



**FOOTBALL
COOPERATIVE**

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*A community football
health intervention for Men.*



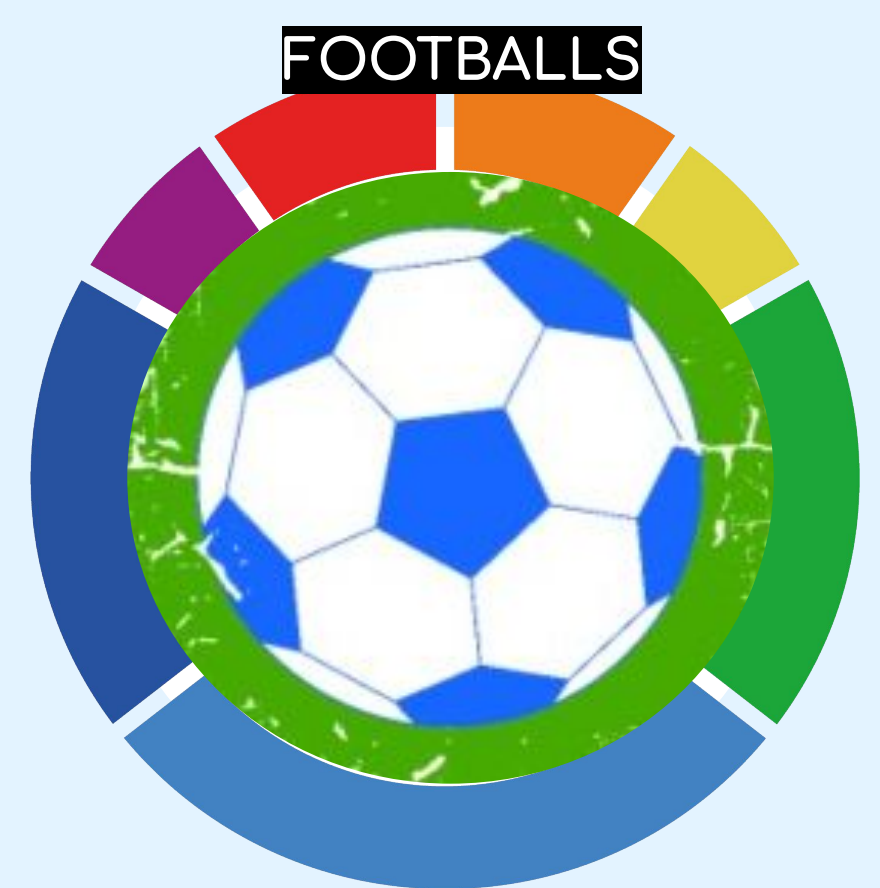
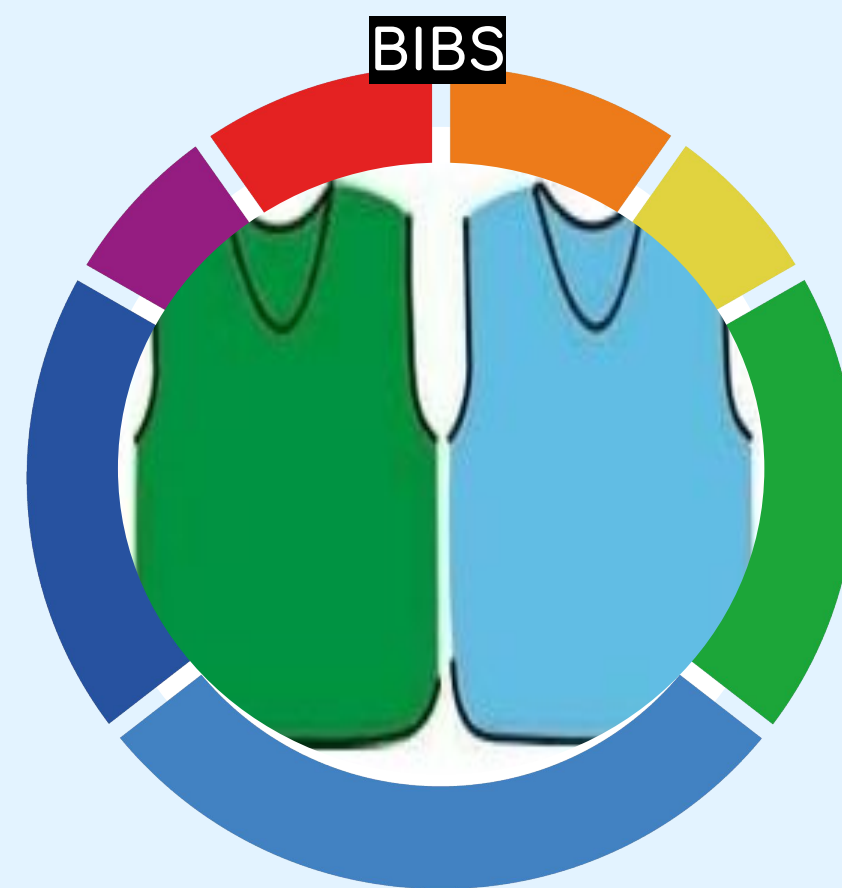


FOOTBALL COOPERATIVE

Football Cooperative is a mens health intervention with the mission to place recreational football as a hook to bring men together and through this community deliver positive health outcomes.



Weekly *to bring men together,*
Recreational *to enjoy the beautiful game,*
Football *to form new friendships,*
Games *and to improve their health.*



We remove barriers to participation. Our focus is to facilitate increased physical activity. Consolidated game fees and resources across our network of sites deliver sustainability.

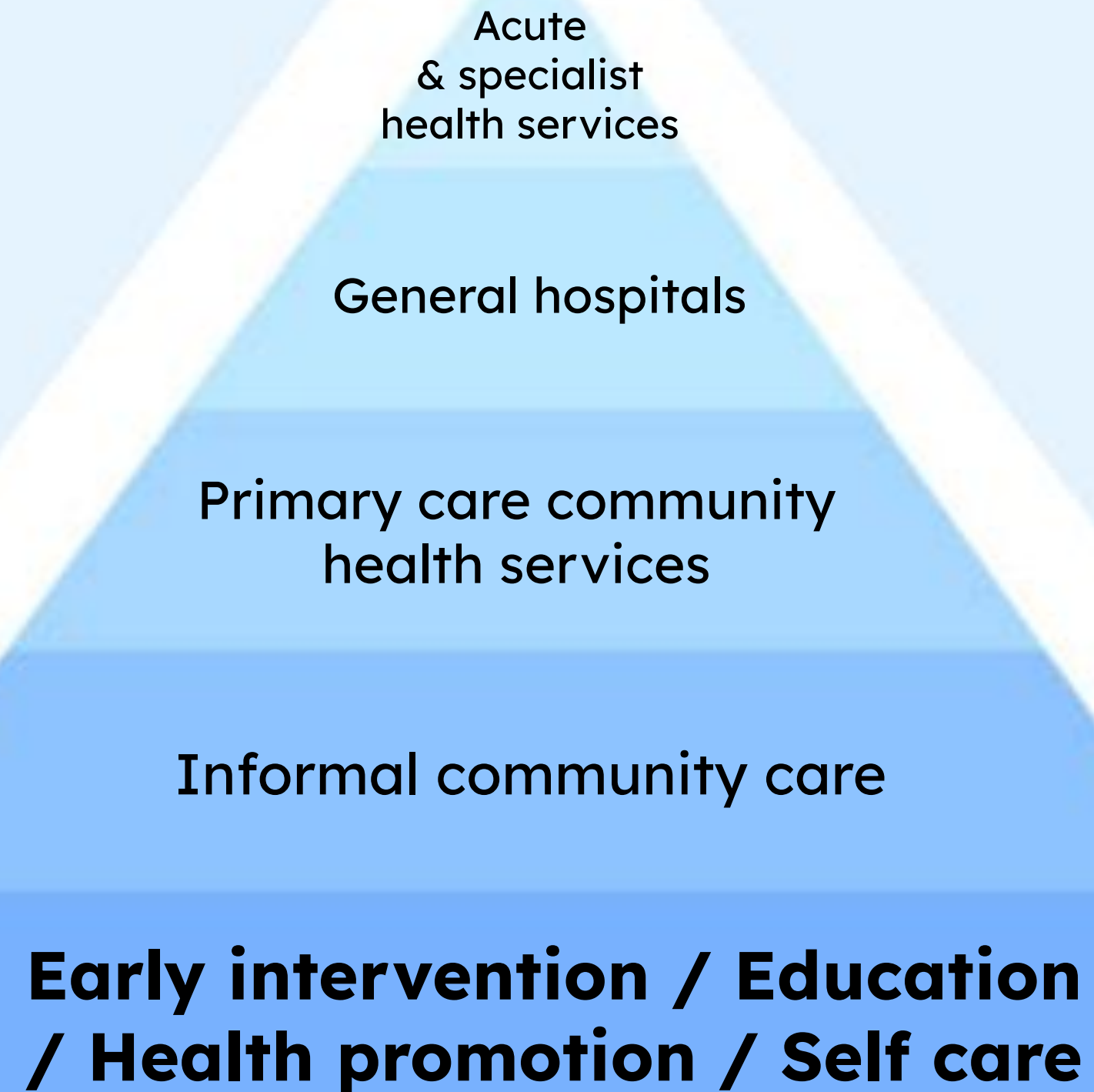
There is no substitute for exercise.

- Physical activity can help us live longer, reduce periods of ill health in our lives and increase the all-important “healthspan”.
- Regular exercise has a direct beneficial effect on the heart, inducing adaptive changes at a cellular level. This and similar adaptive processes in the lungs and muscles all contribute to improved physical fitness.
- The mental health benefits of exercise in general exercise is a proven mood-booster and a great way to raise those ‘feel good’ endorphin levels.
- Strong evidence supports how exercise can be used as medicine to treat symptoms of loneliness and social isolation.



Prevention & Early Intervention

Football Cooperative is an early intervention and health promotion programme through a gendered lens.





*We are big on
Impact.*





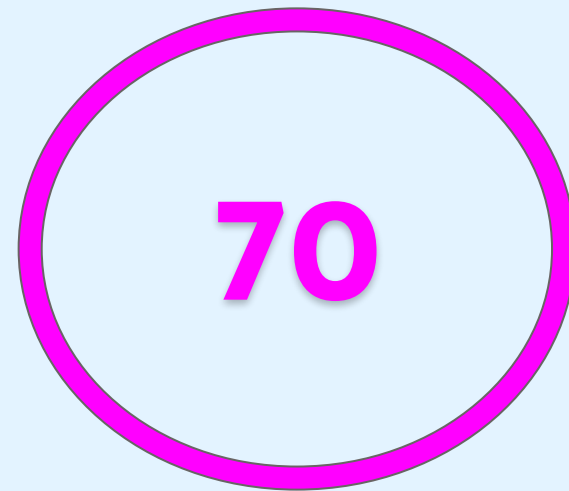
PARTICIPANTS & PARTICIPATION

For year January to December 2023

**Registered
Participants**



Nationalities Ethnic Backgrounds



**Instances of
Participation**



**Game
Coordinators**



**Games
Organised**



**Minutes
Played**



PhD Research

Commenced May 2021

Research to investigate the Football Cooperative social intervention using a Social Return on Investment (SROI) framework.

Study objectives:

- Establish SROI framework;
how, who, when, what, how much
- Deliver the intervention and assess up to 12 months post baseline;
assess all inputs, outputs and outcomes.
- Calculate the SROI
of the intervention and adjudicate on the feasibility of replicating it across multiple sites.



Using a Social Return on Investment (SROI) framework to calculate feasibility and social value



Steve Daly, Dr. Paula Carroll, Dr. Tom Egan, Prof. Michael Harrison and Dr. Noel Richardson
Department of Health Sciences

SROI Principles & Methodology

Be Responsive

Involve Stakeholders

Understand what Changes

Value the Things that Matter

Only Include what is Material

Do Not Overclaim

Be Transparent

Verify the Result

- Step 1: Develop Stakeholder Map & select Participants for Research
- Step 2: Consult Stakeholders to Inform Outcome Measures
- Step 3: Validate Theories of Change (TOC) for Each Stakeholder Group
- Step 4: Measure Outcomes at Defined Points for Each Stakeholder Group
- Step 5/6: Rank & Value Outcomes for each Stakeholder Group
- Step 7: Calculate the SROI



SROI Timeline



Stakeholder	Outcome	Total Benefit (current year cash flow)
Participants	Improved Physical Health	153,999
	Decline in Physical Health	- 22,523
	Improved Mental Health	116,019
	Decline in Mental Health	0
	Improved Social Health	82,221
	Decline in Social Health	-13,705
	Increased Injuries	- 100,042
Volunteer Coordinators	Improved self esteem	19,346
	Improved social connection	24,284
	Reduced stress	21,988
Community Partners	Satisfaction of having a Secure and Reliable Tenant	1,521
	Improved self esteem	2,288
Significant Others	Improved family dynamic/relationship	24,482
	Improved family physical health	53,433
	Improved mental health	32,636
Total value of Benefits		381,366
Total value of Inputs		21,668
Social Return on Investment		€17.60



Feasibility for Scale

- The SROI for Football Cooperative supports its' feasibility for scale-up.
- All four stakeholder groups reported benefits.
- Real world research is challenging.
- The ratio of €17.60 compares favourably with other health promotion SROI evaluations.
- SROI evaluates social return and feasibility.





*Do it once.
Do it right.*



PhD Research

Commenced September 2022

Research to develop an implementation strategy for scale up of Football Cooperative nationally and internationally.

Study objectives:

- Engage in qualitative research to inform the development of a model for replication at scale.
- Conduct environmental and situational analysis at prospective sites for replication.
- Draft an implementation strategy for replication and assess it via a modified Delphi study to be reviewed by a panel of experts.
- Develop the final implementation strategy and replicate it at multiple sites.

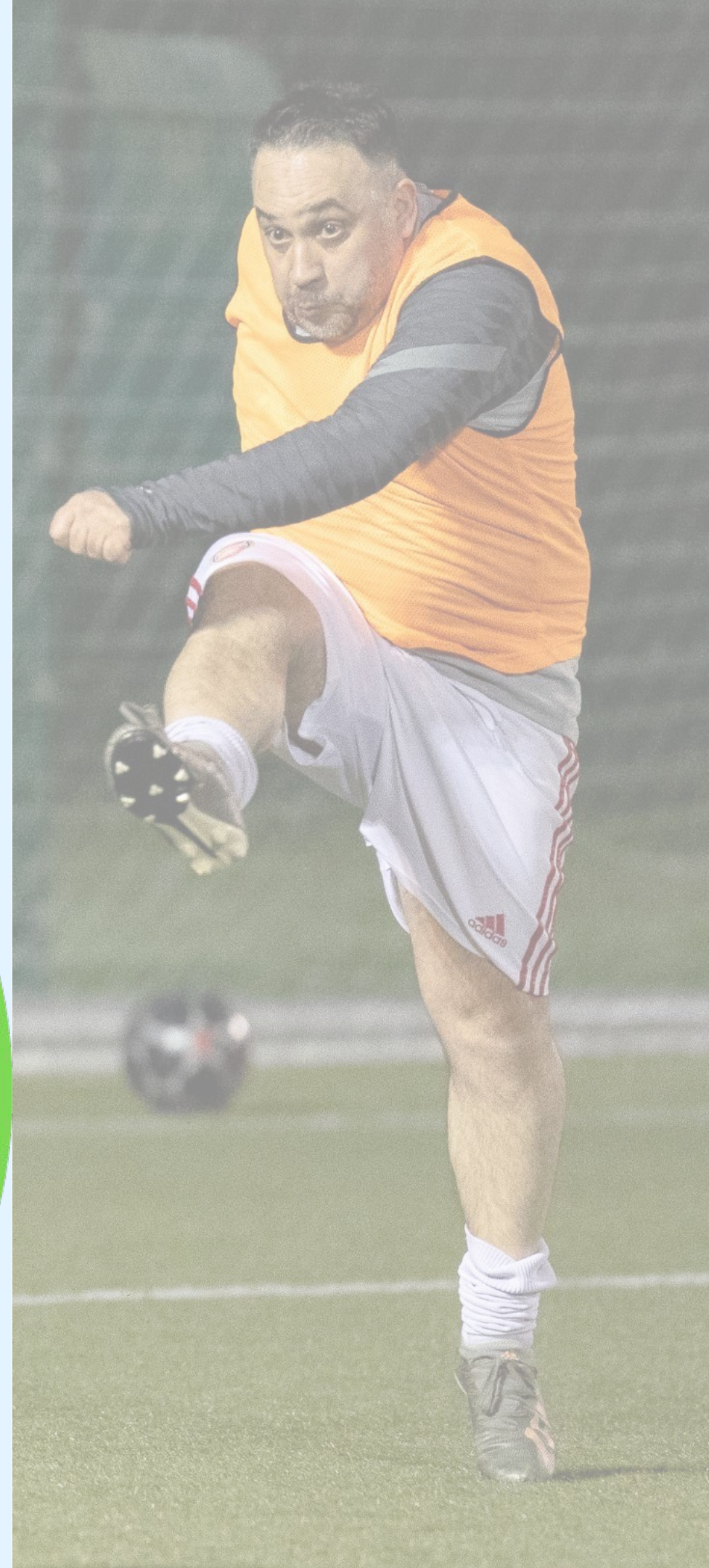
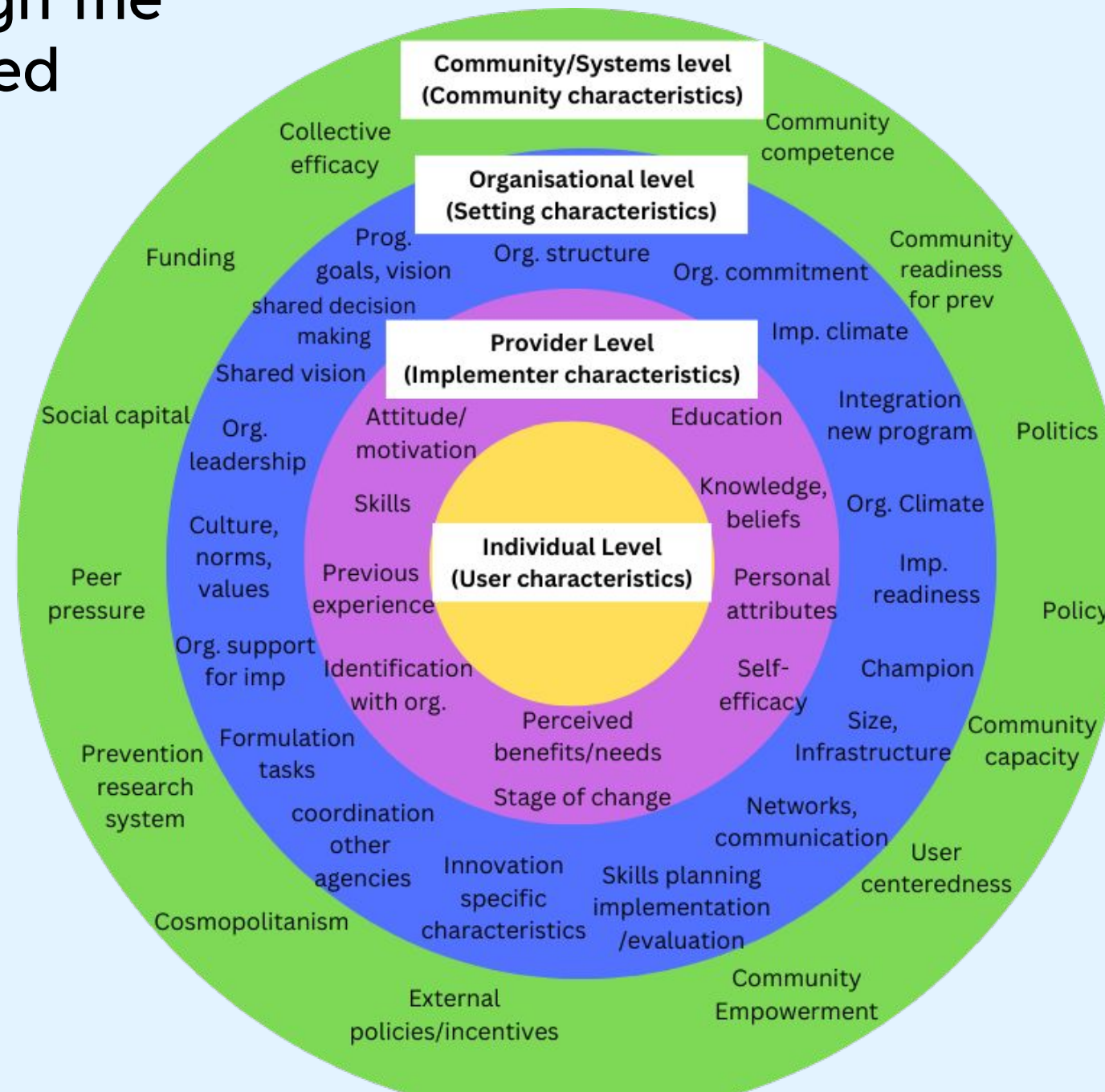


Implementation is a science

Consolidated Framework for Implementation Research will aid the development of the Implementation Process for scaling Football Cooperative nationally and internationally.

Data collected at various levels through the Consolidated Framework has supported the development of Ecological model to focus data collection from:

- **Individual Level - Participants**
- **Provider Level - Coordinators**
- **Organisational Level - Founder**
- **Community/Systems Level - Policy Makers/Funders**



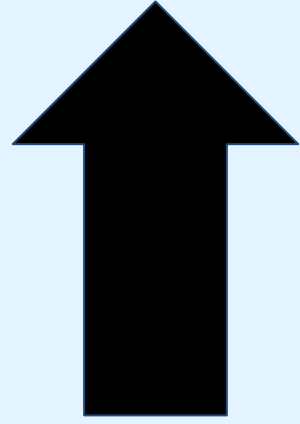


Our Vision for Scaling our Impact.

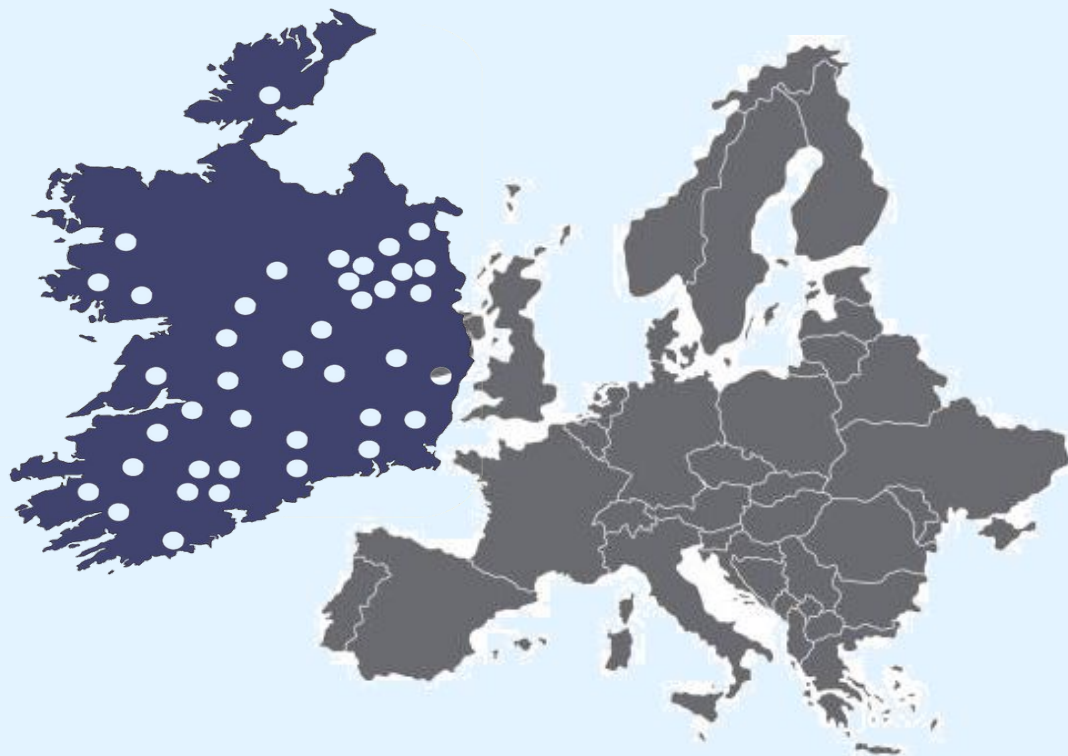




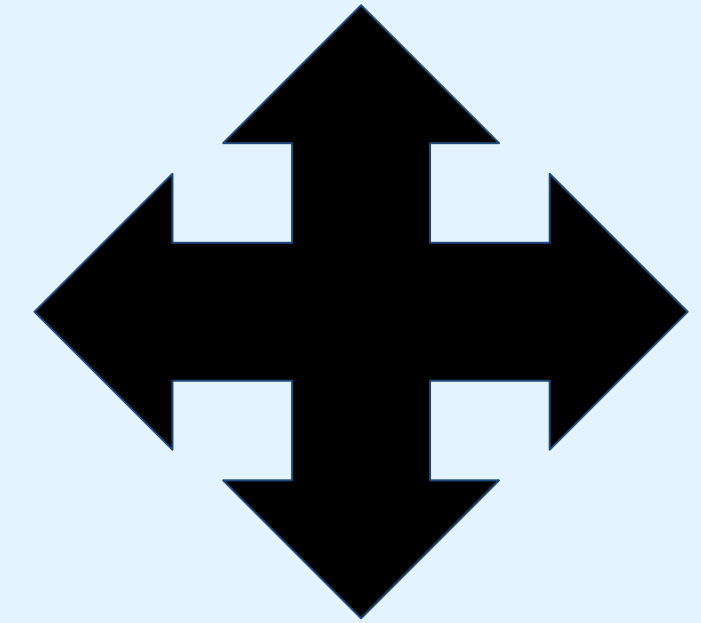
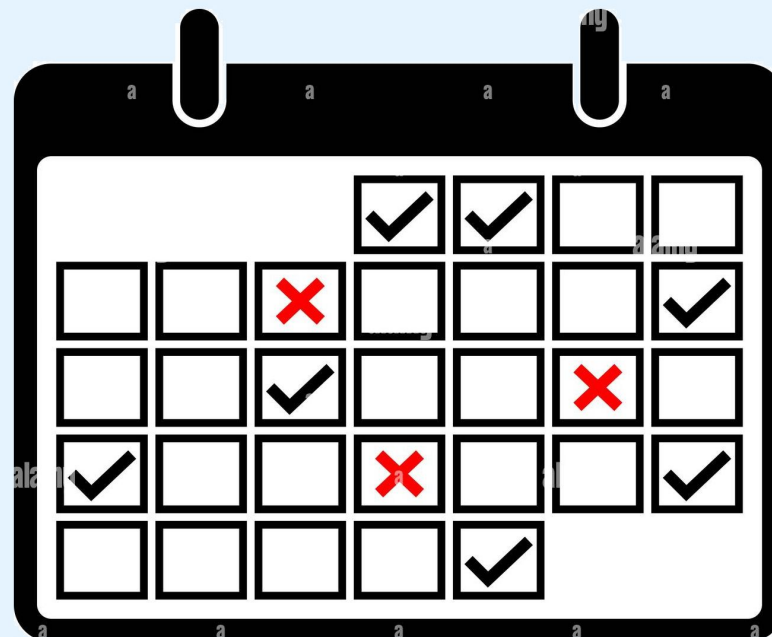
Impact Scaling Strategy



Scale Up to multiple more communities across Ireland and Europe.



Scale Deep at a site level to grow more opportunities across the week for participants to play



Scale Outwards to introduce programmes that activate men from social, economic, cultural, educational disadvantaged backgrounds into our football community.





This works!

Help us get more men active, healthier and connected within their communities.

