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Brendan Riggan (PhD Candidate) & Dr. Kare

Researchers at Western University are teaming up with local hockey teams to address a growing social need: the health of overweight male sport fans. In Canada, 62% of men self-

group). Furthermore, the men reduced their body mass index by 1.39  $\text{kg/m}^2$ , their waist circumference by 3.96 cm, their systolic blood pressure by 10.0 mmHg, their diastolic blood pressure by 5.45 mmHg, their fatty food intake, and improved their overall healthful eating and physical activity. The research team then followed up with the men one year after the program had been offered and found that most were able to maintain or improve their positive changes.

The program offered a context for sport management researchers Brendan Riggan (PhD candidate) and his supervisor Dr. Karen Danylchuk to assess the social impact of a corporate social responsibility (CSR) initiative implemented within a sport context. Furthermore, the two have examined how an initiative such as Hockey FIT can be used to create shared value, a concept