



WORLD HEART FEDERATION IS PROUD TO SUPPORT UEFA'S RESPECT YOUR HEALTH EUROSCHOOLS 2012 INITIATIVE

We congratulate UEFA on their RESPECT campaign and are proud to be working in partnership with them through the RESPECT your Health - Euroschools 2012 initiative to improve the lives of children and families throughout Europe. The project encourages healthy lifestyles by focusing on smoking prevention and promoting healthy eating, physical activity, and the moderate and responsible use of alcohol. Thanks to the joint advocacy efforts of the World Heart Federation, the European Healthy Stadia Network and the World Health Organization, UEFA has already achieved a tremendous success in smoking prevention by announcing a tobacco-free EURO 2012 (link to <http://www.world-heart-federation.org/press/press-releases/detail/article/world-heart-federation-congratulates-uefa-on-a-smoke-free-euro-2012/>).

The RESPECT your Health project will adapt a "train the trainer" approach to health education in order to magnify its impact. This approach encourages local institutions and NGOs in the eight UEFA EURO 2012 host cities to go forward independently using the power of football and sport to deliver health education in a way that will increase health literacy levels and lead to long-term behaviour change.

In working to implement the RESPECT your Health project, the World Heart Federation is joined by the European Healthy Stadia Network, streetfootballworld, Muuvit, Volunteers for Sport, PL.2012 and the School Sports Association in Poland as well as the Football Federation of Ukraine and Open Fun Football Schools in Ukraine.

We applaud UEFA for using their position of power within the public eye to promote social awareness and community health. Social inequality and health inequality are often times linked, therefore the World Heart Federation supports an all encompassing, whole of society approach to health promotion, one that addresses both the biological and socioeconomic health of a population, and the UEFA RESPECT campaign is successfully pulling us forward in this direction.

[Further information on the UEFA RESPECT campaign >](#)

[Further information on the involvement of the European Healthy Stadia Network >](#)

[Further information on the activities of streetfootballworld >](#)

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