

# Healthier food and healthier food environments at sports events

An action guide for sports event organizers

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3 October 2023



# Why should there be healthier food and healthier food environments at sports events?



- Food and beverage is an essential part of sports events
- Foods and beverages high in fats, sugars or salt are abundant and often highly marketed during sports events
- Fans prefer a greater variety of foods, including healthier options at competitive prices as part of celebrating their team



# Overview of the action guide

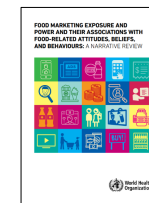
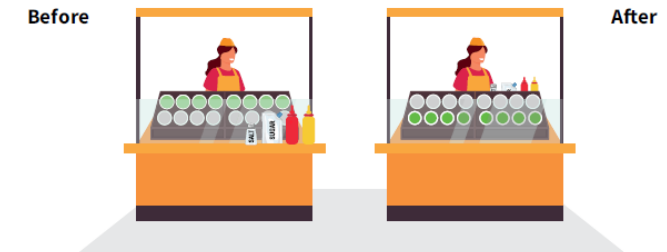
- Main audience: sports event organizers
- **What** to do
  - Menu of ⑤ actions to improve food and food environments
  - Nutrition criteria to define the 5 actions
- **How** to implement these actions
  - Planning phase
  - Operational phase
  - Post-event phase
- Examples from the FIFA World Cup 2022™ in Qatar
- And more: recipe cards, assessment tool, indicators, etc.



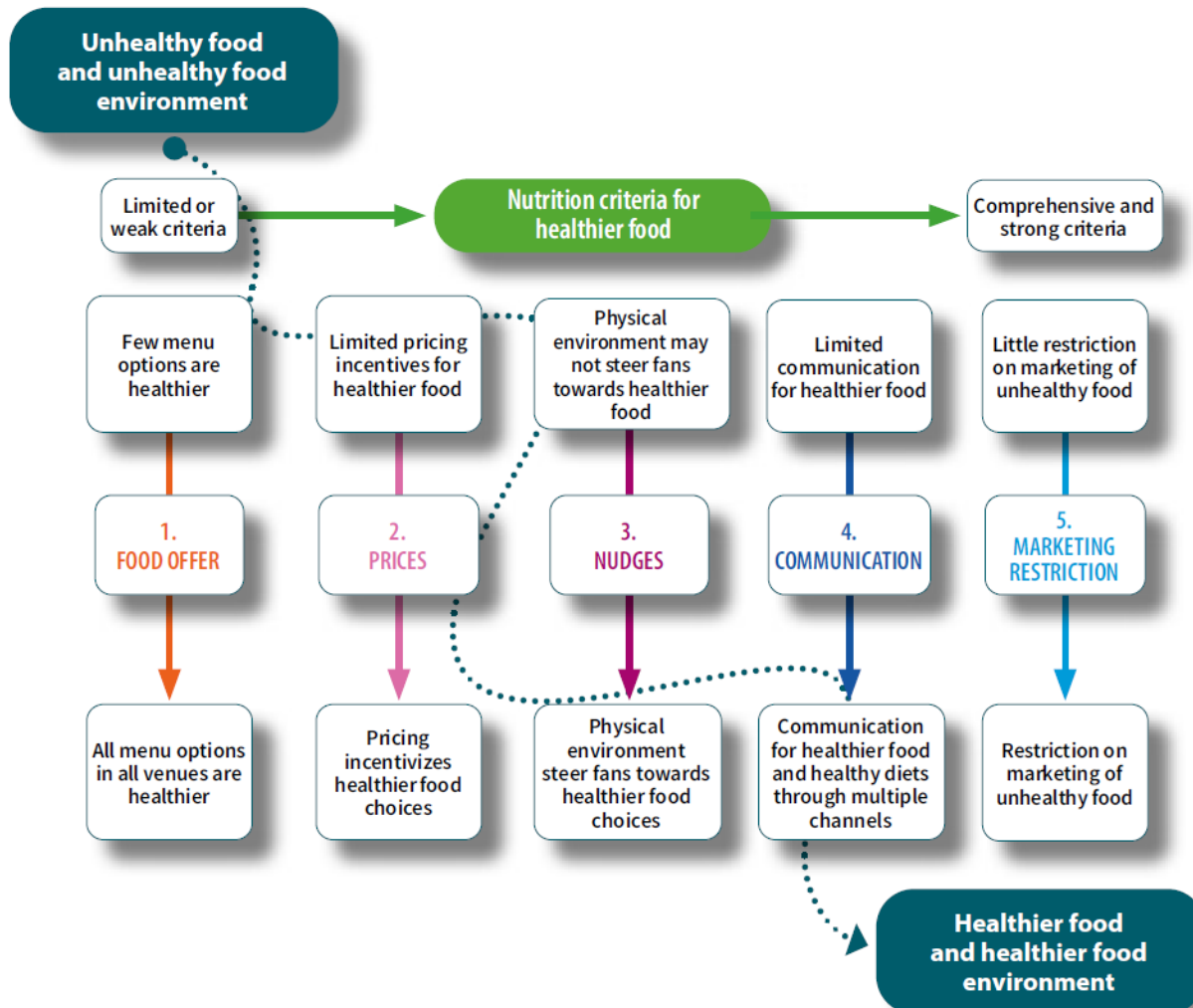
# What to do - a menu of five actions

## Setting nutrition criteria for healthier food

- 1 Improving the **food offer**
- 2 Setting **prices** to incentivize healthier food choices
- 3 **Nudging** to promote healthier food choices
- 4 **Communicating** and promoting healthier food and health
- 5 **Restricting marketing** of foods and beverages high in fats, sugars or salt



# Stepwise approaches towards improving the food offer and food environments



Scaling up the actions over time:

- More comprehensive and stronger nutrition criteria
- More healthier menu options
- Pricing and context-specific nudges for healthier choices
- Wide communication on healthier food and comprehensive restriction of marketing of unhealthy food
- Mandatory approaches



# Thank you!

The action guide was developed by

- WHO
  - Multisectoral Actions in Food Systems Unit, Department of Nutrition and Food Safety
  - Behavioural Insights Unit, Office of the Assistant Director-General, Healthier Populations
- Ministry of Public Health, Qatar

The writing team greatly acknowledges peer review comments from sports event organizing bodies as end users, and from experts in academia and WHO technical programmes.