

# MARKETING HEALTH AND PLAYERS AS ROLE MODELS

Key health messages can be delivered by working in partnership with football, reaching those people who are otherwise difficult to engage, such as young men.

## Raising awareness of testicular cancer

Cancer charities have linked with The FA and the Professional Footballers' Association (PFA) to promote awareness and self-examination for testicular and prostate cancers. This includes adverts in match programmes and half-time announcements, posters in players' changing rooms and information to club doctors to pass on to their teams.

## PCT sponsorship of local team

Preston PCT sponsors Preston North End's club captain in order to be involved in a number of initiatives. These include promoting health messages and information about local health services through pitch-side advertising and programme editorial.

## Encouraging children to walk to school

Charlton Athletic ran a campaign to encourage children to walk to school. The club handed out thousands of football-shaped reflectors to help keep children in Bexley safe as they walk to and from school. In addition, the club's community officers provided road safety workshops to school pupils.

## Encouraging young people to drink milk

The PFA worked with Dairy UK and the Milk Development Council on a promotion to encourage the nation's children to drink more milk. The promotion used James Beattie as the face of the campaign, which had milk bars taken into 500 schools and over 200 million milk cartons branded as 'Milk – the drink of the professional footballer'.

## Promoting positive health choices

Manchester City has developed a new initiative designed to encourage young people to walk, cycle or take public transport to school. Coaches from City in the Community visited 17 primary schools during March 2005, working with over 5,000 young people to promote the campaign. Pupils collect ten 'green miles' every time they get their parents to leave the car at home. The class that collects the most 'green miles' will win prizes, including vouchers for school equipment, ground tours of the City of Manchester Stadium and tickets to a Manchester City home game.



