



Liverpool Football Club

Background

Liverpool Football Club (LFC) is fully engaged and supportive of the European Healthy Stadia Programme.

The European Healthy Stadia Programme started in 2007 and builds on a pilot delivered across the Merseyside region in 2005. It seeks to support the development of approaches to improve the health and well-being of those who work and visit sports stadia and those who live in surrounding communities.

The Liverpool Football Club "Action for Health" programme is a direct response to the European Healthy Stadia initiative. The extensive local community projects are complemented by workplace health initiatives for the employees of LFC.

Healthier food options have been made available in the employee canteen and a Cycle to Work bike purchase scheme has been introduced. Employees have had the opportunity to have a 30 minute vascular health check during the working day which has been particularly significant in terms of heart disease and stroke prevention.

"Healthy Stadia are ... those which promote the health of visitors, fans, players, employees and the surrounding community... places where people can go to have a positive healthy experience playing or watching sport"

The health check consists of tests for blood pressure, blood glucose, total cholesterol, chronic obstructive pulmonary disease, body composition and general lifestyle advice based on the results. Based on the Framingham study¹, a heart disease/stroke percentile risk score is determined. Employees can access further advice and support from the LFC National Health Service Health Trainer.

Employees are given a healthy lifestyle plan and signposted to other supporting agencies such as General Practitioners , Primary Care services, Active City services or local community groups and their initiatives such as Men's Health or Active Ageing.

Highlights

This health check has been offered to all LFC employees since 2007 including administration, catering, stewards, retail, LFC TV and Academy employees.

Many employees are recruited from North Liverpool, the immediate area around the stadium, and an area with high levels of poor health and deprivation. Much of the advice given during the health check has had an impact on family and friends of employees.

Results

¹ In 1948, the Framingham Heart Study embarked on an ambitious project in health research to identify the common factors that contribute to cardiovascular disease - <http://www.framinghamheartstudy.org/> , accessed on 14 May 2010

Each year since 2007 between 98 and 131 individual employees have received a vascular health check. Many have made positive lifestyle changes and in 2010 the LFC Health Trainer helped 45 employees prepare an individual health plan with specific goals and timescales.

The most common lifestyle changes have been improved diet through choosing healthier food options and increased physical activity, in particular with support from Liverpool Active City and the LFC Cycle to Work Scheme.

Employees appreciate that they can access a health check and related advice during work time. Many have taken their individual test results to their own General Practitioner and received targeted follow up advice and tests.

For more detailed information contact:

Mark Haig
Programme Manager
LFC 'Action for Health'
mark@haigassociatesltd.co.uk