Meeting Summary Report

1. The World Health Organization (WHO) held its sixth Dialogue with representatives of sports-related industries at a virtual meeting on 8 March 2022.

2. The objectives of the Dialogue were to share updates from WHO, as well as the industry on their work related to the promotion of physical activity; to share industry perspectives, activity and experience related to promotion of physical activity and the impact of COVID-19, and to discuss the opportunities and approaches to strengthen partnerships within the sport and physical activity ecosystem.

3. The programme of the Dialogue is provided in Annex 1 and the list of participants in Annex 2.

4. Participants were invited to provide an update on industry activities undertaken 2021, specifically those which contributed to the objectives of WHO’s Global Action Plan on Physical Activity (GAPPA). Industry highlights included activities that strengthened sport and recreation networks and coalitions; continued advocacy in the space of physical activity promotion; development and strengthening of evidence-based data and research; driving the inclusion, anti-discrimination and fair treatment agenda; supporting and promoting physical activity policy; advancing digital technologies which support physical activity, and continued support for members to remain physically active in a safe manner throughout the COVID-19 pandemic.

5. WHO presented a summary of work undertaken in 2021, which included the release of the WHO Guidelines on Physical Activity and Sedentary Behaviour; ACTIVE toolkits for primary health care, schools, early childhood education and care; and the mActive Programme. Forthcoming documents were also discussed, including the ACTIVE toolkits on walking and cycling, physical activity for older adults and public education and communication campaigns; the Health economic assessment tool (HEAT) for walking and cycling; the updated recommendations on cost effective interventions (WHO CHOICE analysis on ‘best buys’ for physical activity) and the soon be published the Global Status Report on physical activity.

6. WHO provided an update on the Global Register of industry contributions to GAPPA. Areas of commitment that organizations can contribute to include communications campaigns, facilities & environments, programmes & services, and systems & knowledge. Work continues in this space to ensure the register will be evidence-based, robust, transparent, and sustainable. Once completed,
participants including the private sector, academic institutions, non-governmental organizations, and philanthropic foundations will be invited to contribute to the register.

7. During a discussion on how physical activity could be prioritized on the global agenda, participants noted that COVID-19 has resulted in an increase in political interest and has improved understanding that physical activity and healthy lifestyle play a fundamental role in society. To maintain this momentum, participants suggested continued collaboration between industry and WHO which could help to raise and sustain political awareness and priority towards the collective goal of everyone being more active.

8. The WHO Best Buys, social and economic modelling and social return on investment (SROI) of physical activity were discussed, with industry confirming they support WHO’s agenda of work and that they have content to share. WHO will collaborate with industry to bring together a range of key stakeholders in the space of SROI and economic modelling (including private, philanthropic and not for profit), with the goal of consolidating the economic evidence and gaining consensus on the use of standardized, and transparent methods to collect and analyse data.

9. Ways in which future collaboration could be fostered were discussed including hosting high level meetings between industry leaders and health sector leaders.

MEETING CONCLUSIONS

The meeting concluded with endorsement of the value of continuing discussions and a proposal to hold another Dialogue with the sports-related Industry in 2022. The meeting identified two key areas of shared interest warranting further discussion, namely:

1. Further collaboration between Sports-related Industry and WHO, to help to maintain momentum, raise awareness and sustain political priority towards the importance of physical activity.
2. Strengthening future collaboration between industry and WHO in the space of SROI and economic modelling and considering including others working in this space.
Annex 1


8 March 2022
Virtual meeting

PROGRAMME

SESSION I
14:00 – 14:15
Introductions
1. Welcome remarks from Rüdiger Krech, Director, Department of Health Promotion

SESSION II
14:15 – 15:00
Update from sports-related industry associations
1. EuropeActive
2. International Health, Racquet and Sports club Association (IHRSA)
3. World Federation of the Sporting Goods Industry (WFSGI)
4. Discussion and Q&A

SESSION III
15:10 – 16:10
Update from WHO
1. Report on progress across 2020/21 and WHO priorities for physical activity within the 2022-23 biennium, Unit Health Physical Activity
2. Report on 10th Global Health Promotion Conference and Geneva Declaration on Well-being, Director Health Promotion
3. Discussion / Q&A

SESSION IV
16:20 – 17:00
Building back better through stronger effective partnerships across the sport/PA eco-system
4. Open discussion on needs, opportunities, roles and responsibilities to strengthen and leverage partnerships to deliver stronger “whole of systems approach” to physical activity at multiple levels – global, regional and national levels, including discussion of the role and focus of future WHO Dialogues with sports sections.

SESSION V
17:00 – 17:15
Closing remarks and next steps
5. Summary of meeting and next step Unit Head Physical Activity
6. Closing remarks, Dr Ruediger Krech, Director Dept Health Promotion
Annex 2

LIST OF PARTICIPANTS

Representatives of sports-related industries

EuropeActive

Lukas Declercq
EU & Public Affairs Director
Belgium

Alfonso Jimenez
EuropeActive Board Member and Head of THINK Active
Spain

International Health, Racquet and Sportsclub Association (IHRSA)

Kilian Fisher
Director of International Public Affairs, IHRSA
The Global Health & Fitness Association
Manager, Global Health & Fitness Alliance (GHFA)
Ireland

World Federation of the Sporting Goods Industry (WFSGI)

Emma P. (Mason) Zwiebler
Vice President, Strategic and External Affairs
Switzerland

World Health Organization

Dr Rüdiger Krech
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