

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



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## 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



**Background** 

# Special Considerations for the FWC 2022



- 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

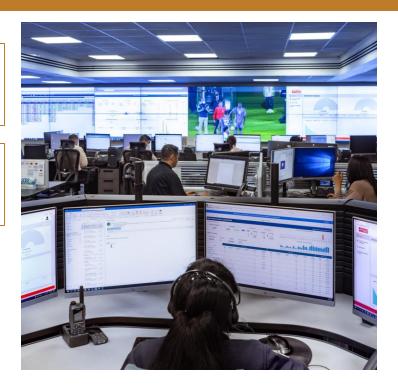
Medical Command Centre (MCC)

National Health Care Incident Command Centre

Major Incident
Preparedness & Resilience
(MIPR

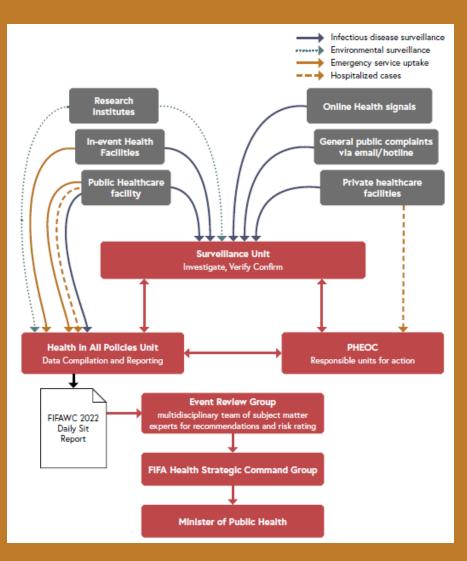
Event Review Group (ERG)

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

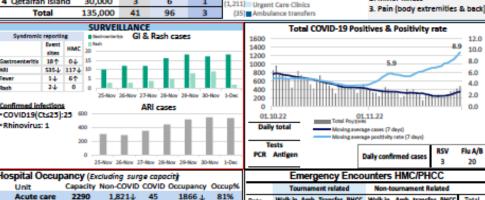
Robust public health monitoring system

## 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.

#### FIFA WORLD CUP 02 December 2022 DAILY SIT REPORT Time: 00000 to 22:50 UPTAKE OF TOURNAMENT HEALTH SERVICES (01 Dec. oordination Centers (5) Care clinic Event Hubs (2) 1 Al Thumama 44,000 45 Fan Villages (4) 2 Khalifa 44,000 18 13 Corniche activation 3 Ahmad Bin Ali 44,000 26 159 Lusail Boulevard 20 4 Al Bayt 66,000 9 Media Centers (4) Ambulance calls: Hotels (53) 198,000 506 **117%** Ports of Entry (6) (same day in 2019) n-match Stadiums (4) 1 Al Bidda Park 24 50,000 40 Training Facility (33) 2 Al Khor 15,000 Top Presenting complaints: Respiratory (majority minor) 3 Asian Town 40,000 13 33 (241) Mobile teams 2. Minor illness **Qetaifan Island** 30,000 ,211) Urgent Care Clinics 3. Pain (body extremities & back) 41 96 Total 135,000 (35) Ambulance transfers SURVEILLANCE Total COVID-19 Positives & Positivity rate GI & Rash cases



Hospital Occupancy (Excluding surge copacity							
	Unit	Capacity	Non-COVID	COVID	Occupancy	Occup%	
MC	Acute care	2290	1,821↓	45	1866 ↓	81%	
	ICU	159	116 ↓	1	117 ↑	74%	
	PICU	36	22 ↓	0	22 ↓	61%	
I	NICU	142	114 ↓	0	114 ↓	80%	
	Total	2627	2073↓	46	2119↓	81%	
2	Acute care	454	NA	NA	290 🕈	64%	
2	Critical care	88	NA	NA	64 ↓	73%	
2	Total	542	NA	NA	354 ↓	65%	
*Occupancy data extracted at 08:43(HMC), 13:00 (private hospitals)							

	Tournament related			Non-b			
Date	Walk in	Amb. Transfer	PHCC	Walkin	Amb. transfer	PHCC	Total
25-Nov	218	76	15	3,059	360	363	4091
26-Nov	257	87	20	3,173	383	403	4323
27-Nov	251	87	17	3,038	425	363	4181
28-Nov	246	72	18	2,854	424	348	3962
29-Nov	293	84	15	2,899	405	347	4043
30-Nov	275	78	24	2,816	404	338	3935
1-Dec	317	72	20	2,548	395	358	3710

#### Global, Regional & National Insights:

Measles: South Africa (71 cases), United States of America (99 cases), India (7 cases , 17 suspected),

COVID-19: United States of America (130 cases of XBB reported)
France increasing infections, China, Hong Kong SAR (10,137

cases of pneumonia due to COVID)

Meningitis: France (4 cases, 1 death)

-Dengue fever: Sudan (500 cases, 29 deaths), Bangladesh (380 cases), Pakistan (48 cases)

#### Data Feed Remarks:

- 1 suspected meningitis case reported on 1 December was confirmed negative.
- 10 suspected viral meningitis: (1) was positive for HHV6; (1) was positive for HSV1. (8) other cases all negative.
- 7 new hospital admissions due to COVID-19
- Suspected MERS case update: the confirmatory tests were negative.

		D:	ailv Ri	ick Ac	sessment	ERG Insight/Recommendations:		
Potential impact on national				nal	Comments: Levels of risk unchanged	There are early signals of stabilization of frequency of respiratory infections. Slight further increase of NO, due to traffic congestion.		
1	2	3	4	5	awaiting confirmation of stabilization of indicators	-siight further increase or NO <sub>2</sub> due to traffic congestion.		
		х						
Potent	dal imp	act on	game	5				
	X							

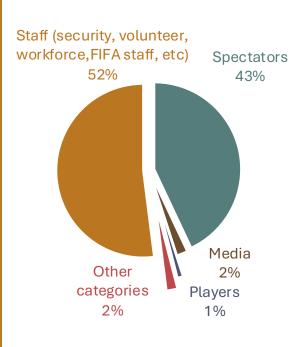
**Providing Health** 

## 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 WCrelated 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 nonemergency 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

5 thematic media weeks

Press releases & TV/radio interviews

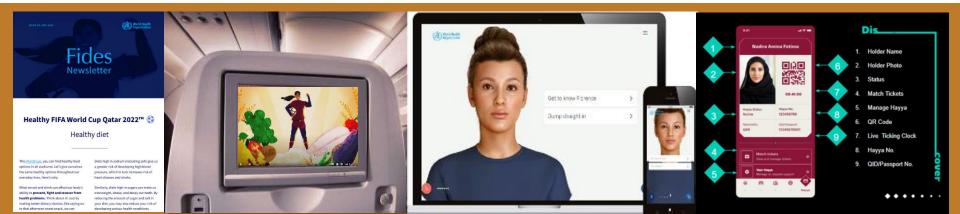
Messaging on the Hayya fan app

Films on Qatar Airways flights

Community engagement events

Messaging in stadiums

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 events<sup>1</sup>

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°11), 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 flagshup sports imitative;

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 disease 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);

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 oroulation and butil 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

<sup>&</sup>lt;sup>2</sup> Document A77/4.

