Healthier food and healthier food environments at sports events

An action guide for sports event organizers

Kaia Engesveen
Multisectoral Actions in Food Systems Unit, Department of Nutrition and Food Safety, WHO HQ

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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 diets
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

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