

Healthy Sports Club Report

Discovery Phase:

What does a healthy club mean and
what does healthy sponsorship look like
without unhealthy commodity funding?



Te Whatu Ora
Health New Zealand



Contents

1. Background	2
2. Aims of the discovery phase	4
3. Deliverables	5
4. Methodology	6
5. Sport sector context	7
6. Key findings from interviews	10
7. General well-being	12
8. Healthy Sports Clubs	17
9. Sponsorship and funding	22
10. The role of alcohol in sports clubs	28
11. So what?/Considerations	37
12. Appendix	42
• Appendix A – Feedback from Kereama Carmody – Workshop facilitator	42
• Appendix B – Existing products & intervention	43
• Appendix C – Discussion guides	56

1. Background

Sports clubs provide physical activity, social interaction, and enjoyment for people of all ages.

At sporting clubs, you get a variety of people and the opportunity to create bonds with others. Sport lends itself to not being 'just a game' and can foster important life lessons, some you won't always get from your day-to-day life. It is an extension of family; it should be an extension of your family – a safe, nurturing environment. (PARTICIPANT)

They are recognised as a setting for public health interventions¹ and improving health outcomes for those that play and promote community and population health².

Sports clubs are the main leisure setting for youth in many parts of the world³. In 2019, 72% of adults participated in sports each week⁴. In 2016, more than half (58%) of New Zealanders belonged to or were a member of at least one group, club, or organisation. Sports clubs were the most common type of club membership (31%)⁵.

However, while they are recognised as positive, healthy settings, sports clubs have also been recognised for their negative impacts, for example

- Sport participants are more likely to use alcohol and steroids than non-sport participants⁶
- Children's participation in sports exposes them to high levels of food and beverage promotion.⁷

While health promotion work is happening around sports clubs, there are limited 'validated HP measurement tools' within sports clubs, with only two validated scales at the macro-layer, the HPSC-index⁸ and the HP-SAT⁹, nor is there a thorough understanding of sports clubs as a setting for health promotion (HP)¹⁰. Most interventions are "unstructured and often improvised"¹¹.

1 S Geidne (2019) *Health promotion interventions in sports clubs: can we talk about a setting-based approach? A systematic mapping review*

2 WHO Health Promoting Sports Clubs National Audit Tool.

3 Kokko S (2014). *Sports clubs as settings for health promotion: Fundamentals and an overview to research*.

4 Sport New Zealand. (2020). *Active NZ Main Report – The New Zealand Participation Survey 2019*. Wellington: Sport New Zealand.

5 Stats NZ (2018). *Kiwis' participation in cultural and recreational activities*. <https://www.stats.govt.nz/reports/kiwis-participation-in-cultural-and-recreational-activities>

6 S Geidne (2019) *Health promotion interventions in sports clubs: can we talk about a setting-based approach? A systematic mapping review*

7 R Ireland (2019) *Exploring the relationship between Big Food corporations and professional sports clubs: a scoping review*

8 Kokko, S., Kannas, L., Villberg, J. (2009). *Health promotion profile of youth sports clubs in Finland: Club officials' and coaches' perceptions*. Health Promotion International

9 Casey, M. M., Harvey, J., Eime, R., Payne, W. (2011). *The test-retest reliability of a health promotion assessment tool in sport*. Annals of Leisure Research

10 S Geidne (2019) *Health promotion interventions in sports clubs: can we talk about a setting-based approach? A systematic mapping review*

11 WHO Health Promoting Sports Clubs National Audit Tool.

Conversations between Sport Canterbury, The Christchurch Alcohol Action Plan (CAAP) Coordinator, and Te Whatu Ora (Formally Te Hīringa Hauora | Health Promotion Agency) around alcohol, alcohol sponsorship, and well-being have led to a collaborative design project to explore what a Healthy Sports/health-promoting sports club is, including what healthy sponsorship looks like without unhealthy commodities. The organisations agreed to set up a discovery phase to understand what this means for clubs. A second phase is to be established based on the insights of the Discovery Phase.

2. Aims of the discovery phase

The aim was to understand what a 'healthy club' means, what 'healthy sponsorship' looks like and the challenges and opportunities to achieving this.

The Design research captured insights through a rapid literature review, in-depth user interviews, and the prototyping and testing of a workshop around alcohol, drugs, and well-being.

3. Deliverables

A pilot study of training and corresponding workshops for participating sports clubs around alcohol, drugs, and well-being.

Completion of rapid desk research.

Insights into what a healthy club means to people involved in clubs, what healthy sponsorship looks like without unhealthy commodity funding and the challenges and opportunities in achieving this.

Recommendations on initiatives and projects which could form part of Phase two of this project.

4. Methodology

Overall, roughly 30 people engaged in the process, and 24 in-depth interviews were conducted with a range of individuals and sporting codes to gauge a broad and diverse range of perspectives. This ranged from traditional affiliated clubs with bars to unaffiliated clubs without a specific base or club bar.

Interviewees were classified as either.

- People who support clubs = 12 interviews
- People participating in clubs = 12 interviews.

It is worth noting that most of the people who support clubs also actively participate in clubs during their personal time, so they were able to provide a participant experience as well.

Interviews were conducted between the last week of March till the end of May.

Research guides were developed and peer-reviewed for each group with specific questions and prompts.

One workshop on alcohol and well-being was conducted with a sports club, and another was planned for August (see Appendix A – Feedback from Kereama Carmody). Participants were asked what well-being and a healthy sports club meant, and the responses were included in the insights report.

As with all research, there are some limitations:

- It is important to note that while well-being was the overall focus of this project. Alcohol is a key component of many of the issues seen in sports clubs and was seen as a driver; therefore, many insight questions had an alcohol focus.
- Insights gathering focused on Well-being, Healthy Sports Clubs, Sponsorship, and Alcohol. However, it did not cover areas such as diversity & inclusion, disabilities, etc., which could also be seen as having an essential role in well-being and healthy sports clubs.
- Interviews were recruited through snowballing contacts and relationships via Healthy Families Ōtautahi Christchurch and Sport Canterbury. Recruitment quotas were not in place; as such, the insights reflect those we spoke to but cannot be reasonably expected to reflect the full needs of diverse groups such as women and girls, those with disabilities, etc..
- Using the qualitative approach means the findings cannot be assumed to be reflective of the specific needs of the wider Christchurch, Canterbury, or New Zealand population, given the number of sports clubs across the country.

5. Sport sector context

There are a number of organisations that make up the sporting sector, including:

- **Sport New Zealand Ihi Aotearoa (SNZ)** – As a crown agency, SNZ promotes and supports quality experiences in play, active recreation, and sport, including elite sport, to improve levels of physical activity and, through this, ensure the greatest impact on well-being for all New Zealanders.
- **National Sports Organisations (NSO)** – As the national governing bodies, NSOs oversee and promote their sport across all disciplines, from grassroots through to high performance.
- **Regional Sports Organisations (RSO)** – RSOs have a number of functions, including promoting and supporting sports in the region, competition management, coach and official management and training, coordination of representative teams, and capability building of their affiliated clubs.
- **Clubs** – To participate in most structured sporting opportunities, members of the community are required to register with a club. Clubs then enter teams or individuals into competitions that are generally organised by RSOs. The majority of clubs have clubrooms where members often socialise after games/matches. Clubs are largely volunteer run which leads to capacity and capability concerns.
- **Regional Sports Trusts (RST)** – The goals of RSTs are to increase regional levels of physical activity and to strengthen regional sport and physical recreation infrastructures (which include clubs). Regional Sports Trusts often run training for club administrators, volunteers, and coaches. In recent years RSTs have diversified their work and now have focused on health and well-being outcomes.

The most traditional sporting structure sees clubs pay an affiliation fee to their RSO, and the RSO pays an affiliation fee to the NSO. This is generally based on the number of teams or the number of members at the club. There are few exceptions where funding flows down from the NSO to RSO to the clubs e.g., Rugby and Cricket.

Funders in the sector and who they provide funds to are:

- Territorial Authorities – RSOs, RSTs and Clubs
- Community Trusts – RSOs, RSTs and Clubs
- Gaming Trusts – RSOs, RSTs, Clubs, NSOs
- Sport NZ – NSOs & RSTs
- Regional Sports Trusts – RSOs & Clubs

Sporting organisations are over-reliant on funding grants to function and survive. Financial sustainability was the greatest concern identified by the 28 RSOs who contributed to the Sport Report Card¹².

The current realities of what clubs are facing are similar across the board. Some key barriers mentioned were clubs being time-poor and volunteer-led, with resourcing and expertise shortages. Clubs often just focus on getting the day-to-day tasks done to exist and deliver sport as they always have. Broadly speaking, there is little capacity for new or innovative initiatives, sometimes including the likes of well-being. Participants mentioned the following as the main challenges for their clubs:

- Funding
- Sponsorship
- Membership/Participation
- Facilities and Space
- Resources and Equipment
- Creating a welcoming environment/establishing a culture
- Volunteer/Staff capacity

The sad reality is that for sport it's so significantly underfunded in this country, and in my opinion, the system needs a massive overhaul. You know SNZ and the regional sporting trusts model needs an overhaul and the way that sport is being delivered but I mean I have talked about that with people for years and nothing has happened in that space, sports could work closer together but it needs to be driven by SNZ and the regional sports trust you know, yeah there needs to be more leadership in this space. (PARTICIPANT)

I know the realities of clubs; I know they run on the smell of an oily rag because we are, and I know they struggle for volunteers, and I know it's always the same old people that they lean on. (PARTICIPANT)

¹² Sport Canterbury Sport Report 2021.

The challenge for clubs continually is to be financially self-sustainable, when funding is obviously somewhat limited or there are numerous organisations going for the same pot, so clubs are trying to continuously grow their membership, continuously trying to do more without necessarily having the sustainability in their resources to do it well. So I think things have just become a little bit too stretched at times, and a lot of time in sports clubs, the workload lands on a few people to do probably too much. So, I think a lack of clearly defined roles and not having a holistic or long-term approach to things is probably where they fall down. Just getting caught up in the competition of things, best players, and winning the competitions or whatever. (PARTICIPANT)

6. *Key findings from interviews*

People generally understood well-being in some form or other, but it often is not prioritised in a sports club setting:

- Well-being for a club is harder to describe than well-being for an individual
- There were a number of challenges around well-being in a club setting – limited resources, different priorities, challenging cultures to change and lack of leadership to address or prioritise well-being.
- However, most clubs would say they are doing something well in regards to well-being – it may not be exhaustive, or reflective of all well-being needs, but would include things like providing community opportunities, provision of their sport and social connection, and for some there are policies to address some elements of well-being.
- Many acknowledge there would be benefits to focussing on well-being, however, for some it would simply not be prioritised.
- Given the stretch some clubs are under, there is definitely a role for both Regional Sports organisations (RSOs) and Regional Sports Trusts (RSTs) to support well-being.
- However, a lot of the perceived need is focused more on learning to be more inclusive and welcoming to more groups, providing social and community connections, and ensuring people are comfortable to be their whole selves.
- To make a change, clubs need strong leadership to drive it – whether at the club or from their RSOs – as well as resources to deliver it, usually as a combination of human and financial investment.

The current funding system has created a dependence on funding from unhealthy commodities. Moreover, a vicious cycle exists whereby volunteers are often overstretched and inexperienced in sourcing sponsorship and the current unhealthy options are often the easiest to access. In parallel, current funding is very short-term focused – often for the next 12 months – not providing longevity or sustainability to longer-term club planning.

- Clubs with higher infrastructure costs are more reliant on and need funding. Whereas clubs with no club rooms or massive overheads can get away with not needing as much, if any, unhealthy commodity funding or sponsorship.

Feedback on specific healthier interventions:

- There was less need for direct interventions, and some scepticism around this, especially for overtly changing the current provision of alcohol and food options, although some were more open to it than others. There would be more support for general encouragement of

it through extending the food and drink available rather than removing less healthy options outright, and some support for using the clubs to drive general healthier messages.

- Current sponsorship is relatively ad-hoc and unplanned – it is about doing things how they have always been done, usually by a single volunteer that has always done it or by someone with little experience. Therefore, the default is to go for the easiest option – the money that is easiest to access. Currently, that is often unhealthy commodities.
- Support around sourcing sponsorship would be welcome, but there were some questions over whether, or how much, RSTs, RSOs or National Sporting Organisations (NSOs) could actually help.
- While many would balance moral/ethical values if approached by unhealthy sponsors, any money or investment is appealing, so it will not always be easy to say no.
- To have No unhealthy commodities would require a system-wide approach. NSOs, RSOs and RSTs would also have to lead by example, and like-for-like (in terms of dollar value) alternatives would be required to avoid liquidation or increased membership costs.
- The alternatives would have to be as easy to access as what unhealthy commodities are now.

Alcohol is not a huge concern in clubs, and for many is part of the social provision and purpose of sports clubs:

- Few identified alcohol as a problem in their club. While some acknowledge it could be engrained in the club and potentially problematic, for many, it is a part of the social element of a club, and for some, it simply was not present or part of the environment at all. Generally, “the traditional clubs have a long way to go” [to changing behaviour with alcohol].
- There is also an acknowledgement that drinking culture is changing – thanks to changes to drink-driving laws and a feeling that (some, not all) young people do not binge drink in the same way.
- Suggestions for how they would deal with any alcohol issues are fairly passive – policies on the wall, quiet conversations, someone else would deal with it.
- As for how they would deal with a person that had an unhealthy relationship with alcohol, there are varying degrees of confidence in if/how they would deal with that.
- Some might be open to conversations or training to navigate some of these conversations, but there was also considerable reluctance to enforce anything on clubs.
- If Alcohol was removed entirely from clubs, people perceived a greater negative, than positive, impact. Primarily stating “kickback” from members, loss of members and financial implications, especially given the important contribution to social well-being that clubs provide.

7. General well-being

Explaining well-being was broadly easier to do in relation to ones self than ones club.

- For **individual** well-being is about being physically, mentally, socially, emotionally and spiritually well. Te Whare Tapa Whā, model was mentioned by four people.
- For a **club**, well-being was described in multiple ways, but often not reflecting the extent of individual well-being:
- About maintaining **finances** to be able to keep running,
- About members being **physically**, and to some extent, **mentally** well, so teams can keep participating
- Being **inclusive** so that everyone is looked after
- Providing the **social** well-being elements of connection and events
- But for some, well-being just was not a factor in day-to-day club management.

For me it's that Te Whare Tapa Whā, mental, spiritual, physical, and social health and the alignment and balance of those four aspects and not only the lives of individuals but of wider groups to the club. To the club I would say well-being is making sure that everyone is physically healthy and fit in order to get onto the field and play rugby. I would say there is a prioritisation around the social and encouraging people to attend the social events which are predominantly around the club rooms and alcohol and that party atmosphere. (PARTICIPANT)

I think there's an awareness, but I don't think it's a priority or potentially people feel like it is a priority and will say that it is but actually actioning wise it is not. Well-being for them is just bodies on the court that's really it. If you dug into it slightly more and placed it into a people management place it would be physical health injuries and load management those would be the things that popped up first for clubs around well-being. (PARTICIPANT)

... for us as a club more simply it's being physically active and physically balanced and then mentally balanced as well so caring for our mental and physical well-being is just as important. I think for our club that's our key when we think well-being that's what we think is well balanced. (PARTICIPANT)

However, those clubs within a Māori culture interviewed noted that well-being was at the heart of what they do – with an emphasis on whānau – looking after each other, “how do we support whānau better using [our sport]” and ensuring the whole environment supports the well-being of everyone involved.

I mean our well-being and the way we think about things is always whānau based. It's always taking the tikanga and kawa that we have all understood through our marae and installing it into our club you know. The whanaungatanga, manaakitanga everything like that, looking after each other. Whanaungatanga first and foremost and whānau and then there is the hauora side and understanding hauora and sports and why we are doing what we are doing and what the benefits are. (PARTICIPANT)

For us, it's always been the centre point of anything we've done, so whenever we've had discussions, it hasn't been this is Kī-o-Rahi, it's how do we support whānau better using Kī-o-Rahi and that's not only in the physical sense but how do we ensure that our environment in the things that we create deliver for the well-being of everybody so from developing rangatahi wānanga where it's about leadership and self-empowerment of young people through to our tournaments so being structured in a way that tries to minimise the bad behaviour and incentivise the good. An example of that is our year nine and ten tournaments are driven by two main values that's what we say is the starting point – whanaungatanga which is about connecting with others and manaakitanga which is about caring for others. (PARTICIPANT)

In terms of whose responsibility it is within a club, a range of people and roles were mentioned:

- Players
- Club captains
- Parents
- Coaches – who have a direct impact on the members
- Development officers – “our role is to ensure all our members are safe and [look after] their well-being”
- Management/committee/board members/chairperson/those who run the club – can influence the overall structural side of how clubs operate and set minimal standards of acceptable behaviour
- Anyone/everyone, whānau, supporters, the wider community could be involved and has a responsibility.

Some RSOs noted that well-being leads had been employed within their organisations, but their day-to-day job and focus was still being worked out. In addition, some noted that clubs could identify someone within the club that could take this on as an area of focus, primarily if training to support them was provided.

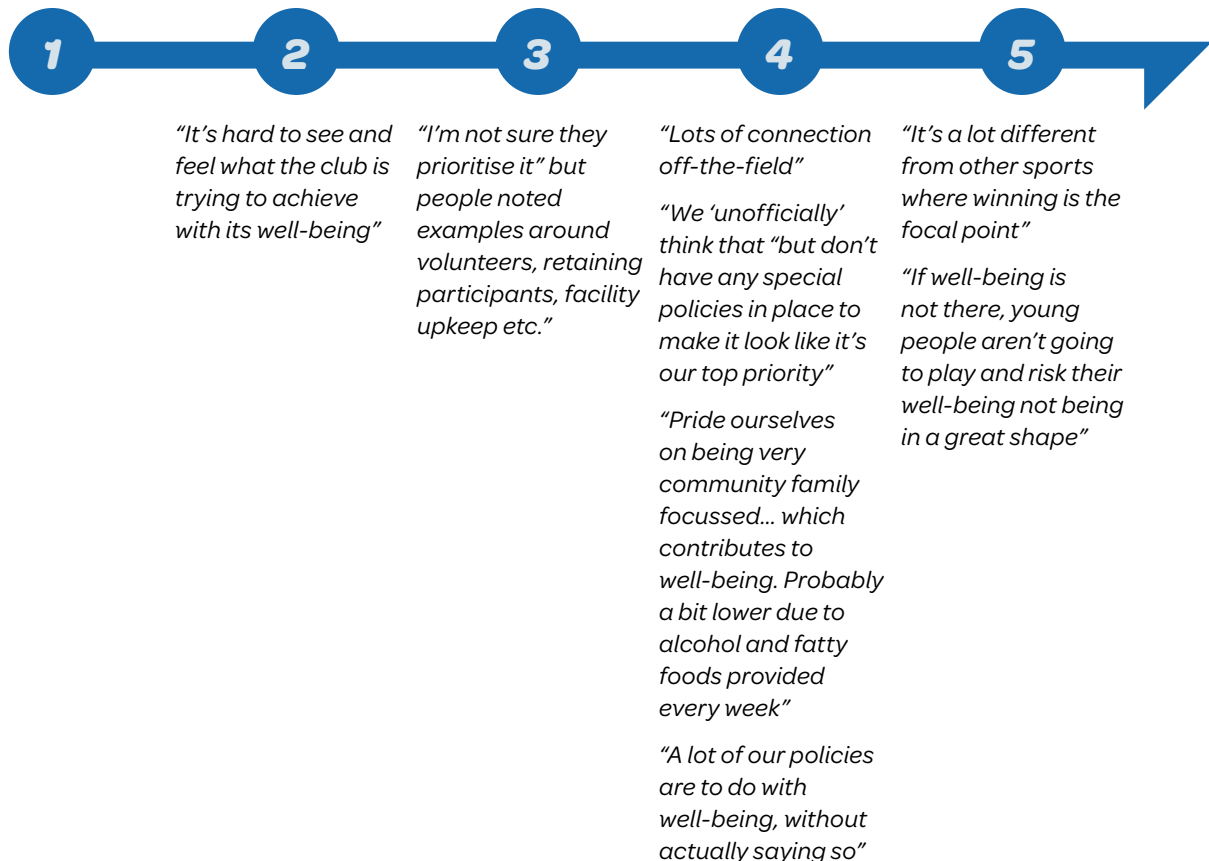
I think clubs could easily have one person at least that is identified as having received some level of training in this area, like a health and safety officer, it could be a health and well-being officer within clubs that would be a good idea. (PARTICIPANT)

Well-being **challenges** include:

- Changing the culture, with the perception that older members can be more traditional in their thinking, and fitting into a team or club
- Managing lots of young people
- Managing high-level athletes/athlete welfare
- Behaviour at tournaments when things get competitive
- Maintaining participation numbers. If you do not have the numbers “you don’t have the ability to say if someone is not performing positively, behaving positively... [otherwise] you don’t have a team [as you cannot make them sit on the side-line]”
- Training and resources around how to support people and their Well-being
- The difficulty is the focus on the money, the club and winning
- “It’s probably not prioritised”
- Reduction in volunteers and not having the resource to do things
- Lack of clearly defined roles in clubs for the people who are administrators or staff
- Clubs having a short-term outlook and focus
- “It’s also the challenge of people taking (well-being) seriously all the time.”

I think there is a sense that we need to do the right thing for people, but in terms of the decision making, there is inexperience in including well-being into it. They would do it in a training scenario but not in other things outside of that. It’s the last thing on the list. (PARTICIPANT)

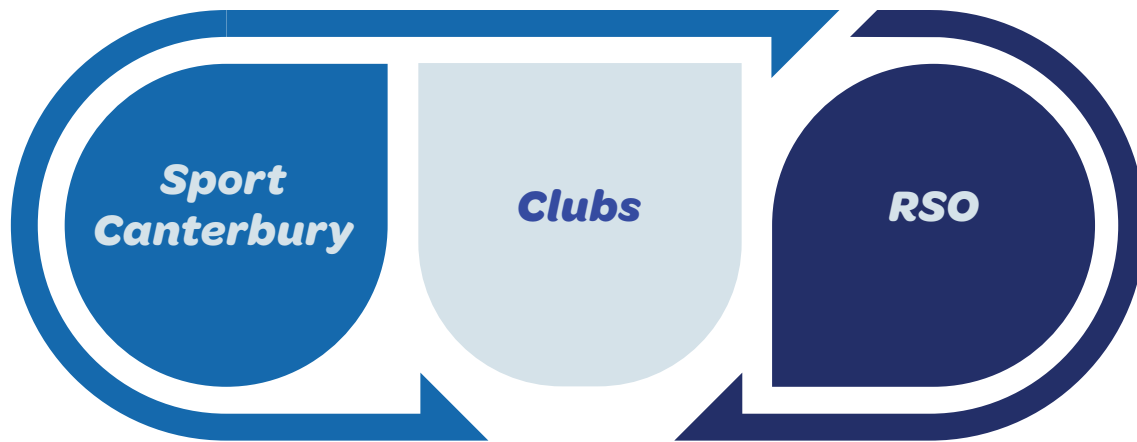
However, when asked how much of a priority well-being has (where 1 = no priority, 5 = high priority) people were more often in the top half of the scale – albeit admitting they usually were not covering all elements of well-being.



If a club focussed on well-being, it would look like/result in:

- ✓ Multiple mentions about looking after the WHOLE person, not just the physical capability. Having tailored discussions with each individual, managing external challenges, but often "centred around the activity" rather than the person. But feeling comfortable to be yourself would mean "You don't mind putting yourself out there".
- ✓ Increased cohesion between members, "a closer-knit club".
- ✓ Looking after mental health and encouraging social well-being.
- ✓ Doing more things for the club.
- ✓ More activities not based around alcohol.
- ✓ Having a holistic approach to what success looks like.
- ✓ If you focus on the strength and well-being of the people, the other stuff (money, winning, etc.) will come.
- ✗ "We would get some funny looks from our members... the number 1 priority is having enough players every Saturday"

There was no consensus on the role of other organisations to support well-being however, there were likely a lot of inter-connections, and multiple support avenues would be beneficial:



Sport Canterbury

Could be providing information on well-being to sports. Probably sits across multiple roles as they can give more support to clubs (vs. RSOs who are focussed on running the sport)

"If we can support people to be happier and better people then they're more likely to maintain participation".

Clubs

Clubs have a role in how they implement well-being based on what they know of their members ... but are very stretched and under-resourced

"Bettering their people, betters the club". "You are working with people, so they are obligated to have community well-being at the centre of whatever they do"

RSO

Yes, they have a role to provide guidance to clubs and upskill coaches, especially when it comes to high performance ...but many clubs have little influence from their RSO.

"Playing the game is only one-half of what the sport is about.... you still have the mental side, so if you are only doing the training and playing the games, you are still missing 50% of the point"

When asked the same question about support around the reduction of alcohol harm, similar themes were identified.

- Collective advocacy from multiple points – SNZ, NSOs, RSOs, RSTs.
- Particularly important when young people are involved.
- Education and awareness raising – provision of resources, host responsibility rules and policies.
- Participants were receptive around having training on how to engage and have conversations with people about well-being.

8. Healthy Sports Clubs

“We will spend money on the goal posts but not health” (PARTICIPANT)

Explaining what a “healthy sports club” looks like was not easy for many. Throughout the interviews, these questions often took the longest to answer, and in some cases, it was easier to describe what an unhealthy sports club looks like, rather than a healthy one.

This is also reflective of the literature where many of the articles around healthy sports clubs and healthy-promoting sports clubs noted the lack of a clear definition or criteria to measure what a health-promoting sports setting is.

Nevertheless, after thought and consideration, a range of explanations was provided as to what a “healthy sports club” looks like:

1. More common definitions:

- a. **Safe, welcoming, inclusive and supportive** – of all ages, abilities, life stages etc..
People who are able to show up and be their whole self and are “free to be themselves and not pretend to be anyone they are not”.
- b. Somewhere that provided **socialisation, connection, whānau and community**
– where people are happy and having fun.

2. Other descriptions include:

- a. Somewhere that is “making good people”, creating better athletes and people, and **focussing on the whole person**, not just the sporty side. A few references to not just supporting the physical capability and performance, but the mental needs of a player as well.
- b. A place where young people are having **fun, learning new skills, and socialising**.
- c. All of which would flow on to having more engagement and volunteers in the club, and greater loyalty and retention of players (which ultimately feed the high-performance side of things)

The two Māori-based organisations provide interesting examples where well-being is at the centre of the club and “not an afterthought”. They are whānau focussed, and involve whanaungatanga and hauora.

I think [healthy sports club] is at the centre of the conversation with well-being. It's like anything we're doing enhancing the health and well-being of others or diminishing them and so I think there would be the centre point of if a conversation does come up around unhealthy stuff like alcohol it just wouldn't, we would always come back to that and so it's probably more philosophical like a fundamental part of it, it's at the centre rather than an afterthought, so I think that's what it means to me is having that as the starting point rather than as something that comes after. (PARTICIPANT)

The club has always been there to go and support you know, we have had three of our current players in our senior team who were positive with Covid-19 last week; the boys just put manaaki packs together and a couple of boys dropped them off – Here you go and people just chip in and give what they can to support. It's about that opportunity to awhi whānau when there is mate, you know, things like that you know we have had a few mates within the club all different ways, we just all come together to see what needs to happen, muck in, when it comes to marae or someone's home we get straight in there all the cookers will come out, all the divers will go out and get kai, hunters everything like that. Where the ability around that is to show up and keeping that connection to our Te Ao Māori side, you know who we are as Māori. I think that is our strongest part around the well-being side of things for us within the club. (PARTICIPANT)

From participant interviews conducted, there is a range of opinions about where clubs are currently at in terms of creating healthy sports club environments. Many can talk about doing something well, but it is not every club, and all recognise there is more they could do to provide a healthier sports club environment.

Our club at the moment I would describe as a healthy club from a cultural perspective, like we have got a great culture at our club but the club isn't healthy in terms of their financial position or their facilities but they are really healthy in terms of their retention of athletes but we are hamstrung because we have a lack of facilities and a lack of access to funds to really promote the sport or you know that kind of stuff. I haven't had an experience in what I would say where a club is succeeding in all of those accounts. (PARTICIPANT)

Creating Healthy Clubs

Creating a healthy sports club environment



There were some interesting observations:

- Those smaller clubs or clubs in the regions may be more limited, as they are so reliant on having the numbers in the first place. Without teams, they would not exist and therefore they cannot focus solely on things like well-being.
- The element of social drinking could be seen by some as part of a healthy sports club given the social connection it provides
- Does focussing on performance breed success, and therefore well-being, and attraction of more players OR would focussing on well-being naturally lead to greater performance?
- Food and drink are generally not part of the conversation around healthy sports clubs – and for some, the beer or the chips are the treat or reward, and part of the social well-being element. Some suggestions that changing food or drink to healthier or non-alcoholic choices would not be well received by all.
- Some identified diversity and priority populations as areas that they could improve, that would also improve the overall well-being of the club by meeting the needs of more people.

- Others welcomed further education about healthier choices:
 - A feeling that a sport setting is a good place to be pushing out well-being and health messages.
 - Start early, and get the messaging in while people are young.
 - Provide leaflets and information about health checks etc..
 - Could nurses/community health services connect and engage with different sports club – “a nurse could see 70 people in one night at training” that otherwise might only go to the doctor once per year.
 - Some who have been in clubs that have had someone come in and talk about alcohol felt it was a box-ticking exercise, and essentially meaningless if the behaviour is not matched by those at the club, especially leaders.

In terms of how to make a sports club healthier, clubs needed:

- **Leadership:** for clubs it was clarity around purpose; policies on well-being; leading from the top, but some also felt stronger RSO leadership would help to influence and support clubs. Some also suggested requiring a greater understanding of their community's needs – whether that means social needs, looking after volunteers, or something else. To make wide-scale change, any changes would need to be embedded from the top.
- **Resources:**
 - Facilities to enable clubs to grow their member base and cater to different groups.
 - Finances either through sponsorship or funding.
 - People: investing in the right people and resources to deliver healthier clubs and getting these people to ‘stick around’.

Regarding specific interventions:

- Some asked for specific training – either around technical elements, mental health support, inclusivity training and how to have difficult conversations, or training for coaches on things like nutrition.
- When prompted specifically around food and drink – it was slightly polarising.

Reaction to food and drink interventions

A HARD NO

Don't change how clubs do this. For some members (generally older), they would think it is "PC madness", some of the traditional options – alcohol, fried food etc. – provide the escapism, are a treat, and are part of the social elements of club membership. They think members should "not be told what to do" – some clubs are the "last vestiges of freedom where no one is telling you what to do". Also, provision of food, even if it is unhealthy, is an easy means of making, and showing members and volunteers that they are valued.

SOME SUPPORT

More generalised support for the encouragement of, and access to, healthy choices, and making it easier to do so at clubs, BUT not by enforcing it through training and workshops.

There were also considerations/examples of sponsorship changes eg, no alcohol or healthier sponsorship deals for clubs (see next section for greater detail.)

There was also general support for learning how to have difficult conversations around alcohol etc., and using posters or getting healthier messages out through clubs.

It's a tough one because when we talk about interventions my understanding of it is, it sounds like an external person coming in and providing information around drinking or smoking or health or whatever that might be. So, I think it's really hard because people don't have to be there so it would be hard to capture everyone with a one-off intervention. It has to be something that's actually embedded into the culture of the club

(PARTICIPANT)

See Appendix B for different Health promotion activities in this space.

9. Sponsorship and funding

The influence of unhealthy commodity industries – such as tobacco, alcohol, gambling, and unhealthy food – plays a key role in the majority of non-communicable diseases (NCDs) such as cardiovascular and lung disease, mental health issues and obesity.¹³

Sponsorship within clubs is often for purchasing equipment, kit, and player of the day vouchers. Most of the sponsorship comes via personal connections – so members or parents that are connected to the club, rather than more strategic or planned approaches. Funding and sponsorship are also often done by people with limited experience and as a result, unhealthy commodities are common sources of sponsorship, whether from pub charities funding, direct sponsorship through breweries, hospitality and restaurants, or through food and alcohol sales and raffles.

So, the pressure is on that person [often one person that does multiple things for the club] to find money for the club. As alcohol and fast-food chains have more money to give so that's often where they go. It's normally just one random person whose job [it] is, [if] they need money for uniforms and so if they can get that off the back of a cocaine mule then, of course, they're going to do that, right? Because they need the money so their six-year-old kids can have a uniform. (PARTICIPANT)

If someone came along who had some experience or knowledge that usually gave us a boost, [and we would think] this is how we should do it. It would be good to have some training for all sports clubs so that they could assess as to the best way to look for sponsorship or look for funding. (PARTICIPANT)

Recent research by Sport Canterbury with RSOs also highlighted sponsorship as a relatively untapped opportunity, with both the number of sports getting any sponsorship and the relative size of the deals having room to grow. This suggests many RSOs could require capability built in this space, so may not necessarily provide the leadership to improve this situation.

Sponsorship has developed so much further but clubs are still in the 1990s purely because they don't have the capability in the clubs to really think outside of the box. (PARTICIPANT)

¹³ Unhealthy Commodity Industries | Peter J Adams (auckland.ac.nz)

As a result, funding from gambling and/or pub charities forms a significant part of the funding for clubs and RSOs, with cigarettes (in the past) and alcohol also having a strong presence.

...it is not a question of in our sport we're trying to go out and find funders that are associated with alcohol, or gambling, it just happens to be those people have the money and are most often the ones that are going to give it. (PARTICIPANT)

Alcohol sales also contribute to a high proportion of revenue generation, more so for those that operate a bar. With estimates ranging from 50-80% of revenue from gambling/pub charity and 20-50% coming from either local pubs or from bar takings. Alongside funds raised via bar takings, alcohol sponsorship included free and/or discounted alcohol and branding material/equipment.

Funding, I would say 80% of it comes from gambling sponsorship and 0% comes from fast food. One of our vice presidents who is a major sponsor of the club owns a brewery so that helps but that is not the typical situation, so alcohol is maybe 20/25% sponsorship. (PARTICIPANT)

Fast food is also prominent in sports where it is a national sponsor e.g., Football and McDonalds, which naturally trickles down into regional sports and local clubs. McDonalds player of the day vouchers was mentioned as an easy option to access to reward young players.

While many clubs would welcome support around sourcing sponsorship, many did not feel either an RSO or RST would help them source sponsorship deals often due to a conflict of interest and financial models not supporting this.

Many felt both RSOs and clubs are competing for the same funding. That equally, money often goes up to RSOs anyway, not down to clubs, and that RSOs cannot be seen to be supporting some clubs and not others.

It would be useful if they did help but I can't see them, I mean having the time or inclination to do that if I am being honest with you. If all they were saying is, we recommend you don't you know use alcohol or fast-food sponsors that would be a hindrance. (PARTICIPANT)

All the high-performance sports and Sport Canterbury have funding from unhealthy commodities. How can we tell them not to, when we do? (PARTICIPANT)

However, that does not mean they will automatically take sponsorship offers from unhealthy commodity providers. A number would firmly decline conversations with fast food companies or breweries based on a misalignment of values and it not fitting with their members – especially if it involved young people. Two examples were given by two different clubs where they refused lucrative sponsorship deals with businesses because they did not align with the values and the message the clubs wanted to send to their participants and spectators. One was a cosmetic surgery company, and the team was worried about the message it would send to their female spectators. The other was for McDonalds sponsorship but because the company could not show how they aligned with the team's values they did not go forward with any conversations.

...if a brewery came and said we want to go on the dress of the club the answer would be No!. It wouldn't be a conversation we would entertain at all. If they came to athletics and said we want to put billboards up around your facility and we will give you 10 thousand or 20 thousand to do it, my position and my answer would be absolutely not. (PARTICIPANT)

We would always come back to the group because there's so many people involved with young people, so the answer would be no. Then the other part would be, is we know the damage that's done [from alcohol] and we are all health conscious. That would be I would say a pretty easy no. I can't think of anyone that would be in it for that and no one's in it for money either so it's not about finances or anything like that. I think maybe ask me that question in a year or two years depending on growth and I might have a different answer but at the moment it would be a very clear no straight away from everybody and if it wasn't it wouldn't be hard to swing people. (PARTICIPANT)

But others may find the money compelling and while values were important, many noted that the need for money at times out trumped the values.

It really depends on what it was that they were sponsoring and how they intended to sponsor us so like I said the trouble we have is we need funding, and we need support from a lot of sponsorship so if we did get offered it, we would definitely have a conversation with them but it would be making sure that it goes to appropriate audiences. I wouldn't say no straight away to anything just because we can't afford to do that, which is unfortunate. (PARTICIPANT)

We would discuss at committee level, inevitably the ethical consideration would be taken into account because someone would bring it up, probably me. Whether we chose to go with it or not would depend on the benefits of the club weighted against the ethical considerations. (PARTICIPANT)

While there is tension between values and money, many people acknowledge the irony of unhealthy sponsorship with activities that were about promoting health and the tension between taking money from a business or organisation that also causes harm to the community. Noting that more people are wanting to be aligned with club values and to have value-adding sponsors.

I think it's a worse tension with gambling, with the proceeds of gambling goes into the community. It's a real tension between what's the harm of gambling versus the benefits of sport it's a difficult one and our solution as an organisation is reduced reliance on gaming trusts and it's part of the lack of vulnerability around that vulnerable funding source but it's also the moral obligation the tension of viability of an organisation and the reliant on the proceeds of something that's causing harm. (PARTICIPANT)

Considerations when looking at sponsors included:

- How do they align with our values and what we are trying to achieve?
- What are we going to get out of it besides the money?
- How will this benefit our club in the long run?
- What would the sponsor want out of that relationship?
- How restrictive would the relationship be?
- Their genuine interest in the well-being of the club vs. just getting their branding out there.

To have **no** unhealthy funding the clubs would require:

- Specific sports funding streams.
- Easy access to or process for healthy funders that have the same funding or same funding structures.
- Support for access to other avenues of sponsorship.
- It would have to be directed by the affiliate and the national body.
- We would need to know they (whoever is directing us not to have such funding) have got something for us so that we can go out and get some funding, *"It's got to be a like for like."*
- At that top level [in the club] it has to be that decision or investigation into whether those things align with the club's value.

- Transition/grace period to prepare organisations for the transition to reshape their business models (much like we saw with the move to being smoke free).
- Sustainable pathways and revenues for clubs to access funding.
- Implement a sugar tax similar to the UK scenario which increased the taxation revenue for unhealthy food with the benefits of going to sports.
- Education – because it would need to change some people’s minds.

The table below summarises some of the key points participants mentioned.

Creating a healthy sports club with healthy commodities

Opportunities	Challenges	Support required
Seek out organisations doing good in the community and align with them.	Without current funding, clubs would go into liquidation, or subs would have to go up to cover unhealthy funding shortfalls.	Awareness and upskilling workshops and building capability of clubs to do funding applications and making applications easier.
Fresh people coming through not wanting unhealthy sponsorship.	“If it was easy to do, surely, we would already be doing it?” – so making it easy for volunteers to access.	Alternative funding options.
An aligned sector working together for the same vision around healthy commodities.	Other organisations having unhealthy funding e.g., NSOs, RSTs etc.	Regional and national bodies also need to be showing the same message/intent. E.g., those organisations also need to lead by example. If you want no alcohol at sports events, then their events also need to be alcohol-free.
Finding different models/ways of sponsorship e.g. companies sponsoring by donating skills to the club and the club providing experiences for the businesses instead of exposure.	The unhealthy commodities are really accessible and make it easy to access. Any new partnerships/relationships would need to be just as easy.	

From a sponsorship point of view if we were told no alcohol or fast-food sponsorship – it depends on how restrictive it was, it would mean we would have to find sponsorship from elsewhere, it wouldn't be the breaking of the club, but it would mean the committee would have to work harder at finding alternatives and sponsors. (PARTICIPANT)

One thing the participants were clear about was that they did not want to see people telling or mandating no unhealthy commodity funding without the provision of support and finance. There was concern that clubs would be told what to do but left to find the solution themselves which would likely lead to more pressure on the volunteers and an increase in subs, which would then put sports out of reach for some people. Organisations needed to front up with 'the cash' or alternative funding options.

So, what doesn't work is Sport NZ or Sport Canterbury going, right we don't want this to happen anymore but you guys just go off and make this right, that is not going to work. Like it needs to be like this is our vision, we want you to come along, this is how we are going to help you make it happen. The answer has to come from the government in terms of if they want to scrap all that they have to have a solution and it's just cash, it's money.

Or else you just drive down participation, what will happen, the alternative, if that doesn't happen, is clubs will drive up their costs to participate in their sport and participation numbers will go down and that will happen. (PARTICIPANT)

You can't just get rid of it, as a board what is our strategy to get rid of it over the next few years and how will we fund it? It is a conscious thing to say we need to move away from that. (PARTICIPANT)

Gambling is the biggest elephant in the room when it comes to the removal of unhealthy commodities funding. While clubs noted the social and financial impacts of removing alcohol (see alcohol section below), they were more accepting of that being removed compared to pub charity funding.

The reliance on the trust funding is a way bigger problem, I mean the only answer is that if that all got scrapped government have a big bill on their desk to support sport. They have to turn up that dial because at the moment sport is not well supported by the government. They have Sport NZ and they have high performance so it supports a certain number of people but Sport NZ doesn't often give money to sports that then filters down into that club environment. (PARTICIPANT)

10. The role of alcohol in sports clubs

“But it’s not a blanket no either, it’s like saying not every club that serves alcohol will have a problem with alcohol. We have to be really careful about the balance of having a social beer versus alcohol harm. If anything, a club provides a safe environment for that. You can go and harm your friends, family, and liver, anywhere and consume alcohol. Is it the sports club’s responsibility if somebody has a problem with alcohol? Could they help them – that’s a different question!” (PARTICIPANT)

Generally, the role of alcohol in sports clubs and organisations varies both between and within sport codes. Not everyone we spoke with could comprehensively detail the role it plays between clubs, but there are certain perceptions as to whether it is an issue or not.

I think there’s still a high presence in some sports and diminishing presences in others and no presence in some. I think it’s not a one-size-fits-all, it’s a continuum and a lot of that is about some of the demographics that sports are attracting. For example, in swimming and gymnastics, it would be hardly present at all whereas in rugby it will still be a culture around alcohol and use of alcohol. (PARTICIPANT)

I personally have never found alcohol to be a problem, or a culture and I suppose I played rugby, football and cricket, so for clubs I have had the experience in all of them. I think rugby was unique as it was during university, so those cultures were combined, but other than that it’s definitely not been part of it, it has only added benefit to the experience and my experience, I haven’t had a negative drinking culture or had it impact the sport or the enjoyment at all. (PARTICIPANT)

One of the key challenges, as per the first quote, is that it is “not one size fits all”. Some could identify areas or clubs where it is engrained in the culture, and potentially problematic – including things like club initiations and the player of the day having to skull alcohol. While others see it more as a social and casual connection, where “having a beer” after the game can be part of the reason behind being part of a sports club. Worryingly, one mentioned that alcohol used to be the issue but that drugs are more commonplace now, especially among young people.

When talking about their individual clubs, no one identified it as a club problem – rather there might be a few individuals that might over-consume, and it could be more excessive around events like the end of year prizegiving or teams heading away together, rather than something the club was driving. There were a few clubs where alcohol consumption was engrained, but it was not necessarily talked about as a problem per se, rather that was just part of that club's culture. Similarly, when asked how acceptable drunken behaviour was, the majority felt it was less common, especially in very family-oriented clubs, with just a few acknowledging it as a regular occurrence, as per the table on the next page. Those clubs without a bar were more likely to say that alcohol was not an issue. One area where it was mentioned as a concern for clubs was when it linked to young people mixing with older people in teams who were drinking and the exposure to that.

Without club rooms the alcohol kind of conversation is not necessarily sport specific. I know when I was younger and I was playing, alcohol was a massive part of basketball as a whole, now with a lack of clubrooms and the kind of decline in the social aspects of teams I don't encounter very many conversations or things brought up by clubs or people that involve alcohol as issues you know. I'm not saying alcohol is not an issue I'm just saying it doesn't seem to be rearing its head as something that's occurring as an issue a lot within our groups. The only place for me that would pop up as a concern is where we have teenagers playing on adult teams and I don't think it's known how to deal with them being around adults that are drinking and potentially drug use, that's an area. (PARTICIPANT)

That only exists where you are involved in a sport that has club rooms. So, if you play a sport like netball for example, or athletics there are no club rooms with a bar, that culture doesn't exist at all. (PARTICIPANT)

While many recognised that sport and alcohol culture were linked, there was also recognition that the role of alcohol was changing and much better compared to 'back in the day'. With more younger players choosing not to drink and adults wanting a different experience from the traditional drinking club.

It's not that thing where after the game like back in the day you were on it but it doesn't seem to happen that way, it doesn't seem to be organised now around that side of things. It seems to be more so now that if you are going to have a few beers after the game it's just a couple of beers and then everyone goes home, I think long gone are those party days where it was just a Saturday play rugby and goodbye family, I will see you when I get back Sunday, you know. I think there has been a shift in terms of how whānau is valued – how people look at whānau these days. We see it at the club now, the number of young fellas who play rugby in our teams who go straight back into the shed and they have their power aid and get their isotonic into them and so on and so on and they have got their sushi and their roll and they start their recovery straight away. They might have a beer before they go but that is just the niceties because of everyone else, there is a massive shift you know, and another part of it is there is a generation right that would probably prefer to just play the game and then just go home. (PARTICIPANT)

Being a boomer, I was brought up with it was very much after the game finished, couple of beers wherever you were and probably then back to your own club rooms and drink some more. These days it's totally different, the event of drink-driving and the fact that youngsters these days don't seem to be so self-indulgent as we were, then it's much less of an issue. I don't think we have an alcohol problem in the club, obviously a lot of players are young men in their teens and early 20s and who knows what they do after they go home or go to their mates' places. There is no problem of overindulging in alcohol in our environment. (PARTICIPANT)

Some participants challenged the notion of alcohol being negative and that for them it contributed to well-being and what a healthy sports club environment looked like as it encourages social connections.

It's not heavy, the only thing is a beer or drink after the game just gets you to sit down and chill before getting on with life. I don't think that's a pro or against what a healthy sports club needs. Having a beer enables you, your teammates and club to have time, to sit down and have a chat. (PARTICIPANT)

It is worth noting that these insights do not mean issues with alcohol are not happening, just that it's not seen as a key issue for the club or a priority area of focus.

Alcohol isn't the biggest issue in clubs, it's not the biggest rock in terms of membership and club welfare and that is due to the capacity of volunteers and it being volunteer based, there are bigger rocks that clubs need support with. (PARTICIPANT)

How much drunken behaviour is acceptable in your club?



Given that many do not see alcohol as a common issue, any suggestions for how they would deal with alcohol issues are relatively passive:

- Policy on the wall and notice board.
- “Don’t ruin the club or you’ll get kicked out”.
- Have a quiet word with an individual if it became an issue.
- If it is a parent or spectator, it’s not something we can control or enforce. We would if it was a coach or volunteer that we had hired, then we would step in.
- Everyone mucks in and looks after each other.
- It is the responsibility of the venue, not us.
- An admin would deal with it if it was alcohol around young people.

When asked how they would respond if someone at the club was struggling or appeared to have an unhealthy relationship with alcohol, it depended on the individual and how comfortable they would be broaching the subject with:

- I would not be comfortable having that conversation – especially if I didn’t know them.
- I would be comfortable if I knew their situation/knew them.
- I would be comfortable raising it if someone was drunk at one of our events/games, but not if it was a drinking problem “I wouldn’t know what to say”.
- I would raise it with the coach, captain, or head of the club about it, or identify who would be best to have that conversation with them and support them that way.
- We are comfortable as a club to have those conversations.

In Ki o rahi we’ve created an environment where people know each other in the collective as well as know their kids and their family so if the issue came up about alcohol, we would be in a space where we could kind of wrap-around that person and go, how do we support this person and if it’s a young person I think it’s again how do we look at this from a well-being, healthy perspective, how do we collectively work together to make sure that we can address that together and then ensure that that person stays within our community rather than kind of excluding them more. (PARTICIPANT)

When asked about training around having those conversations, while there may be some appetite, there was also some reluctance – especially given the reliance on volunteers within a club setting to find more time for a training session and to rally people together for this. This is reflected in the workshops Kereama Carmody had been trying to arrange, where there is positive feedback from clubs wanting to have the training for their members, but the challenge has been finding a suitable time to bring a group from the club together.

I think I would be part of that, but I don't think many in the club would be. It would be very few and I believe that most people in the club wouldn't think that there is a problem, and I don't think that's a problem. (PARTICIPANT)

I would be open to it but that is because personally I don't drink much and I do get concerned about the drinking culture in NZ, but I think I am at, I want to say the extreme end of my thinking versus other people do not see a problem with having a drink every day, whereas I think that is a problem. (PARTICIPANT)

So, what would happen if alcohol was removed from a club? On balance, more people saw a negative rather than positive impact.

There's more people playing social sport than there are actually playing competitive sport so whether those people would fall out of sport because you lose a social aspect and for a lot of people the social aspect is about having a few drinks. You lose that, then you may as well go join a non-sport club so maybe it does keep people in sport longer. (PARTICIPANT)



The perceived **positive impacts** were:

- It would have minimal impact, especially for those without club rooms
- It would provide a positive environment and role modelling for young people and children, where alcohol is a "non-issue" and they become more accepting of not having it
- We would need to get creative about how we interact socially
- We would adapt in the same way we did when removing smoking
- Need to diversify and broaden the non-alcoholic options at the bar



The perceived **negative impacts** were:

- "Kick back" from teams and players
- Loss of members – some from "just a few members" to "a massive exodus"
- The club could lose a lot of relevance, and no one would go back to the club
- Impact on social element of the club
- Financial impact due to loss of alcohol/bar sales
- Needing to convince people of health benefits
- It would start an undercurrent of black-market clubs for the drunken prizegivings
- A feeling it could not just be taken away, but should be phased out over a few years

It was also noted that clubs provided a potentially safer environment than other places as ‘everyone knew each other and looked out for each other’. There was also a query as to why sports clubs would be singled out to not serve alcohol/be banned when it was a legal product that people could purchase from other places. Another point that was noted was if alcohol was to be removed from clubs, that Sport NZ, RSOs and others needed to clean up their own backyards and lead by example.

Looking at their own backyard. Sports NZ hosted an event, and the champagne was provided for free and it was free flowing. (PARTICIPANT)

Premises with a bar were asked what would happen if their club bar was removed, noted:

- Bring their own drink, do it anyway,
- BYO – It would not stop them [drinking in the club].
- Would not go to the club.
- Would not stay as long at the club.

All RSO/RST staff felt that everyone has a role to play in reducing alcohol related harm.

Rather than fragmented advocacy it's collective advocacy and aligned advocacy. (PARTICIPANT)

But often that was more around education and awareness, and few felt RSTs or RSOs could go in and change behaviours.

It is RSO, NSO and RST's role to educate around what good and healthy looks like ... it's ensuring that we're not saying you shouldn't ever drink alcohol because this is not a prohibition conversation but what does healthy alcohol consumption [look like]...Particularly what does healthy alcohol look like in conjunction with junior athletes in an adult environment that's probably the big one for me and having directives from RSOs, RSTs, and NSOs. (PARTICIPANT)

However, there were a number of limitations, with a common one being that RSOs often do not have the mandate to go in and tell clubs what to do. Many clubs are separate organisations, that may be aligned to an RSO but have their own constitution.

Where alcohol sits within clubs

Alcohol is entrenched	Alcohol is part of the social environment, but not central	Alcohol is not part of the environment
<ul style="list-style-type: none">• These clubs are more traditional and alcohol is embedded in the culture.• Investing time and resources into these will be challenging.• Work here should focus on the clubs within communities that suffer the greatest harm.	<ul style="list-style-type: none">• Invest in these clubs to create some positive change.• With the right people and motivations involved, they could drive change.	<ul style="list-style-type: none">• Gold standard – what can we learn from them?

11. So what?/Considerations

The purpose of this report was to gain an understanding of the challenges and opportunities for clubs. The insights and the considerations are here to provide a starting point for where to next/what next. These are considerations and options to be explored. More work will be needed to go into detail on these and to explore other options that have not initially been identified. A suggested option is to have an ideation phase where ideas and solutions can be generated, and prototypes tested.

It is to be noted from this discovery phase that sports clubs come in various shapes and sizes. There is no one standard club, so when working in this area. It is of high importance that the definition of a 'club' is well defined when moving forward in the next phase.

Sports clubs provide a positive setting for participants, and sports clubs are a recognized setting for public health interventions. First, however, it must be recognised that for most clubs, the main kaupapa is their sports activities, where creating a 'healthy club' or improving well-being might be an additional benefit/outcome. Still, it may not be a focus or driver for most clubs, as seen in the insights above. In addition, there are pressing issues/challenges for clubs, such as time and capacity of volunteers and staff, and financial concerns, such as limited funds or loss of profits from not serving alcohol or food.

I mean reality for a sports club is the most important thing a club needs to do is get players, get coaches, get draws out, get people practising and playing, and most are only "just" doing that and staying alive. So even though they want to be doing all this extra stuff around that stuff you talked about, it's just not high enough up the list to prioritise it. So, the only way you will see change in this area is if there is support for clubs externally through Sport Canterbury or through the Ministry of Health. (PARTICIPANT)

Any public health activity or intervention will compete against these challenges, and those outside of the club designing interventions need to understand the implementation context, capacity issues, and motivations of clubs. It is important to recognise the current situation sports clubs are in, with most relying on a small number of overworked volunteers. Some things to consider when looking at the development and implementation of interventions in a sports club setting are:

- How can clubs be included in the co-design of the intervention?
- How can all levels of the club (participants, parents, coaches, management, volunteers) be involved in actions and decision-making?
- How much capacity or commitment is needed to deliver an intervention vs. the level of actual capacity and commitment the club has?
- What are other partner agencies' capacity and resource limitations to support any interventions?

- What funding and hands-on support will be available to the clubs?
- How can the intervention be designed to be the same or more straightforward than the current situation (e.g., the ability to click and print a healthier player of the day voucher)?
- How can the intervention be linked to the core business and be delivered in the language of sport?
- How can the intervention avoid being a one size fits all approach and allow clubs to adapt or choose their activities or interventions?
- What is the knowledge and competency around public health within the clubs, and how can adequate support in terms of health literacy and organisation change processes be included?

To create transformation within this space and work towards a healthy sports club environment without unhealthy commodity funding, there needs to be a whole system approach that focuses on the whole club system and components of the system that are interrelated. Considering among other things the tensions/realities of the sector around the current funding structures (short-term funding, RSOs and clubs all fighting for the same pie, dependence on unhealthy commodity funding) the RSO/Club dynamic, and relationships (RSOs cannot tell clubs what to do), Leadership & Governance (business decisions and priorities are focused on the sport not health) and the general day-to-day challenges clubs face, including heavy reliance on volunteers (and numbers are declining).

Healthy Sports Clubs

It is vital to build a common culture, shared vision, and goal to collaborate and to promote health in sports clubs. However, as noted in the literature, there is a lack of a clear definition or criteria to measure what a health-promoting sports setting is. Within the interviews, people found it hard to articulate what a healthy sports club is and provided a variety of thoughts on what it could be.

Therefore a helpful first step for future work in this area is to define what a healthy sports club means to the organisations engaging with clubs. It is important to have a clear understanding of what it is, what success would be like, and what support & funding can be offered to clubs in achieving this from organisations like Sport Canterbury and Te Whatu Ora.

Considerations/areas to explore alongside could be:

- What work could be done to explore different models that clubs can create outside of the existing structures and the cost benefits of different models (club vs. no club, shared/collocated spaces, unaffiliated models etc.)

Creating whānau-centred approaches for sports clubs

Whānau-centred approaches are key to achieving better health and well-being outcomes for Māori and Pacific whānau¹⁴. Within the insights, clubs with a Māori culture noted whānau and well-being as central to what they did. In addition, Te Whare Tapa Whā was mentioned by several people around well-being. Focusing on creating or supporting clubs to be whānau-centred could help in improving outcomes.

Considerations/areas to explore could be:

- How can traditional Māori sports & activities be supported and encouraged to grow?
- What learnings can be gained by traditional māori-focused sports and clubs to help create holistic sports models?
- What guidance around understanding key elements of a whānau-centred approach (including the meaning of whānau, whanaungatanga, manaakitanga etc.) can be developed for non-Māori sporting clubs?

Well-being

There was an increasing awareness of the importance of the well-being of participants and those involved in running clubs, and many acknowledged there would be benefits to focusing on well-being. However, for some, it would simply not be prioritised. Given the stretch some clubs are under, there is a role for both Regional Sports Organisations (RSOs) and Regional Sports Trusts (RSTs) to support well-being.

Considerations/areas to explore alongside could be

- Exploration into what more can be done in this area and how to ensure that well-being is considered a factor in day-to-day club management.
- Stocktake of what NSOs/RSOs and others are doing around well-being to support clubs
- Work with club executives, NSOs and RSOs on building a well-being framework and support implementation.
- Can Sport Canterbury and/or Te Whatu Ora provide well-being resources or signpost to resources to support clubs but be realistic on the uptake?
- What support can be offered to clubs around providing inclusive and welcoming spaces?

¹⁴ Te Piringa: Whānau-Centred Primary Health Care project (2020)

Alcohol

Alcohol was not seen as a key issue for clubs, nor a priority area of focus in terms of harm. However, we know there are issues with clubs around alcohol. Therefore, it is still an important area. It is about working out where the focus should be that will give the best outcome in terms of reducing harm, changing culture, and reducing exposure to alcohol promotion.

- For more traditional clubs where alcohol is embedded in the culture, investing time and resources into these will be challenging. Should more focus and resources be put into supporting and empowering clubs where alcohol is not a focus or where well-being is prioritised? Focus attention, money, and support on health/well-being focused clubs to build participation and sustainability of healthier clubs.
- Could more work be done to look at how much actual income is generated by alcohol sales in clubs and what a high proportion means (e.g. for one club \$300 could be a lot).
- How can clubs be supported to diversify and broaden their low and non-strength options within the bar?
- Is there potential to develop a collaborative research project and work with a selection of clubs to test out what impact club nights without alcohol have on revenue and social engagement?

Sponsorship & funding

The area of sponsorship and funding has been identified as an area of support for clubs and RSOs but in terms of what has been done in this area from a public health/healthy sports club perspective that takes a systems approach, feels limited. Moreover, this is a complex area due to the multiple stakeholders that are involved (clubs, businesses, etc.), funding structures and the general capacity issues of clubs and their volunteers. More work is needed to fully explore the possibilities and limits of healthy partnerships and sustainable funding agreements for clubs.

An option to take the discussion and understanding forward could be to host a series of round table discussions with funding and development specialists to explore different ideas including;

- How the current model of funding could be adapted to make it more sustainable and long-term. (e.g., 2-5 year funding rather than early?)
- Explore what business levies or taxation options could be used to support clubs. (e.g., The Soft Drinks Industry Levy (SDIL) UK).
- What opportunities are there to learn from the sponsorship of women's and girls' sports teams? As there are examples of alcohol-free venues in BIG sporting matches in the UK, women's sports fans demanding more ethical and socially responsible brands as sponsors (and are more likely to buy from the sponsor).

- How clubs could be supported to transition out of unhealthy commodity funding and sponsorship.
- What alternative business or social enterprise models are out there that could be applied to clubs?
- What collective support could be offered to clubs?
- What impact would the removal of pub charity funding have on clubs and what would need to happen to replace that?

In addition, there are some low hanging actionable options going forward that could be explored or developed including for example:

Awareness raising

- Provide clubs with more information on funds or grant systems that are not pulling from gambling or other unhealthy commodities etc.
- Provide clubs with examples of healthy sponsorships that are available or models of healthy sponsorship that exist.
- Making the business community aware of the financial issues sports clubs are facing and how they can support in sponsorship or funding.

Products and services

- Provide advice/recommendations to improve sponsorship values which include reasons to choose healthy over unhealthy commodities.
- Creation of templates (letters to send to potential sponsors, sponsorship decks etc.) to make it easier for clubs to contact and engage with potential funders and sponsors.
- Training sessions around sponsorship or funding writing.

12. Appendix

Appendix A – Feedback from Kereama Carmody – Workshop facilitator

Since the inception of the Healthy Sports club initiative, I have contacted several Christchurch sports clubs, offering them workshops that cover alcohol and well-being content. This is delivered by looking at the alcohol policy/sponsorship and well-being delivered via the Te Whare Tapa Whā model. The workshop also covers club culture and alcohol and drug harm reduction.

The clubs, NSOs, RSOs that I have contacted include:

- Canterbury Rugby league
- Mainland Football
- Lyttelton Rugby club
- NZ Basketball
- Canterbury Lawn Bowls
- Canterbury Rugby Union
- Canterbury Cricket
- New Zealand Rugby Union
- Ōtautahi Rugby club

Feedback has been largely positive towards hosting a workshop. The challenge has been for them to find the time for the workshop to take place. People are time-poor and asking a group to take extra time to attend a workshop is tricky.

However, the one workshop that I have been able to deliver was well received. It was a younger age group. I'm planning to have a big push again with sports clubs across the Canterbury region over the next few weeks. I'll be targeting summer sports that will be coming into training season during spring. This will be a great opportunity to look at alcohol sponsorship and alcohol harm reduction.

It was good to conduct the desk-based research with Maria from Sport Canterbury and to get some insight into what overseas sports clubs are doing with their policies and processes.

Appendix B – Existing products & intervention

Products, services, and interventions that currently exist or have been developed in the past for sports clubs around alcohol and well-being. This is not an exhaustive list.

Name: Good Sports (Australia)

<https://goodsports.com.au/program/>

Summary: Good Sports is a free Australia-wide program building stronger community sporting clubs.

- Complying with legal liquor requirements
- Providing alternative food, beverages and revenue raising at club functions.
- Policy development, review, and enforcement.

A range of resources are provided to clubs.

<https://goodsports.com.au/resources/>

Evaluation The Victoria Alcohol sponsorship of Good Sports clubs Survey report(2012) commissioned by Vic Health noted that nearly all Good Sports clubs receive an external sponsorship and nearly two-thirds of Good Sports clubs receive sponsorship from one or more sources involved in the broad alcohol industry.

In a 2020 study – Alcohol and fast food sponsorship in sporting clubs with junior teams participating in the 'Good Sports' program: a cross-sectional study

Concluded "large proportions of community sports clubs with junior members are sponsored by the alcohol industry and the fast-food industry. There is greater acceptability for prohibiting sponsorship from the alcohol industry than the fast-food industry. Implications for public health: Health promotion efforts should focus on reducing the alcohol industry and fast-food industry sponsorship of junior sports clubs.

Preventing Alcohol-Related Problems in Community Sports Clubs: The Good Sports Program. (Duff, C 2007)

Noted that evaluations of the VicHealth sponsorship model included exploration of organisational factors that enabled or inhibited health promotion; however, the model's limitations were that it took a top-down approach whereby sponsorships were received by the SSO and clubs were not involved in the process of negotiating sponsorship contracts yet were expected to implement changes at the local level. Challenges to effecting structural change included the health messages being determined by VicHealth and not the clubs, inadequate communication between the state and local level of sports, and the disconnect of the funding body.

In alcohol misuse interventions in the workplace: A systematic review of workplace and sports management alcohol interventions (2015), five reviews noted favourable outcomes. Including:

- Increased club revenue and club membership sales post-implementation.
- Reduction in alcohol consumption as clubs moved through accreditation.
- Reduced rates of drink-driving, a most positive outcome.

However, none of the GSP evaluation studies conducted longitudinal follow-ups at any point beyond accreditation stage three completions.

Sustaining the implementation of alcohol management practices by community sports clubs: a randomised control trial – A recent 2019 randomised control trial (RCT) of the good program identified that the program reduced risky consumption by club members. Implemented over a two-year/season period, the trial identified that significantly ($p < 0.05$) fewer members in the intervention clubs (19%) reported drinking more than five standard drinks at least once a month at their club, compared to control clubs (24%). Similarly, overall, alcohol scores as measured by the AUDIT (score > 8) were significantly ($p < 0.01$) lower in the intervention club (38%), compared to the control clubs (45%).

The impact of an alcohol consumption intervention in community sports clubs on safety and participation: an RCT 2018. Overall, the findings suggest that responsible alcohol management practices in community sports clubs can reduce overall alcohol club consumption, which in turn can increase the extent that club members participate in their club. While the indirect effect (through reduced overall consumption) of the intervention was increased participation, the direct effect of the intervention had the opposite effect – a reduction in participation. One possible explanation for this could be the different effects of the intervention on the different types of drinkers within sporting clubs. There is evidence that a proportion of community sports club members drink at risky levels because they see it as an important part of celebrating success and building club camaraderie. For these individuals, it is possible that the intervention discouraged club participation. For individuals who drink more moderately, perhaps for social reasons, the intervention may be perceived as building a more responsible community and thus they are more inclined to be involved with the club.

Name: Sports Club for Health (SCforH) – updated guidelines for health-enhancing sports activities in a club setting.

<https://www.scforh.info/>

https://www.scforh.info/wp-content/uploads/2021/05/Sports-Club-for-Health-Guidelines_en.pdf

Summary: SCforH is an expert-based approach that supports clubs as well as national and regional sports organisations to recognise the health potential of their sports disciplines and organise health-enhancing sports activities in the sports club setting. This project sits under the HEPA Europe working group which is developing and implementing the Sports Clubs for Health (SCforH) and Health-Promoting Sports Clubs (HPSC) approaches. The working group has produced a methodological basis and guidance for the SCforH programme.

Through a website portal, there is information, guidance, and training material on how to implement the approach.

The current focus for the stakeholders involved in this work is creating mechanisms for continuous implementation of the Sports Club for Health guidelines in the European Union (SCforH 2020-22)

An online training module has been produced.

<https://www.efcs.org/efcs-erasmus-project-sports-club-for-health-announce-the-launch-of-the-scforh-online-course/>

Evaluation As noted, this resource is part of a wider initiative around HPSC. Many of the evaluations completed as part of this initiative are noted earlier.

- Measuring Health Promotion in Sports Club Settings: A Modified Delphi Study
- Health promotion interventions in sports clubs: can we talk about a setting-based approach? A systematic mapping review
- GAA health clubs project

Name: Healthy Stadia

<https://healthystadia.eu/>

Summary: Although adaptive in work the Healthy Stadia initiative has three primary strands of work including policy guidance for Stadia, delivery of health programmes at a community level and advocacy campaigns encouraging sports stakeholders to use the power of sport for the betterment of public health:

Stadia guidance includes

- Tobacco control, active travel, and healthier catering.

Advocacy campaigns include

- Promoting health and well-being through the power of sport.
- Scrutinising brands, products and services that choose to associate themselves through sport.

Community level health programs include

- EuroFIT a health and well-being programme for male football fans that harnesses the loyalty they have for football to attract them to a lifestyle change programme delivered by football coaches at club facilities. It consists of a 12-week lifestyle programme focused on increasing levels of physical activity and reducing sitting time and uses cutting-edge wearable technology to help men accurately monitor physical activity and sitting time. The programme also supports positive lifestyle changes such as improving diet and lowering alcohol consumption.
- Give Up Loving Pop (GULP) aims to raise awareness of the health harms associated with the over-consumption of high-sugar drinks. The programme is now available as a package for all interested football, rugby league, rugby union and cricket clubs, consisting of a half-day training session, access to a bespoke GULP resource portal, communications pack, and social marketing materials.
- Adverse childhood experiences and trauma informed practice – online training for clubs.
- Our Healthy Goals: Better Lives programme; trains club community coaches to deliver interactive sessions across a range of lifestyle risk factors including, physical inactivity, food and nutrition, tobacco and e-cigarettes, alcohol and recreational drug use. In addition, staff receive specific training on goal setting from behaviour change practitioners, and a set of practical tools including a coaching manual and PowerPoint presentations.
- Boundaries for Life (BFL) Has been undertaking free health checks at cricket fixtures in the UK, leveraging the power of the sport to access cricket fans, particularly those from black, Asian and minority ethnic (BAME) backgrounds, that would not typically access primary healthcare. The service is modelled on the NHS Health check service.

- Smokefree Squad is a smoking cessation campaign for use by professional sports clubs across football, rugby, and cricket that trains stadium stewards and community staff in stop smoking 'brief intervention' techniques. In addition to brief intervention training for stewards, the campaign is supported with a range of social marketing materials that reflect club's identity and communication tools to boost the profile of the campaign.
- Homeless World Cup Tournament. Every year, the Homeless World Cup Foundation delivers a week-long street football tournament that brings together more than 500 players representing 50+ countries from around the world, all of which have faced homelessness and social marginalisation.
- Smokefree Sports is a multi-sport, community-based initiative which is designed to prevent the uptake of smoking, reduce the prevalence of smoking in children and young people and increase awareness of the health consequences of smoking. Using the power of sport, community coaches can deliver health promotion messages and brief interventions to children and young people.

Evaluation A range of evaluations from individual interventions to Health Stadia have been conducted and are noted on their website.

Name: Healthy Sports clubs

<https://monashhealth.org/services/health-promotion/healthy-sports-clubs/>

Evaluation *Healthy Sports Clubs* encourages clubs to create healthier environments that promote good health and well-being. The initiative is built around a framework that focuses on a whole club approach. It brings together existing health and well-being efforts and looks at how they can be strengthened.

There are 9 different areas clubs can work on:

- Inclusion
- Mental Wellness
- Injury Prevention
- Healthy Food & Beverages
- Preventing Drug Harm
- Smoke-free Clubs
- Physical Activity & Active Recreation
- Responsible Alcohol Consumption
- Sun Protection

For those that sign up to the initiative, a Health Promotion Practitioner provides on-the-ground localised support to help the club with health and well-being actions and to build stronger networks and partnerships.

Name: The Gaelic Athletic Association (GAA) Healthy Club Project (HCP)

<https://www.gaa.ie/my-gaa/community-and-health/healthy-club/get-involved>

Summary: The project empowers clubs to deliver health and well-being information and programmes directly to their members and to the wider communities that they serve.

The HCF has four pillars, which are Plan, Club, Partners, and Activity:

- Plan relates to appointing a Healthy Club Officer, recruiting a Healthy Club Project Team, writing healthy club ideals into the club's constitution and regulations, and developing a policy, and action plans for health initiatives in the club.
- Club relates to the development of a physical and cultural environment that is health promoting.
- Partners involves partnerships with internal and external stakeholders and agencies to deliver health promotion.
- Activity includes interventions delivered on health issues such as physical activity, healthy eating, and social inclusion.

Clubs who are part of it have exclusive access to Healthy Club resources, the opportunity to share learnings and experiences with other clubs and the accreditation process that gives them "healthy club" status.

Evaluation 2020 and a 2021 evaluation.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8124624/>

https://www.researchgate.net/publication/339161218_A_healthy_sports_club_initiative_in_action_in_Ireland

Healthy Clubs, using the structures of the HCP, a commitment to health and community engagement, demonstrated a significant improvement in their overall orientation to health promotion, which was not apparent in Control Clubs

Waterford ITs Centre for Health Behavioral Research has endorsed the project's positive impact on the health orientation and practice of participating clubs.

The GAA website noted the following benefits:

- Changes in attitudes towards health for the better.
- Better engagement with club activities.
- Opening up funding avenues.
- Better opportunity to link the local community with club activities.
- Sense of achievement.
- Set a positive example.
- Networking opportunities.
- Increase in media coverage both locally and nationally.

Challenges noted were

- Club capacity: some clubs found it difficult to recruit personnel for their project teams and at times a lot of work fell onto the shoulders of just one person. The clubs that excelled had an active project team and support from the Club Executive.
- Resistance: some clubs referred to the “old school mentality” within their clubs which made the project at times a “hard sell”. However, the “small steps” message resonated with clubs, and they kept “chipping away” and innovating around how to position this new type of activity within a traditional organisation.
- Buy in from the club executive committee: some clubs found that without the backing of their club executive committee, it was difficult to carry out some Healthy Club activities.
- Documentation: some clubs, particularly those with limited team members found the documentation element on the portal a challenge. The process and reporting element has since been refined and simplified to make it as user friendly as possible for volunteers. It is also necessary that some members of the Healthy Club team are familiar with computers to document the club’s progress.

Name: The Healthway Healthy Club Award

<https://sportwest.com.au/healthway-healthy-club-commits-to-sportwest-awards/>

Summary: The Healthway Healthy Club Award recognises a sporting club (in WA) who is leading the way in delivering initiatives to improve the health of its members and the broader community.

To further healthy initiatives in their communities, the three finalists will receive \$1,000 and the winner, announced at the SportsWest Awards receives an additional \$2,000.

Name: Healthy Spaces Program

<https://www.healthway.wa.gov.au/our-funding/healthy-spaces-program/>

Summary: Healthy Spaces Program focuses on creating healthy environments in sport and recreation settings.

Healthy Venues grants are open to Local Government and State-owned sport and recreation centres with funding of up to \$5,000 to implement a range of promotional, educational, and environmental strategies to increase healthy food and drink choices.

Healthy Sporting Club grants (summer/winter rounds) are available to all Western Australian community sporting clubs to help increase healthy food and drink options at club-run canteens or kiosks.

Evaluation: Healthy Spaces Program

<https://www.healthway.wa.gov.au/our-funding/healthy-spaces-program/>

Name: Health Promotion 101 – Training Workshop

<https://www.healthway.wa.gov.au/health-promotion-101-training-workshop/>

Summary: The workshops include presentations from health experts in the areas of alcohol, tobacco control, obesity prevention and mental health promotion. It will also include snapshots of the successful work already being undertaken by sports and arts organisations in implementing new and innovative health promotion strategies.

Name: The Football Fans in Training (FFIT) programme

<https://ffit.org.uk/>

Summary: FFIT is a healthy living and weight loss programme that was carefully designed to appeal to men. It incorporates the latest scientific approaches to weight loss, physical activity, and diet and taps the potential of professional football clubs to engage overweight and obese men in weight loss.

FFIT has been scaled-up through a single-license franchise model in over 40 UK professional football clubs to 2019 (and 30 more from 2020) and scaled-out into football and other sporting contexts in Australia, Canada, New Zealand, England, and other European countries.

- Fussball Fans in Training (German Cancer Aid) Germany.
 - Hockey-FIT (Movember [pilot], CI HR [RCT]) Canada; Ice hockey.
 - Move like a Pro (Movember [pilot]) England; Premiership Rugby.
 - FFIT for women (Scottish Government) Scotland; Football;
 - Active Fans (Erasmus + Sport) Belgium, England, Germany, Hungary, Netherlands, Football.
 - RU-FIT NZ (Health Research Council, NZ New Zealand; Rugby; Men).
 - Aussie FIT (Healthway) Australia; Aussie-Rules football.
 - Euro-FIT (European Commission) England, NL, Norway, Portugal; Football.
-

Evaluation: The project was developed and evaluated as part of a major research project led by the University of Glasgow. An evaluation of the scale-up and rollout of the project was published in 2019. "Scale-Up and Scale-Out of a Gender-Sensitized Weight Management and Healthy Living Program Delivered to Overweight Men via Professional Sports Clubs: The Wider Implementation of Football Fans in Training (FFIT)"

The successful scale-up and scale-out of FFIT demonstrates that, with attention to cultural constructions of masculinity, public health interventions can appeal to men and support them in sustainable lifestyle change.

Name: Alcohol in clubs

<https://www.alcohol.org.nz/management-laws/managing-Alcohol/Alcohol-in-clubs>

Summary: Resources available to help clubs with a club license to manage how they serve and supply alcohol.

Name: Reducing Alcohol Related Harm

The Banning of Alcohol from side-lines, car parks, changing rooms, and children's play areas at all rugby league venues in Christchurch.

Summary: In 2019 a range of stakeholders including Canterbury Rugby league, Christchurch City Council, and CDHB. Set up a temporary bylaw to ban alcohol consumption on the side-lines during Games. In addition, alcohol licensing training was provided to Rugby league clubs. In 2020 this became a permanent Ban.

The ban will apply while the fields are in use for rugby league from 3pm to 8.30pm Monday to Friday and 9am to 6pm Saturdays and Sundays from April to August of each year, and to adjoining public areas such as carparks, changing areas, walkways, and playgrounds.

The ban will prohibit the consumption and possession of alcohol in the public places of the alcohol ban area during the times the ban applies. The ban does not apply to licensed premises such as clubrooms.

The police are empowered to enforce an alcohol ban. A breach of an alcohol ban area is an offence and may result in an instant fine of \$250.

Evaluation: No official academic evaluation or impact of the project long term.

It was noted by the CCC that the ban in 2019 resulted in zero incidents with more people from the league community enjoying hospitality in the clubrooms after the games.

Due to Covid and the impacts on the game Canterbury Rugby League has had to pull back on work around alcohol.

Name: CHAMPS

Summary: Collaborative partnerships [between project team members and clubs] are maintained to:

- Foster a coordinated approach to reduce alcohol-related harm
- Contribute to minimising the harm associated with alcohol consumption through relevant training and supporting the development and active implementation of alcohol management plans with a range of sporting codes/clubs.
- Identify, provide, and evaluate public health support required/requested by sports clubs.
- Promote the uptake of alcohol free, abuse free, and smoke free side-lines.

Evaluation <https://www.hpa.org.nz/sites/default/files/2017-ClubChamps-Evaluation-Report.pdf>

Name: Healthy Ball Parks

<https://www.softball.org.nz/Development/Club+Tool+Box/Healthy+Ball+Parks.html>

Summary: Softball New Zealand (SNZ) and the Health Promotion Agency have been working in partnership to create a project that will promote healthier and safer softball environments. SNZ has created a campaign termed “Keep our ball parks smokefree and alcohol free”

The overarching goal of “Keep our ball parks smokefree and alcohol free” initiative is to reduce and prevent alcohol-related harm and associated disorders by eliminating the consumption of alcohol and promote a smokefree environment within our community.

The “Keep our ball parks smokefree and alcohol free” objectives are to:

- Address anti-social behaviour associated with alcohol consumption on sports grounds.
 - Restrict the consumption of alcohol to clubrooms (where possible), or develop a stepped process to remove the presence of cigarettes and alcohol at sports grounds.
 - Improve the safety of players, officials, and spectators on sports grounds through positive sideline behaviour.
 - Encourage the safer use and consumption of alcohol within clubrooms
 - Create sustainable behavioural change by changing the emphasis with sport and alcohol through encouragement of community/whānau involvement in sports clubs.
-

Name: Water in Sport Initiative 2018-2020

<https://www.vichealth.vic.gov.au/programs-and-projects/vichealth-water-in-sport-initiative>

Summary: VicHealth supported local governments to improve access to water and healthy drink options in their local sport and recreation facilities.

The Water in Sport initiative (WIS) commenced in January 2018, with funding provided by VicHealth to eight Local Government Areas (LGAs) to each employ a project officer for a two-year period. Project officers were responsible for facilitating the implementation of one of two ‘nudges’ in a number council-owned and/or – managed sport and recreation, and club facilities in each LGA. Nudges were intended to increase the provision and purchasing of healthier drink options and consisted of either:

- Limiting sugar-sweetened drink display to less than 20% of display space, or
 - Removing sugar-sweetened drinks from display.
-

Evaluation: https://www.vichealth.vic.gov.au/-/media/ResourceCentre/Water-in-Sport_Deakin-final-report-to-VicHealth.pdf?la=en&hash=F5C286C4836CEA0C45E7BF3BF3AA9035F89E7596

Recommendations based on the evaluation included:

For implementation support agencies

- Support project officers with targeted training in (a) retailer engagement; (b) policy development; (c) systems thinking and strategic planning; and (d) basic evaluation skills 1.6.2.

For local government (also relevant to clubs)

- Start by trialling a small 'quick win' which is easy to implement and unlikely to cause revenue loss, such as rearranging the fridge to put 'green' drinks at eye-level.
- Recruit, train, and resource skilled project officers to support retailers with initial changes.
- Ensure regular two-way communication between the council and facility personnel and management.

For the convening agency (such as VicHealth)

- Maximise funding effectiveness by providing (a) some flexibility for fund use, with the majority earmarked for salary support; (b) flexibility for implementation targets, to allow interventions to be tailored to opportunities; (c) sufficient FTE per council (2 to 4 days per week depending on a number of engaged facilities for at least 2 years); and (d) longer-term maintenance funding once changes have been made (e.g. 1 to 2 days per week)
- Provide implementation expertise to support council project officers including in product classification, stakeholder engagement, and policy development.

Name: Water: The clear winner in junior sport

<https://www.vichealth.vic.gov.au/media-and-resources/publications/water-in-junior-sport>

Summary: Vic Health in association with a range of partners developed a resource for coaches, etc. to help young people, and those guiding them, to know the facts about sports drinks and how to achieve their best performance by maintaining their hydration with water.

Name: Player of the Day initiative

<https://www.vichealth.vic.gov.au/media-and-resources/publications/water-in-junior-sport>

Summary: A partnership between Hutt City, Upper Hutt City, Porirua City, Wellington City, Kāpiti Coast and Horowhenua District Councils to get sports clubs to only provide water on the side-lines at games.

The initiative included:

- Portable water fountains for use on sports grounds.
 - Go the H₂O Player of the Day certificates, which offer a FREE child's entry to Council pools.
-

Name: Workplace Well-being Services

Support during COVID-19

-
- Summary:** Sport New Zealand is offering Sport clubs free mental health services via Vitae.
- Vitae is a professional employee assistance provider that offers access to a nationwide team of independent counsellors, psychologists, and trauma responders. Vitae provides:
- Access to NZAC & NZ Psychological Ass. accredited counsellors & psychologists with a minimum 5yrs clinical practice.
 - Up to 3 counselling sessions by self-referral per issue.
 - Counselling face to face (wheelchair access available on request), by telephone or video (zoom).
 - 24/7 contact centre and duty counsellor for emergencies.
 - Self/Informal/Formal Referral processes.
-

Name: Trusted Leaders

<https://www.sporty.co.nz/sirl/District-Resources/Well-being-2>

-
- Summary:** In 2018 The Health Promotion Agency, Ministry of Social Development and Southern Zone Rugby League came together to explore ways to build the capability and confidence of adults within the rugby league community to support young people experiencing distress and to challenge harmful social norms.
-

Name: Mental Health and Well-being Community Framework

<https://sportwest.com.au/wp-content/uploads/2021/10/SW-Mental-Health-and-Well-being-Community-Sport-Framework.pdf>

-
- Summary:** Through extensive consultation with state sporting organisations, community clubs and mental health providers, the Framework has highlighted four key areas where clubs require assistance:
1. Creating a club culture and environment that is inclusive of all people and promotes mental health and well-being of all those involved.
 2. Increasing mental health awareness and literacy, knowing how to respond to people, encouraging help seeking behaviour and developing links with local services and supports.
 3. Increase awareness of and linkages with mental health support services.
 4. Responding to critical mental health incidents/events, mental ill health of a member or a major crisis affecting the club.
-

Name: Tackle your feelings

<https://www.tackleyourfeelings.org.au/>

Summary: It strives to improve understanding and awareness of mental health as well as build skills within coaches to have conversations about mental health with their players through online and face-to-face training and support.

The specific objectives of the workshop curriculum are to:

1. Increase mental health literacy amongst amateur community football coaches; and
 2. Increase amateur community football coach's self-efficacy to conduct quality mental health conversations with players when a shift in mental health has been recognised.
-

Evaluation: Active evaluation currently happening:

<https://research.monash.edu/en/projects/tackle-your-feelings-program-evaluation>

Aims and Objectives of Tackle Your Feelings Program Evaluation

The Monash academic research team will work with the AFL Coaches Association in delivering a high-quality research and evaluation of the Tackle Your Feelings program. The research and evaluation of the TYF program involves measuring the efficacy of the curriculum in alignment with its objectives, evaluating the entire database, refining measures, exploring demographic factors, analysing and ascertaining improvements to the project as below.

- Measuring the efficacy of the curriculum in aligning with its objectives.
 - Applying validated quantitative measures within appropriate sampling methodology, including a control group.
 - Implementing data collection and data analysis.
 - Preparing an Evaluation Report (with interim reporting every 6 months).
 - Preparing the evaluation for peer-reviewed publication.
-

Name: Supporting mental well-being in community sport. A toolkit for sporting organisations

<https://www.orygen.org.au/Training/Resources/Physical-and-sexual-health/Toolkits/Supporting-mental-Well-being-in-community-sport/MH-in-community-sports-toolkit-WEB>

Summary: This is a four-part suite of resources designed to help sporting organisations support the mental well-being of young people aged 12-24 years. It includes a: toolkit: containing eight actions, this toolkit aims to provide sporting organisations with a clear framework and some practical tools to ensure that they are supporting young peoples' mental health and well-being checklist: once you have read the toolkit, use the checklist to tick off the ways your club can provide a safe and inclusive environment for players guide: a practical guide to identifying and helping young people with signs of mental ill-health video: a discussion featuring a young person, coach, and research expert on how to have conversations about mental health in community sport.

Name: Ahead of the Game<https://aheadofthegame.org.au/>

Summary: Ahead of the Game uses sport to teach athletes, parents, and coaches how to talk about mental health. The program reviews how to recognise mental health issues, what to do and when to get help. Athletes learn how to build resilience and overcome challenges in sport and life.

Evaluation Yes.

<https://www.sciencedirect.com/science/article/abs/pii/S1469029218307477?via%3Dihub>

The most successful implementation model included a small group of full time, experienced implementation leaders.

Opinion leaders and formally appointed leaders are key to optimising ownership, fidelity, and dose of intervention.

Name: Healthy sport sponsorship<https://www.vichealth.vic.gov.au/media-and-resources/publications/healthy-sport-sponsorship>

Evaluation: Evaluations of the VicHealth sponsorship model included exploration of organisational factors that enabled or inhibited health promotion; however, the model's limitations were that it took a top-down approach whereby sponsorships were received by the SSO, and clubs were not involved in the process of negotiating sponsorship contracts yet were expected to implement changes at the local level. Challenges effecting structural change included the health messages being determined by VicHealth and not the clubs, inadequate communication between the state and local level of sports, and the disconnect of the funding body. Top-down approaches are likely to result in a lack of community ownership and participatory decision making, fundamental to building organisational capacity and improving the opportunities for sustainability.

Appendix C – Discussion guides

Draft discussion guide for sports clubs – end user focused.

Design Challenge:

The challenge is to understand what a healthy club means, what healthy sponsorship looks like without unhealthy commodity funding and the challenges and opportunities in achieving this.

Introductions: 5 minutes

Introduce ourselves, introduce the project, and why we're interviewing them and how their information will be used and stored.

Consent forms for people to sign to say they're happy for their information to be used and confirm they are happy for their information to be recorded.

Remind them that their information will be anonymous – but may use quotes without naming them.

Advise them that they are able to stop whenever they want to.

Getting to know participant: 5 minutes

Aim to build up a rapport. Listen out for interesting facts in this early stage as they may guide later questions.

Start broad, ask them about the questions below to get them used to the process of being asked and answering questions.

General Questions

- What is your sports club currently and what other sports clubs have you been involved in?
- What is your role?
- Outside of playing x sport, what takes up most of your time with the club?
- How long have you been involved in this club/sport?
- Why did you join this club/take up this sport?
- Is your club an unaffiliated or affiliated club?
- What do you feel are the main challenges your club is facing?
- What is the general age and demographic of your club?
- Does your club have a Clubhouse – Yes/No

General wellness questions: 15 minutes

- What does well-being mean to you and your club? What other experiences have you had in other clubs?
- Who has a role in promoting well-being within your club?
- What are the challenges around well-being for your club?
- How important or what priority is well-being for the club (scale of 1-5, where 1 is low/no priority and 5 is high priority) + follow up with why they gave that number.
- If affiliated – Do you think RSO/SC/Others have a role around well-being – if yes – what?
- If your club focused on well-being – what do you think would happen?

Healthy sports clubs – general questions: 15 minutes

- What does a healthy sports club environment mean to you? (Refer to earlier response around priority of wellness. Depending on what they say ask additional ‘why’ questions to delve deeper into answers)
- Where do you feel your club is when it comes to creating a healthy sports club environment? Is it making healthy options available/not available, what does it do well and where could it be improving?
 - For example, prompts around healthier choices in relation to alcohol, food and drink options, sponsorship. Anything else that could be healthier within their club environment.
- What would your club need to do to become a healthier sports club? What are the opportunities for your club in creating this?

Alcohol focused questions: 15 minutes

- What role does alcohol play in your club and your club culture/what they’ve seen personally in the culture of the club they’re associated with,
 - (If needed prompt – e.g. after match drinks, prizes, fundraisers, social gatherings, sponsorship etc.) E.g. Does it get used for success/winning? Is it a prominent feature, or not that visible? How frequently is it consumed by members (rarely to all the time?). Is it used by the masses, or just a few?
- What role does alcohol play within the culture of sport in NZ more broadly?
- How is alcohol perceived within the club? (Normal? Problematic? Good?).
- Does your club have a bar – Yes/No

- If yes to a bar, ask:
 - > What Alcohol free options/low strength options do you provide?
 - > How important is the bar to the club and why?
 - > How/when does the bar operate?
 - > What would your club do without a bar?

If they are responsible for the bar or serve Alcohol

- What training is supplied?
- How comfortable do you feel refusing people who are intoxicated?
- How much of your alcohol sales goes to supporting your club?
- What type of relationship do you have with your suppliers?
 - Does your club have any issues around alcohol and if so how does/would your club deal with issues around alcohol?
 - How much of drunken behaviour is acceptable in your club (scale 1-5 where 1 is very rare, and 5 is frequently) why is that?
 - If you removed alcohol from the club what would happen? Positive or negative impact? How could it come to be? What would be lost/gained?
 - If Affiliated – Do you think/RSO/SC/Others have a role around Alcohol, if yes – what?
 - If you noticed someone was struggling or potentially having an unhealthy relationship with alcohol at the club, how comfortable are you/your club in talking to people about alcohol and how would your club deal with this?
 - Have you received any support in the past around well-being and alcohol, etc.?
 - > If yes, please explain what support you received? Was this useful? What else would work?

Sponsorship and funding: 5 minutes

- What types of sponsorship does your club get and what does it mean for the club?
- Whose responsibility is it to source/get sponsorship contracts/deals?
- How much of your sponsorship/funding comes from organisations associated with alcohol, fast food, gambling, etc.?
- What, if any, influence does your regional/national body have over sponsorship deals?
- If someone like McDonalds or Lion Breweries were keen to support or sponsor your club, what conversations, if any, would be had? How would a decision be reached? Would there be any discussion about the ethical point of view having them associated with your sport?
- What would need to happen for there to be no unhealthy commodity funding i.e. no funding/sponsorship from companies like bars/restaurants, alcohol brands, fast food, or gambling organisations?
- What support/help from others around this would you like?

General Values and Culture: 5 minutes

- What values/purpose does your club/sport have? Think about adding some prompts here e.g. some are 'family focussed' or 'committed' or 'winning/leading' e.g. *the All Blacks' values are humility, unity, humbleness, hard work.*
- How are the values enacted/upheld in the club/organisation? Are these values communicated or published anywhere that everyone can see? Do you think these values are embedded right throughout the club?
- Who has a role in directing & supporting this?

Wrap up: 2-3 minutes

Tell the participant that the interview is over, give them a chance to ask any questions. Thank them for their time and explain what happens next. Leave your contact details with them in case they have questions once you've left.

Draft discussion guide for sports clubs – end user focused.

Design Challenge:

The challenge is to understand what a healthy club means, what healthy sponsorship looks like without unhealthy commodity funding and the challenges and opportunities in achieving this.

Aim of Expert Interviews: To understand what healthy sport club & healthy sponsorship mean to those whose role it is to support sports clubs.

Introductions: 5 minutes

Introduce ourselves, introduce the project, and why we're interviewing them and how their information will be used and stored.

Consent forms for people to sign to say they're happy for their information to be used and confirm they are happy for their information to be recorded.

Remind them that their information will be anonymous – but may use quotes without naming them.

Advise them that they are able to stop whenever they want to.

Getting to know participant: 5 minutes

Aim to build up a rapport. Listen out for interesting facts in this early stage as they may guide later questions.

Start broad, ask them about the questions below to get them used to the process of being asked and answering questions.

- What is your role?
- How do you support clubs and organisations?
- How long have you been involved in supporting clubs/sports?

General wellness questions: 10 minutes

- What do you think well-being mean to clubs and to your organisation?
- How important or what priority is well-being to clubs? (and what areas of well-being do you think are prioritised e.g., mental health, culture, alcohol, etc.)
- What challenges do you think clubs/sporting organisations face around well-being?
- Who has a role in promoting well-being within clubs and externally? (if necessary, get them to describe each role in more detail/what each role looks like.)
- What support could you and/or your organisation offer to clubs?
- Are you aware of good examples of clubs focusing on well-being?
- What impact has Covid had on the well-being of your clubs/staff/community?

Healthy sports clubs – general questions: 10 minutes

- What does a healthy sports club environment mean to you? (Refer to earlier response around priority of wellness. Depending on what they say ask additional ‘why’ questions to delve deeper into answers.)
- Where do you feel clubs are when it comes to creating a healthy sports club environment? (May want to add some prompts here if people are not sure how to answer it.)
- What do you think clubs need to do to become healthier sports club? What are the opportunities in creating this?
- What are the challenges?
- What role do you and other organisations have in making this happen and mitigating the challenges?
- Do you have any examples of Clubs doing this?

Alcohol focused questions: 10 minutes

- Where do you think alcohol sits within the culture of most clubs/sports organisations?
 - E.g. Does it get used for success/winning? Is it a prominent feature, or not that visible? How frequently is it consumed by members (rarely to all the time?). Is it used by the masses, or just a few?
 - Highly visible? Does it take place at the club? With children present?
- How much do you think drunken behaviour is acceptable to clubs? (scale 1-5 where 1 is very rare, and 5 is frequently) why is that?
- If you removed alcohol from clubs what would happen? Positive or negative impact?
- Do you think RSO/SC/Others have a role around reducing alcohol related harm in sports clubs? If yes – what?
- Do you know if clubs have received any support in the past around well-being and alcohol, etc.?
- If yes, please explain what support? Was this useful? What else would work?

Sponsorship and funding: 10 minutes

- What types of sponsorship do clubs get and what does it mean for the club?
- Whose responsibility is it to source/get sponsorship contracts/deals?
- What role does SC/RSO have in this? What influence do they have in sourcing deals?
- How much of clubs sponsorship/funding do you think comes from organisations associated with alcohol, fast food, gambling, etc.?

- What would need to happen for there to be no unhealthy commodity funding i.e. no funding/sponsorship from companies like bars/restaurants, alcohol brands, fast food, or gambling organisations?
- What is needed to support clubs in achieving this?
- What are the challenges to achieving a funding model without unhealthy commodities?
- As an organisation – where do you get your funding from?

Wrap up: 2-3 minutes

Tell the participant that the interview is over, give them a chance to ask any questions. Thank them for their time and explain what happens next. Leave your contact details with them in case they have questions once you've left.





ISBN: 978-1-99-003936-2 (online)

Te Whatu Ora
Health New Zealand

AL1209 | SEP 2022