



# November 2022

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Football on the Brain newsletter

*Dear Football on the Brain partners, volunteers, and other interested parties, below please find a recap of project activities this autumn. We are so enjoying working with you all, and are looking forward to continued collaborations ahead.*

## **Youth module in development for Ignite**

Project team member Louise Aukland is currently drafting 10 sessions for project partner Ignite Sport's youth module. Topics will follow the FAs 4 corners model and include neuroplasticity and learning; exercise and the brain; the developing brain; emotional regulation and moving on from failure; protecting the brain; strategic decision making on the pitch; the role of sleep; the social brain and being a team player. Louise has been meeting with members of the University's research team to talk about the relevance of their work to football, and core FotB team members have been meeting with Justin Merritt and Lauren Haynes from Ignite Sport to design the sessions.



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## **Oxford United in the Community – Fit U's**

We are building relationships with project partner OUtC's various community groups, starting with their Fit U's group, a health and wellbeing programme for football fans aged 35-65. Louise recently joined a Fit U's session run by Health and Wellbeing Lead Rebekah Stapley to meet the group's members and find out more about the programme.



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## **Special insert in summer 2022 SheKicks magazine**

In the summer 2022 Women's Euros issue of project partner SheKicks' magazine, Football on the Brain featured in a special pull-out section, which you can read in full here. The eight-page section covered topics such as the neuroscience of decision-making, emotions, and predicting in football, plus a range of fun activities including brainteasers and spot-the-ball.



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## **Football Beyond Borders training**

Project team member Holly Bridge travelled to Manchester in September to deliver neuroscience training to project partner Football Beyond Borders, which was also streamed live to their sites in London and Birmingham. Materials for the session were developed with input from FBB's Antar Adams and Harriet Farnham. Future plans for this collaboration include further training on decision-making and adolescence as part of a training package for FBB practitioners developed by the project team that senior FBB staff will be trained to deliver. Previously, Louise Aukland joined the FBB whole staff training at the end of August to run an introductory workshop on one of their core theoretical underpinnings - the adolescent brain. FBB staff had the opportunity to explore the inflatable brain as part of the interactive workshop.



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## **Sports Ambassadors programme with Oxford University Sport**

WIN's Public Engagement Ambassadors training programme for researchers is expanding for 2023, with a dedicated Sports Ambassadors stream co-developed with Football on the Brain project partner Oxford University Sport. The Sports Ambassadors will receive public engagement training throughout 2023, while developing and strengthening links between university research and sport communities. Applications opened on 1 November (closing 30 November) and are open to all University of Oxford researchers.



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## **New website launched**

Football on the Brain has a new website, launched this summer. It gives an overview of the project aims for players, coaches, fans, and researchers; links to resources produced by the project; and has a blog for project updates. The first blog post, by project team member Louise Aukland, discusses the neuroscience behind the Women's Euros win this summer.

- What do you think? Please do take a look at the website and let us know if you have any feedback or recommendations.
- Do you have any suggestions for blog topics? We welcome guest posts or would be happy to co-write one with you.



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***The next edition of this newsletter will be sent in February 2023.  
In the meantime, you can follow along with the latest updates on our  
[project blog](#), or on Twitter and Instagram (@FootballOnBrain).***



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