

Changing The Game: Strengthening Health and Well being through Sport Events



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FIFA



**SPORT FOR
HEALTH**
PLAYING FOR OUR HEALTH
TODAY AND TOMORROW

Partnership

Protecting
Health

Providing Health

Promoting
Health

Advocating
Health

Background

The Sport for Health vision



Health Security

Putting safety and security at the center of the World Cup



Health Promotion

Using the World Cup to promote health and wellbeing



Health Communication

Public information campaigns and messages



Legacy

Building a legacy to use future mega sports events to improve health and well-being in the years to come



Special Considerations for the FWC 2022

1ST

World Cup

- In the Middle East
- In northern hemisphere winter
- During a pandemic
- In an area the size of a single city
- With an influx of visitors during the tournament of a sizable proportion of national population

- Deliver safe tournament
- Carryout systematic evaluation to determine impact of actions undertaken
- Improve long-term public health outcomes



Partnership

Governance

**Tournament
Strategic Command**

Strategic command
(Gold)

NHICC, MCC, MOC, THQ

Tactical command
(Silver)

**Health facilities in
multiple locations**

Operational command
(Bronze)

Involvement of every level of the healthcare system, with command groups developed based on international best practices

**Medical Command Centre
(MCC)**

**National Health Care
Incident Command Centre**

**Major Incident
Preparedness & Resilience
(MIPR)**

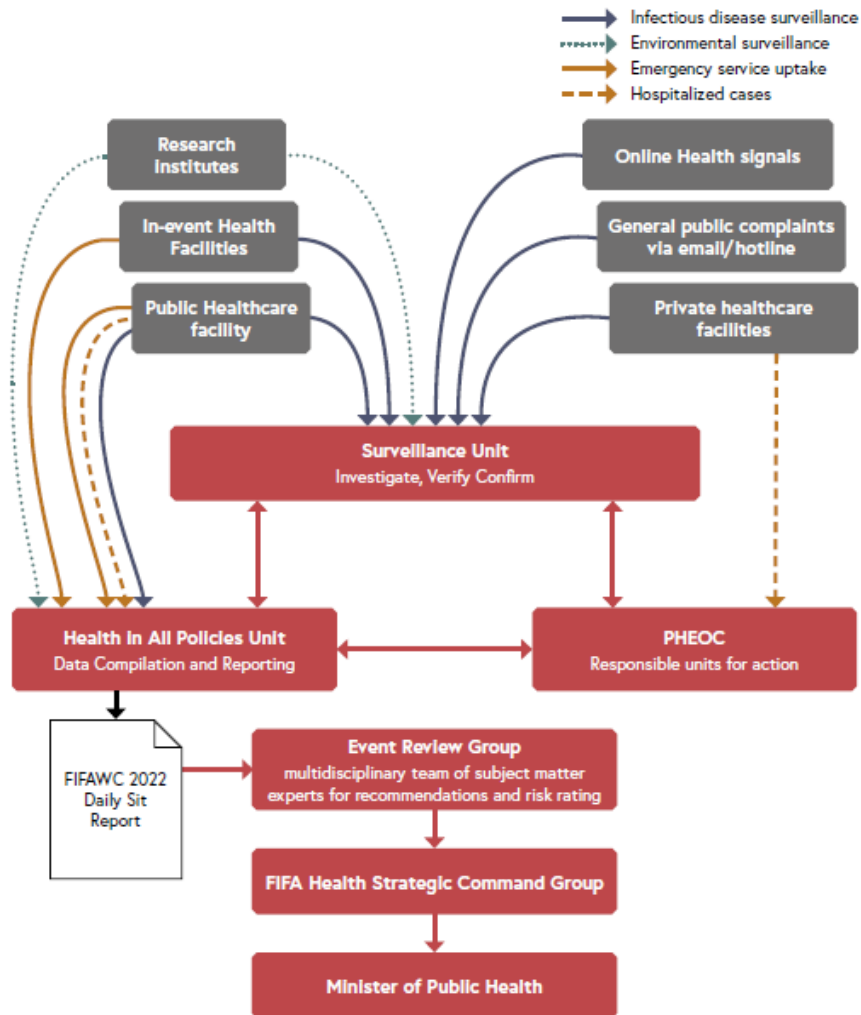
**Event Review Group
(ERG)**

**Public Health Emergency
Operations Center
(PHEOC)**



Protecting Health

Enhanced Surveillance for the FWC 2022



Key Initiatives

Syndromic Surveillance

Event-Based Surveillance (EBS)

CDC Email System

Notification Enhancements

Surveillance & Vaccine Electronic System (SAVES)

MG EWARS Cell

Outcomes

Faster detection and response to health threats

Improved coordination and communication

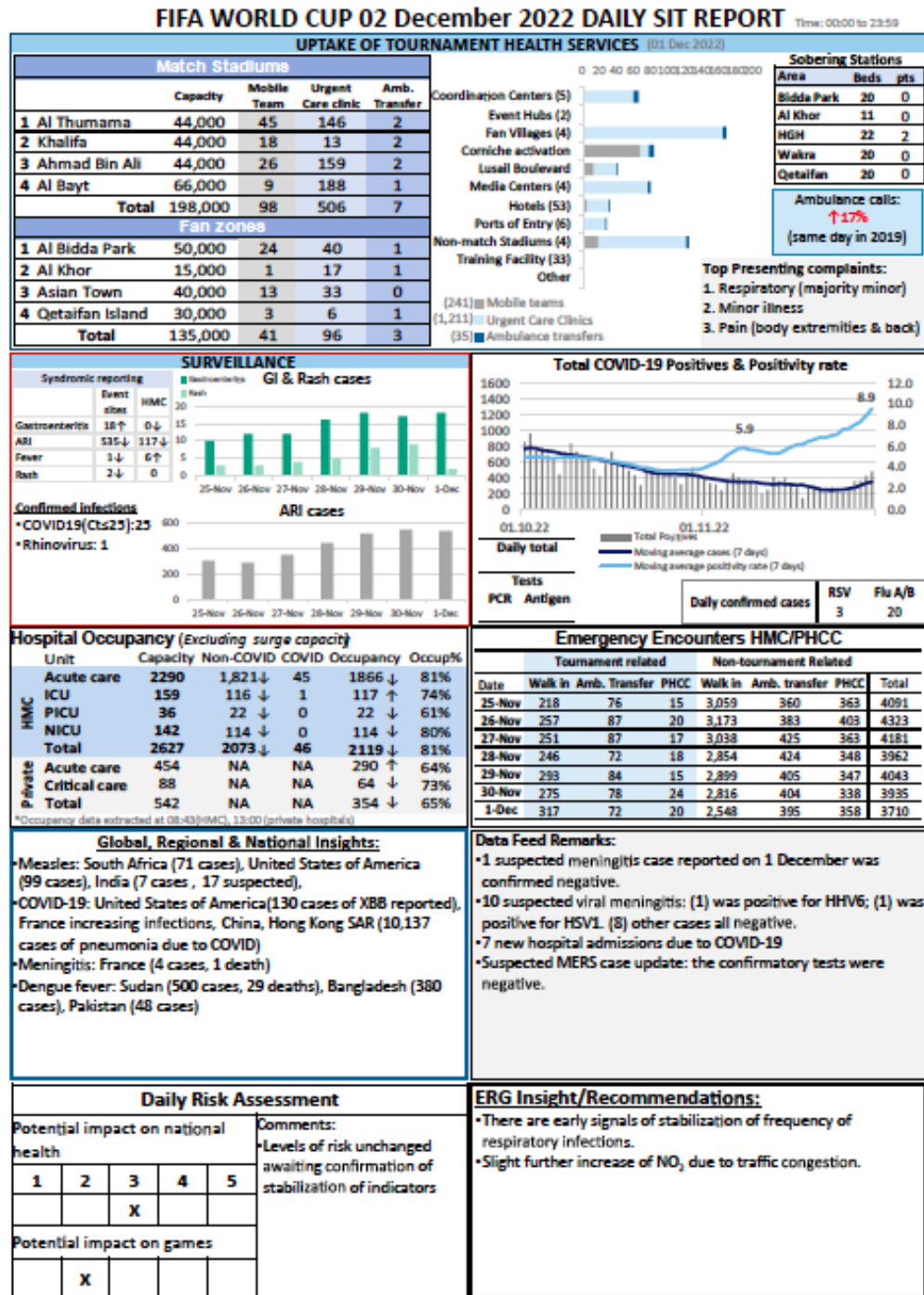
Advanced digital tools ensuring efficient reporting

Robust public health monitoring system

Protecting Health

Daily Situational Report

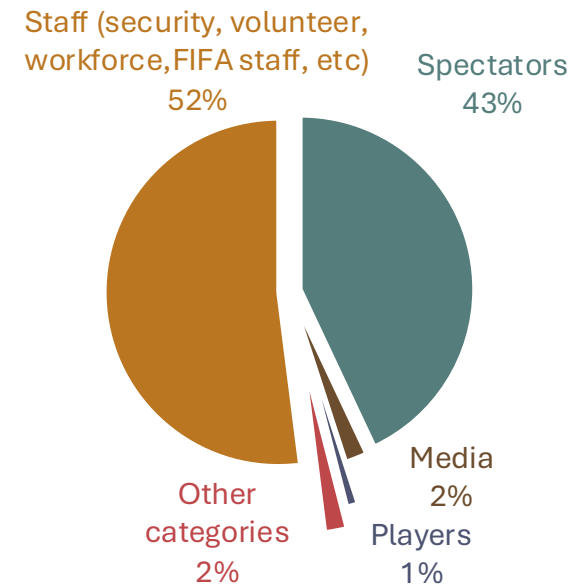
- Innovative tool designed to support public health leaders in making rapid, evidence-based decisions during the tournament
- Developed to summarize and present validated, analyzed, and interpreted health data in a concise, one-page format.



Health services response

Health services distributed among most visited locations like stadiums, fan zones, fan villages, hotels, etc and included a total of :

- 113 medical clinics
- 114 ambulances
- 212 mobile medical units
- 2,275 health care staff
- 5 sobering stations



44,029

Total medical encounters during world cup period



Key services during the FWC 2022

Ambulance services

- 116 ambulances available, 8 per stadium, 4 on standby
- Over 4,000 WC-related calls handled

Sobering stations

- 2 event stations and 3 hospital stations operated
- 66 cases used stations; 177 cases total (0.4%)

Urgent care walk-in units

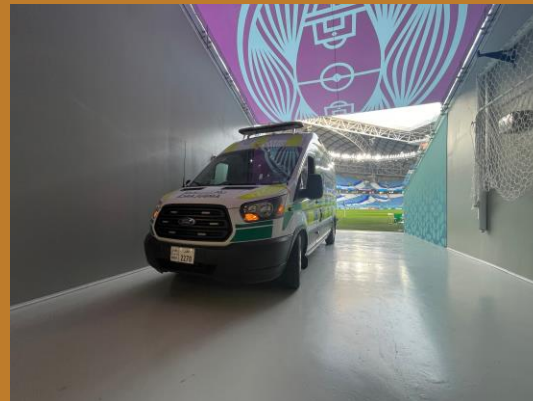
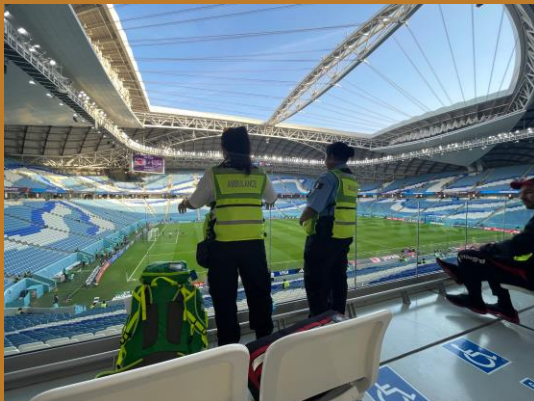
- Treated 6,000+ fans for non-emergency needs

Sexual assault referral mechanism

- No rise in cases due to reduced alcohol and family-friendly policies.

FWC 2022 helpline

- 24/7 multilingual hotline (16000) offered healthcare guidance



Promoting Health

Promote overall health and well-being across four focus areas



Physical Activity

- ✓ Promoting active living and transportation
- ✓ Efforts addressed not just short-term engagement but also laid a foundation for sustainable PA promotion



Nutrition

- ✓ 30% healthy food offer and behavioral insights
- ✓ Challenging the status quo for mega events by ensuring access to healthy food was an important goal for S4H



Mental Health

- ✓ Focused on raising mental health awareness, reducing stigma, and expanding treatment services.
- ✓ Prioritized equitable access to mental health care for all



Tobacco Control

- ✓ Established strong tobacco control policies, including prevention and communication strategies
- ✓ Focused on enforcing bans on tobacco promotion and sponsorship



Accessibility

- ✓ Ensured inclusivity for persons with disabilities through dedicated forums and workshops
- ✓ Introduced essential infrastructure like a national accessibility guide and sensory rooms for a more inclusive experience

Advocating for Health

Advocating for Health: Main Activities

Central communications goal: Using the most watched sporting event in the world – with an audience of over 1.5 billion people to promote healthy lifestyles and #HealthForAll

Regular messaging to support health promotion areas

100+ social media tiles

Press releases & TV/radio interviews

Films on Qatar Airways flights

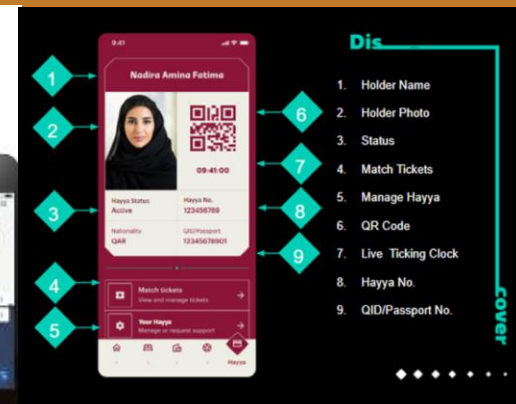
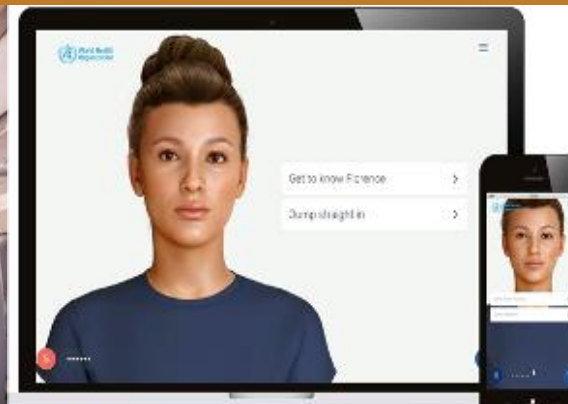
Messaging in stadiums

5 thematic media weeks

Messaging on the Hayya fan app

Community engagement events

Live webinars



Advocating for Health

Building a global movement for Sport for Health

WHA77.12 Resolution approved by consensus, strengthening the Sport for Health model.

- Encourages using sport for addressing non-communicable diseases, mental health, and social inclusion.



SEVENTY-SEVENTH WORLD HEALTH ASSEMBLY
Agenda item 15.3

WHA77.12
1 June 2024

Strengthening health and well-being through sport events¹

The Seventy-seventh World Health Assembly,

Having considered the consolidated report by the Director-General;²

Reaffirming the commitment to the principles of the Declaration of Alma-Ata on primary health care (1978), the Ottawa Charter for Health Promotion (1986), the Jakarta Declaration on Leading Health Promotion into the 21st Century (1997), the Bangkok Charter for Health Promotion in a Globalized World (2005) and other relevant international agreements on health promotion and disease prevention;

Recalling the global burden of noncommunicable diseases that accounts for 74% of all global deaths and 1.62 billion disability-adjusted life years, and noting with concern the rising prevalence of noncommunicable diseases, injuries and other health challenges;

Reaffirming the importance of advancing the United Nations Sustainable Development Goals set in 2015 (United Nations General Assembly resolution 70/1), including Goal 3, while acknowledging the lack of progress in meeting Sustainable Development Goal target 3.4 to reduce premature mortality from noncommunicable diseases through prevention and treatment and promote mental health and well-being by one third by 2030, as well as of United Nations General Assembly resolution 75/18 on sport as an enabler of sustainable development and of the UNESCO Fit for Life flagship sports initiative;

Recognizing the significance of the action plan (2022–2030) to effectively implement the global strategy to reduce the harmful use of alcohol as a public health priority (decision WHA75(11) (2022)), as well as the global action plan for the prevention and control of noncommunicable diseases 2013–2020 (resolution WHA66.10 (2013)), as extended to 2030, and its call for multisectoral actions to address the determinants of noncommunicable diseases, including those related to physical inactivity, unhealthy nutrition and social inequalities;

Recognizing the critical impact of regular physical activity on both physical and mental health, and the concerning shortfall in meeting WHO's recommended levels of physical activity included in the global action plan on physical activity 2018–2030 (resolution WHA71.6 (2018)) and the challenges presented by the pandemic of coronavirus disease (COVID-19);

¹ Definition of sport events: Sport events are events of limited duration that have a global, regional, national or community reach (in terms of participation, audience and/or media coverage), may require investment and may have an impact on the population and built environment.

Definition of legacy of sport events: "Legacy" means the planned and unplanned outcomes from the hosting of a sport event.

Reference: OECD definition of Global Events and definition of Legacy of Global Events (2018) modified.

² Document A77/4.



THANK YOU!