



MAGIC MOMENTS with Sandefjord Street Football

«We Are All BLUE»

WHAT and WHO?

A low-threshold service for substance abusers/former abusers (mental health challenges)



START-UP and DEVELOPMENT

- **SF Gatelag was established in August 2015**
- **Started with first training on September 4th. Only two coaches to start with, and three players...**
- **Subsequently, the number gradually increased**
- **How do we recruit?**
- **As of today, an average of 10-15 players at each training session**
- **A total of about 130 players involved since the beginning in 2015**

OUR FIRST 3 PLAYERS

- Tore is drug-free and still a part of the team
- «Grandfather» and team mentor



PRACTICE ??????



WHAT DO WE DO?

- We have three joint soccer sessions a week (Mon-Wed-Fri at 11:00 am) + own girl day Thursdays
- The players were initially picked up behind the taxi station at 09.15 (Still picks up when needed)
- Travels up to Release Arena and eats breakfast together at 9:30 a.m. before practice
- SF is responsible for equipment, laundry and transport
- Østlandsserie for our Street Team
- 2 series consisting of 8 teams each, with playoffs
- Two national tournaments a year

SOCIAL INITIATIVES

- Player/Coach conversations
- NAV assistance
- Responsibility groups
- Financial assistance
- Work preparatory training
- Food delivery



SF STREET TEAM



STREET TEAM FIGURES AS OF 2021

- The street teams deliver around 5,000 drug-free hours every single week – all year round (we had over 2,000 hours a week with 12 players in our training camp)
- Drug-free hours turn into drug-free days, drug-free weeks, and finally drug-free lives
- The clubs' unique position in the local community allows for remarkable results
- Cooperation with the public services and the business sector (partners) reinforces the results
- More than 1000 registered Street Team players as of 2021 in 29 different top clubs

DISSEMINATION RESULTS AS OF 2022

- 102 players in paid employment (59 part-time and 43 full-time)

- 40 players have started school and education

- 98 players have started in job training projects

Means a total of almost 240 more "transitions"

Lasting change in 2021

- Since the Football Foundation was established in 2015, over 550 players are in paid employment or education

FROM NATIONAL TOURNAMENT AT NADDERUD 2022



FUTURE

- A measure that is mainly subsidized by the Directorate of Health and the Directorate of Labor
- The Football Foundation sends joint application on behalf of all teams
- Large increase in the number of teams, will the funds also increase?
- Uncertainty from year to year.....
- Research on the project. Claimed to be Norway's best aftercare... Further research



Questions?

