

# RUN for HEALTH: Event impact management plan



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# Event management impact plan

- Aim: *“to offer guidance and inspiration for creating impact with running events”*
- Impact on **health**: physical, mental & social well-being of participants and visitors
- Impact on tourism, the economy and environmental sustainability
- In Dutch and English version



# Methods

- Literature review (Alexandris et al., 2019: *Promoting health-enhancing physical activity and social welfare through outdoor running events*)
- Semi-structured interviews (with event organisers, sponsors, Dutch Athletics Federation)
- Scientific and practical knowledge about physical activity/running (events) and health



# 16 practical guidelines

- Basic guidelines (1-6)
- Promoting physical health: health-enhancing physical activity & other healthy behaviours (7-10)
- Promoting mental and social well-being (11-12)
- Promoting tourism and economic impact (13-15)
- Maximizing environmental sustainability (16)



# Basic guidelines 1-3

1. Develop a distinctive and appropriate event concept (e.g. related to a theme (inclusion, innovation), local policy agenda, strengths of a community)
2. Concentrate on a type of impact and target group
3. Create support for the running concept (with the target group, potential stakeholders and local community)



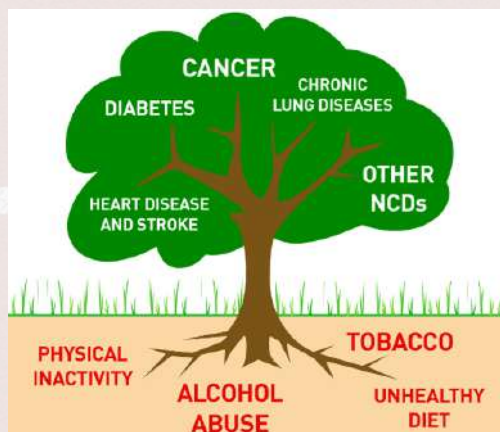
# Basic guidelines 4-6

4. Organise related activities and set goals (*leveraging: increase the impact of your event, e.g. by organising a cultural festival, music festival, sports promotion campaign, training program*)
5. Appoint responsible persons for the organisation of the event and related activities → with enough time & resources
6. Promote the running concept and related activities in a way that is appealing to the target group (e.g. focus on fun, meeting other people, lifetime experience)



# Promoting physical health (7-9)

- Non-communicable diseases major threat to health
- 4 common risk factors: physical inactivity, tobacco use, harmful use of alcohol and unhealthy diets
- Important to make ‘the healthy choice, the easy choice’



# Promoting health-enhancing physical activity

- Health benefits of running: even 5-10 minutes per day and at slow speeds (<6 mph)
- Demonstration effect + participants become more physically active in preparation of event





# Promoting health-enhancing physical activity

7. Focus on inactive people/non-sport participants (e.g. with side events, training program)
8. Stimulate modes of active transportation to and from the event (choose right location, make active/public transport attractive, collaborate with public transport)



Start to Run



# Promoting other healthy behaviours

9. Provide healthy foods and drinks (for participants and visitors)
10. Connect with sponsors that stimulate healthy behaviours with their products or services (e.g. store selling organic products or sports equipment, health promotion organisation)

The Garmin logo, featuring the word 'GARMIN' in a bold, sans-serif font with a small blue triangle above the letter 'I'.The Hartstichting logo, which consists of a red heart shape with a white flame-like element inside, followed by the word 'Hartstichting' in a red, sans-serif font.

# Promoting mental and social well-being (11-12)

- Regular physical activity promotes mental (e.g. less stress, less depressive symptoms, increased confidence, feeling good) and social health (e.g. improved social functioning, increased social network)
- Running event: opportunity for a collective emotion (adrenaline, excitement, fun) and feeling of unity



# Promoting mental and social well-being (11-12)

11. Create meeting places (e.g. fan zones, catering squares, VIP lounges)

12. Create a festival effect (e.g. with music, entertainment)



# Promoting tourism and economic impact (13-15)

13. Focus on participants and visitors from outside the region *(additional spending on local transportation, food and drinks, accommodation, etc.)*
14. Seduce, slow down and stay *(attractive offer around the event, side events, multi-day visits)*
15. Invest in knowledge about target groups (e.g. through questionnaires)



# Maximizing environmental sustainability (16)

16. Lower use of electricity, energy, paper and water and limit noise disturbances during the event (e.g. use energy-saving lamps, organise event during the day, use little packaging around catering, recycle materials, offer organic and vegetarian products)



# Concluding remarks

- There are many different running events!!!
- Organising a successful running event is dependent on many other factors
- But, considering these guidelines will help event organisers to develop a concept that **fits with the target group and other involved stakeholders**. This will increase successful implementation and consequently (health) impacts.



# Questions?

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