henry</td>
</tr>
<tr>
<td>3 Protect yourself from HIV</td>
<td>Heading</td>
<td>Michael Essien</td>
</tr>
<tr>
<td>4 Avoid drugs and alcohol</td>
<td>Dribbling</td>
<td>Cristiano Ronaldo</td>
</tr>
<tr>
<td>5 Use treated bed nets</td>
<td>Shielding</td>
<td>Samuel Eto'o</td>
</tr>
<tr>
<td>6 Wash your hands</td>
<td>Defending</td>
<td>Carles Puyol</td>
</tr>
<tr>
<td>7 Drink clean water</td>
<td>Trapping</td>
<td>Portia Modise</td>
</tr>
<tr>
<td>8 Eat a balanced diet</td>
<td>Building fitness</td>
<td>Lionel Messi</td>
</tr>
<tr>
<td>9 Vaccinate yourself and your family</td>
<td>Shooting</td>
<td>Didier Drogba</td>
</tr>
<tr>
<td>10 Take your prescribed medication</td>
<td>Goalkeeping</td>
<td>Gianluigi Buffon</td>
</tr>
<tr>
<td>11 Fair play</td>
<td>Teamwork</td>
<td>Fabio Capello</td>
</tr>
</tbody>
</table>
Physical exercise is recognised as a positive means of improving the health of young and old and contributes to the prevention of non-communicable diseases, such as obesity, high blood pressure and diabetes. Football provides an excellent form of exercise.

Malaria remains a major threat and cause of death in many countries, especially amongst children. Malaria is a preventable disease through the use of treated bed nets.

Vaccination provides a life-saving option for preventing some communicable diseases; vaccination is a cost-effective way of reducing the prevalence of many life-threatening diseases in both developed and developing countries.

Women and girls are abused physically, mentally and sexually in many countries around the world and this contributes to the high levels of sexually transmitted diseases in these societies.

Lack of adequate sanitation facilities and poor personal hygiene are the cause of high mortality among children of many developing countries. Survival rates can be greatly improved by simple means such as washing hands before food preparation.

Prevention of communicable and non-communicable diseases is the primary aim of the 11 for Health programme; however, this is not always achievable. In these cases, the consequences of many diseases can be minimised by appropriate intake of prescription medication.

HIV/AIDS is endemic in many developing countries, and many of these have established HIV/AIDS education and prevention programmes; this session supports the messages presented in these programmes.

Clean potable water is a scarce and often expensive resource in developing countries; poor quality water can often be made safe to drink by simple means such as filtration and boiling.

Some diseases are transmitted because the selfish behaviours of one person affect the health of others; this may be through sexual activity, lack of hygiene or disregard of vaccination. FIFA advocates fair play in football to prevent injury and fair play in life to preserve and improve health.

The abuse of non-medicinal drugs, for example tobacco and alcohol, is the cause of many non-communicable diseases such as cardiovascular diseases. Excessive intake of alcohol and other drugs have links to addiction and other adverse health outcomes.

In many developing countries, food is scarce and therefore any food is regarded as life-saving; however, in other countries the benefits of eating fruit and vegetables, for example, is not always appreciated and therefore less healthy foods are consumed, leading to diseases such as diabetes and obesity.

The World Health Organisation identified the major worldwide mortality risk factors as high blood pressure and blood cholesterol, use of tobacco and alcohol, being under-and overweight, low fruit and vegetable intake, physical inactivity, inadequate water and sanitation facilities, poor hygiene, and unsafe sex. These risk factors, together with various other risk factors related to the usual and physical demands of work, farm the basis of the 11 sessions in the 11 for Health programme.

1. Beni McCarthy
   Play football

2. Thierry Henry
   Respect girls and women

3. Michael Essien
   Protect yourself from HIV

4. Carlos Renato
   Avoid drugs and alcohol

5. Samuel Eto
   Use treated bed nets

6. Cesc Fabregas
   Wash your hands

7. Portia Modise
   Drink clean water

8. Lassana Mbia
   Eat a balanced diet

9. Didier Drogba
   Vaccinate yourself and your family

10. Santiago Buffon
    Take your prescribed medication

11. Fabio Capello
    Fair play

11 for Health
Evaluation

The impact of the 11 for Health programme was first evaluated in research studies in South Africa, Zimbabwe and Mauritius in 2009-2010; current projects in Zimbabwe, South Africa, Mauritius, Kenya and Namibia aim to test further aspects including the best implementation scheme.

Increase in children's knowledge in South Africa (per cent)

Overview

The World Health Organisation (WHO) estimated that communicable diseases cause the majority of deaths in Africa at the present time but that non-communicable diseases will become the major cause of death by 2030. The WHO therefore made several proposals, including: international organisations should support countries in setting up strategies and programmes for health promotion; existing health promotion partnerships should be strengthened and new forms of partnership should be explored; health education should be promoted for schoolchildren to provide a setting for healthy living, learning and working. Translating these proposals into appropriate, workable, cost-effective programmes for children remains the main challenge for everyone working in health promotion.

FIFA embraced the proposals made by WHO and developed a football-based health education programme entitled 11 for Health with the aim of evaluating two implementation strategies: collaborations with non-government organisations and collaborations with its member associations working alongside government ministries for health, education and sport. These approaches were initially tested in South Africa, Mauritius and Zimbabwe because these countries provided contrasting socio-economic and health conditions; and a range of values for important health indicators, such as mortality rate and life expectancy.

The sections below summarise the implementation strategies and the results obtained from these studies.

Completed projects

South Africa

The pilot study was conducted with children in two schools in Khayelitsha Township, Cape Town, South Africa in 2009. The “intervention” school received the full 11 for Health programme (“Play Football” and “Play Fair”), whereas the “control” school received only the “Play Football” component. The programme was assessed using a number of qualitative and quantitative measures, including an assessment of children’s knowledge using 20 questions related to the health messages. For the intervention school, measurements showed an increase in the children’s knowledge after the intervention. The study was published in the renowned British Journal of Sports Medicine prior to the 2010 FIFA World Cup South Africa™.
Current and completed projects

From Africa to the world

Zimbabwe

In Zimbabwe, the programme was delivered in collaboration with Grassroot Soccer, a non-governmental organisation already working on delivering football-based HIV/AIDS prevention programmes in Zimbabwe. The 11 for Health programme was implemented as an out-of-school intervention for children, using coaches recruited from the local Bulawayo community who had no previous teaching experience.

Mauritius

In Mauritius, the programme was delivered in collaboration with the Mauritius Football Association and supported by the Mauritius Ministries of Health and Quality of Life, Education and Human Resources, and Youth and Sport. Since diabetes represents a major health concern in Mauritius, a new session on diabetes was developed to replace the malaria session, as this disease is not an issue on the island. The programme was implemented as an in-school intervention in 11 secondary schools all over the island, using teachers recruited from each of the schools involved and qualified football coaches working for the Mauritius Football Association.

The 11 for Health programme was well received by the children in both countries. The results from these studies were published in the British Journal of Sports Medicine in 2010 and 2011.
Current projects

South Africa and Zimbabwe
Two projects in South Africa (at the Football for Hope Centre in Alexandra) and Zimbabwe (Bulawayo) are investigating the effectiveness of the 11 for Health programme as a function of participant age group. Four age groups of children (11/12/13/14 years old at start of programme) are being included in the programme at each location. In total, 4,000-5,000 children will participate in Alexandra and in Bulawayo.

Mauritius
In Mauritius, the countrywide implementation of the 11 for Health for all children in their first year of secondary school (approx. 17,000) started in February 2011, in cooperation with the Mauritius Football Association, the Mauritian Ministries of Health and Quality of Life, Education and Human Resources, and Youth and Sport.

Kenya
In Nairobi, the 11 for Health will be implemented in cooperation with the Mathare Youth Sports Association (MYSA). A pilot study involving 400-500 children will start in May 2011.

Namibia
In Windhoek, the 11 for Health will be implemented in cooperation with the Namibia Football Association and the Namibian Ministries of Health and Social Services, Youth, National Service, Sport and Culture, and Education. A pilot study in 11 schools (400 -500 children) will start in May 2011. Based on the results of this pilot study, the Ministry of Health and Education plans to implement the programme for 11-year old children in school classes across the country.

Future projects

The next countries in Africa to start the programme will be Malawi and Botswana. Countries from Oceania have also expressed interest and the first project there will be in Samoa.

The success of the programme is due to its simplicity and the great popularity of football. The 11 for Health was promoted during all 64 matches of the 2010 FIFA World Cup South Africa™. It attracted considerable interest and countries organising future FIFA competitions such as Colombia (FIFA Youth World Cup 2011) and Mexico (FIFA U-17 World Cup 2011) decided to implement the 11 for Health nationwide and use the FIFA competition as a starting point.
11 steps to implement the 11 for Health

1. Express interest via: medical@fifa.org
2. Seek support from relevant national organisations, e.g. football association, ministries of sport, health, youth and/or education
3. Prepare project plans identifying implementation strategies (time schedules, costs and funding arrangements) for the pilot study and the full implementation
4. Sign agreement with FIFA
5. Identify/recruit a local project leader
6. Review the 11 for Health messages in the context of local/national health issues and adapt the coach’s manual in cooperation with F-MARC
7. Identify the human resources and produce the physical resources required for the pilot study and the full implementation
8. Recruit and educate the instructors for the pilot study
9. Pilot test (implement the programme on a small-scale and evaluate it)
10. Recruit and train the coaches/teachers for the full implementation using the instructors from the pilot study
11. Implement the 11 for Health programme on a large scale

The benefits

- Uses the worldwide popularity of football
- Increases knowledge and awareness at low cost
- Communicates simple messages in an age and gender-appropriate way
- Is easily adaptable to national distinctions
- Has low material requirements
- Advances public health through children teaching their parents
- Is especially engaging because of the fame of the ambassadors
- Can be implemented in many different ways (FAs, NGOs, government, tournaments)
Football for Health
Official publication of the Fédération Internationale de Football Association
Publisher
Fédération Internationale de Football Association
President
Joseph S. Blatter
Secretary General
Jérôme Valcke
FIFA-Strasse 20, P.O. Box, 8044 Zurich, Switzerland
Tel.: +41-(0)43-222 7777, Fax: +41-(0)43-222 7878,
www.FIFA.com

Content
Prof. Jiri Dvorak, Dr Astrid Junge, Prof. Colin Fuller

Film production
KLAMEDIA AG (production and direction) and von Grebel l Motion (editing and design),
Zurich, Switzerland

Editing, translations and production
FIFA Communications & Public Affairs Division,
FIFA Translation Services, FIFA Production

Graphic design/layout
Sven Müller Design, 82319 Leutstetten/Munich, Germany

Printing
Bruhin AG, 8807 Frenenbach, Switzerland

Photos
FIFA, FIFA Archives, FIFA (Simon Bruty, Foto-net / Kurt Schorrer,
FIFA via Action Images), Getty Images, Corbis

FIFA would like to thank all the member associations involved in producing this publication for the information, content and photos provided.

The reproduction of articles – even partially – is prohibited unless permission has been sought from the editors and the source is acknowledged (copyright: FIFA). Permission to reproduce photos must be sought from the individual photo agencies concerned.

The FIFA logo is a registered trademark.