

TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE

WHO Sports and Health Initiative

Provide a summary of the initiative, including a brief overview, proposed/actual outcomes and an assessment of any lessons learned and the way forward.

Please provide more details on the initiative below:		
Objective(s): promotion and protection of health through sports with the overall objective to accelerate attainment of the Sustainable Development Goals, including with respect to SDG 3 to ensure healthy lives and promote wellbeing for all at all ages, by supporting the implementation of the WHO 13th General Programme of Work for achieving universal health coverage, addressing health emergencies and promoting healthier populations	<i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i>	
	<ul style="list-style-type: none"> Ensuring that no one is left behind ✓ 	<ul style="list-style-type: none"> Eradicating poverty and promoting prosperity in a changing world
	<ul style="list-style-type: none"> Transformation towards sustainable and resilient societies ✓ 	<ul style="list-style-type: none"> Empowering people and ensuring inclusiveness and equality ✓
	<ul style="list-style-type: none"> Research development, data collection and/or data dissemination 	<ul style="list-style-type: none"> Preventing and fighting corruption in sport ✓
	<ul style="list-style-type: none"> Conflict prevention/peace building 	<ul style="list-style-type: none"> Strengthened global framework on sport for development and peace
	<ul style="list-style-type: none"> Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies 	<ul style="list-style-type: none"> Resource mobilization, programming and implementation ✓
	<ul style="list-style-type: none"> Research, monitoring and evaluation 	<ul style="list-style-type: none"> Other (please specify)
Implementation mechanisms:	<i>What are the means/processes of implementation of the initiative?</i> Joint planning for health promotion and health communication activities, WHO technical advice on the content of these activities. WHO expert advice on public health consideration in preparing for high visibility events. <i>What are the main deliverables/activities involved?</i> Health promotion, health communication and health security <i>What is the time frame of implementation?</i> 2019-2024	
Target Audience(s):	<i>Who are the beneficiaries of the proposed/implemented initiative?</i> Athletes, their fans, audiences, communities	
Partners/Funding:	<i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i>	

	<p>Fédération Internationale de Football Association (FIFA), International Olympic Committee (IOC), other international sports federations to join, Ministry of Public Health Qatar</p> <p><i>What are the main sources of funding of the initiative?</i> WHO, Government of Qatar (TBC)</p>
SDG Alignment:	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <p>SDG 3 ensure healthy lives and promote wellbeing for all at all ages</p> <p><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i></p> <p>WHO Global Action Plan on Physical Activity, Framework Convention on Tobacco Control,</p>
Alignment with global frameworks:	<p><i>How does this initiative align with/contribute to the objectives of the Kazan Action Plan, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity? The main objectives of the initiative are to reach millions of people through advocacy and communication for health promotion through sports events and athletes to impact on increased knowledge and behaviour change for healthy living and physical activity among sports audiences and fans, and to promote health and its benefits through participation in physical activity and educational health promotion programme, which are directly contributing to the WHO Global Action Plan on Physical Activity goal to reduce physical inactivity.</i></p>
Alignment with United Nations Action Plan on SDP:	<p><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?</i></p> <ol style="list-style-type: none"> 2. Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies 3. Resource mobilization, programming and implementation <p><i>To which action area(s) of the Plan is this initiative designed to contribute?</i></p> <p>Strengthen partnerships at the policy level across the intergovernmental and non-governmental development sectors, sport federations and other civil society stakeholders</p> <p>Build capacity for joint implementation and/or joint monitoring of the impact of sportbased and sport-related initiatives across ministries of youth, sport, health, environment, justice, education and culture, and other areas, as appropriate to the national context</p>
Outcomes:	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <p>Through reaching millions of people:</p> <ul style="list-style-type: none"> • contributed to a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity • contributed to the increase of smoke free stadia for sports events • contributed to increased and knowledge and understanding the important of healthy diets for health • contributed to other health promotion pillars: reduction of harmful use of alcohol; increased understanding of negative health effects or air pollution and climate change; injury prevention <p>Health and safe sports events, in particular major high visibility events, prepared and delivered, and positive health legacies from preparing for these events created.</p>

Mechanism for monitoring and evaluating implementation:	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</i> Regular periodic assessments of the progress and define steps ahead with partners involved.</p> <p><i>What are the specific monitoring and evaluation tools involved?</i> Joint monitoring on progress through regular meetings and exchange of information. Evaluation tools to be finalized/decided.</p>
Challenges/Lessons learned	<p><i>What have been/were the main challenges to implementation?</i> The initiative has started only recently, therefore it is not possible yet to outline the challenges for implementation</p> <p><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i> While both WHO and sports federations intention is to make more people practice sports and be active to achieve better health outcomes, it is critical that both parties understand the environments where they work and limitations set by these environments.</p>