



# SPFL Trust

## Football Fans in Training

### Season 2021-22 Annual Report



FFIT participants take part in FFIT challenge at SPFL Trust Trophy draw.

[spfltrust.org.uk/ffit](https://spfltrust.org.uk/ffit)

# Welcome

Our flagship health and wellbeing programme Football Fans in Training (FFIT) has now been running for over twelve years, with more than 7,000 people completing the programme.

In that time an enormous 29,000 kilograms of weight has been lost, but for many participants it is more about what they gain in confidence, friendship and overall wellbeing.

In Season 2020-21 we wanted to reflect this and reduce the focus on just weight loss alone. In the end we focussed on the opportunity FFIT presents for participants to come away feeling fitter, healthier and happier - this was reflected in a brand new, bright and fresh visual look for the programme.

The delivery of Season 2021-22 started on a high with FFIT back in the grounds we all know and love.

However, challenges were just around the corner. The emergence of the omicron variant last December once again resulting in further restrictions. This naturally had an impact on the programme, with a reduction in numbers compared to recent years.

Despite this, we ran three successful cohorts in communities across Scotland and the number of participants who successfully completed the programme represented an enormous success in the circumstances.

We worked hard to ensure that FFIT would come back stronger as restrictions were lifted - which happened in the latter part of this reporting period.

# What is FFIT?

FFIT is an innovative health programme, funded by the Scottish Government. It is available across Scotland and is open to people who are between 35 and 65 years of age and are overweight or obese - specifically, they must have a BMI of at least 28.

FFIT sessions are delivered by associated community trusts and SPFL clubs' (ATCS) coaching staff to participants in same sex groups.

The programme runs over 13 weeks, and each session is split into two 45-minute halves just like the game we love. In the first half participants take to the classroom where they are given advice so that they can improve their lifestyle and increase their wellbeing - from tips on healthy eating, to learning that it's okay to open up about how they are feeling. In the second half participants engage in light exercise and physical activity.



[Watch our explainer animation here](#)



## Who is FFIT for?



Men and women aged 35-65



With a waist size of 38 inches



BMI of 28 or above

## Future of FFIT

FFIT continues to evolve to meet the needs of communities in Scotland. Next season we'll launch Prostate FFIT, with Heart of Midlothian and Rangers Charity Foundation a version of the programme specifically adapted for men living with prostate cancer, and Diabetes FFIT tailored to support those with diabetes.

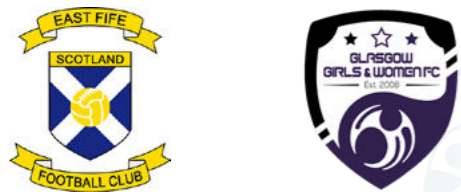


# Who delivered FFIT in 2021-22?

## Women and Men



## Women only



## Men only



# FFIT in numbers

	Men	Women
Starters:	451	367
Completers:	308	213
Retention:	68.29%	58.04%
Total weight lost:	1755.1kg	573.19kg
Average weight lost:	5.7kg	2.69kg
Average age:	48.62	46.99
Reduction in fizzy drinks:	45.09%	50.9%
Reduction in sugary snacks:	44.09%	43.5%
Raised awareness of alcohol intake:	12.32%	19.12%
Reduction in units of alcohol:	17.03%	22.84%
Reduction in sedentary minutes:	20.70%	23.32%
Physical activity increased:	39.02%	53.82%
Reduction in takeaways:	34.65%	38.98%
Increased fruit and vegetable intake:	52.4%	44.62%

## Mental health and wellbeing

As part of the programme FFIT Participants completed the Warwick-Edinburgh Mental Wellbeing scale monitoring. Both groups recorded an increase in improved wellbeing:



Men

**13.29%**



Women

**14.93%**

## Know Your Risk diabetes questionnaire

The Know Your Risk diabetes questionnaire helps people to understand their risk of developing diabetes, so if required, they can access prevention programmes.



All participants completed the Know Your Risk diabetes questionnaire



of participants did not know their risk before FFIT

# FFIT reimaged

We've rebranded FFIT from 2021 onwards with a stronger focus on getting fitter, healthier and happier.



Fitter



Healthier

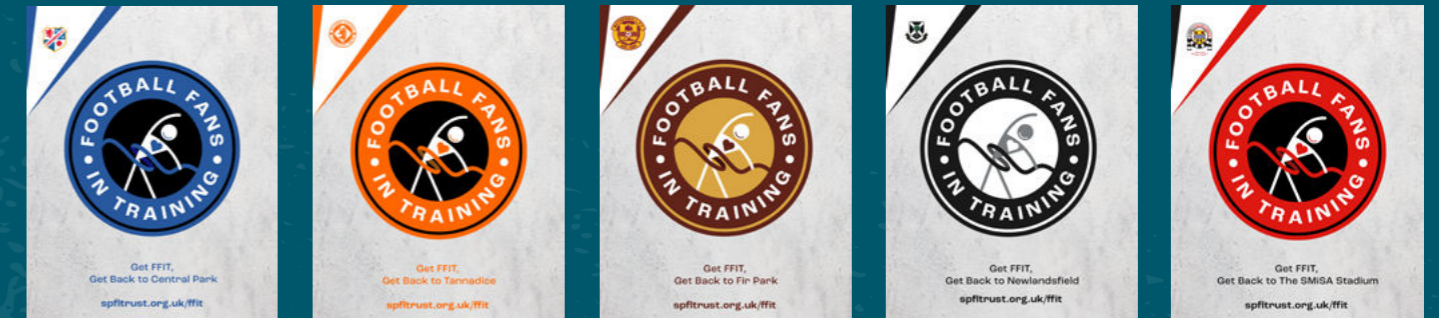
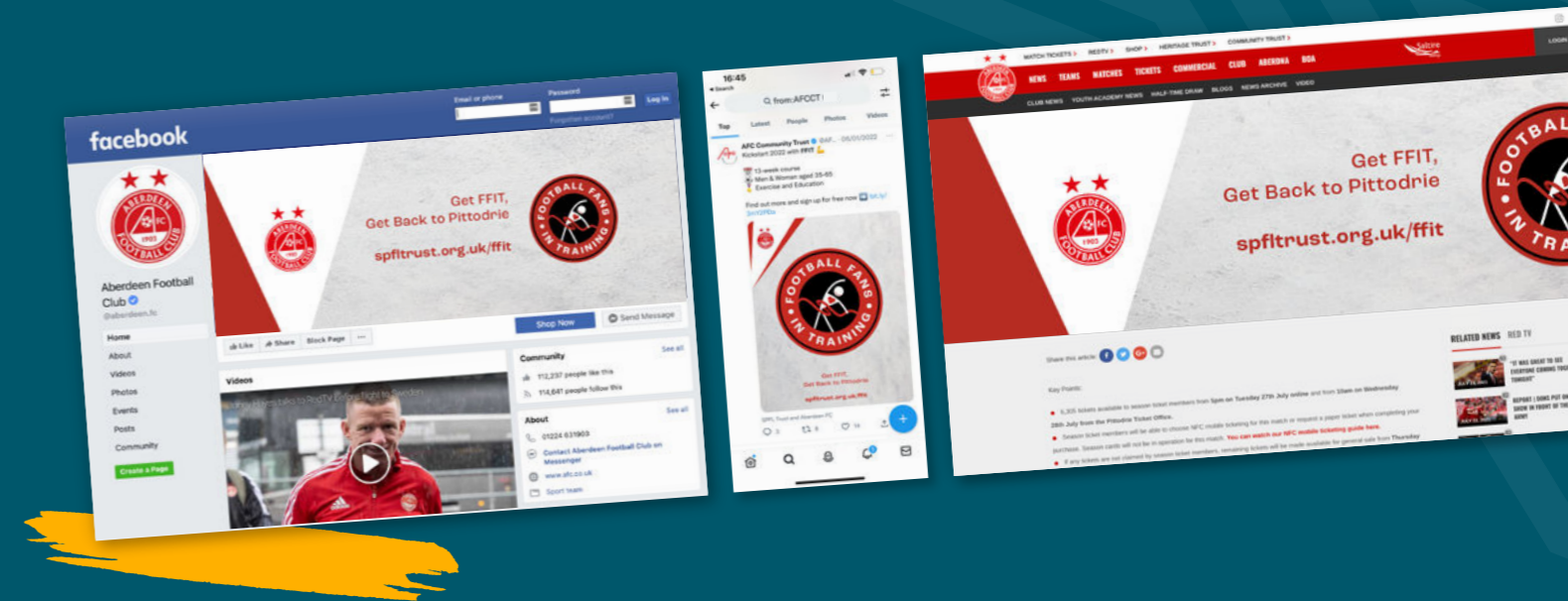


Happier

As well as this change in messaging, we introduced a bright colour palette - that sense of optimism and hope was what we all needed to get going after lockdown.

We also knew after a long period of restrictions and rules, that people would need encouragement and reassurance to get back to face-to-face activities. We created an explainer animation taking viewers through each stage of the programme comprising everything from how progress is tracked, to what you will learn.

We know club colours bring a sense of identity too, so we rolled out bespoke club packs with promotional graphics. These were used across a range of channels from digital and social media through to matchday programmes, and in-stadium posters.



## Introducing Frankie

The new star of FFIT is Frankie, a gender neutral personality to promote the three key messages we're focusing on for FFIT: Get Fitter, Get Healthier, and Get Happier.



## Looking forward

The pandemic has revealed many of society's deepest challenges, and for many people the lack of access to support to become fitter, healthier, and in turn happier has never been more needed.

FFIT has had a track record of success for over a decade. We believe that through the pandemic we've been able to build a resilience that ensures we're in a great place to be able to return to levels of participation before lockdowns of 2020 and 2021.

This is in addition to launching some exciting new pilot projects to support very specific groups.





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