ICCA
Incredible Impacts AWARD
in partnership with
BestCities GLOBAL ALLIANCE



3rd Football is Medicine Congress

- Football is Medicine (FIM) concept founded on 20 years of scientific research.
- Promotes football as an effective way to prevent lifestyle diseases, treat chronic conditions, and improve cognition and wellbeing in children.
- FIM platform encompasses 225 researchers around the world.

Event: 3rd Football is Medicine Congress – January 25 - 26, 2020

Objective:

- Implement evidence-based sport concepts across the Faroe Islands, where several FIM studies have been conducted.
- Forge a formal relationship with the World Health Organization (WHO) to help achieve global implementation of FIM concepts.

Event highlights:

- Introduced the "11 for Health" concept, which teaches health messagevia small-sided football games.
- Other evidence-based sports concepts promoting healthy lifestyles included FIT FIRST 10 (fitness training for children ages 6-9 that employs elements of 10 different sports); Football Fitness (targeted to adults and focused on prevent non-communicable diseases); Football for the Heart; Football for the Socially Disadvantaged; and others.
- Convened representatives from the health sector, schools, sports clubs, municipalities and institutions, along with researchers, to increase opportunities for program implementation at the national level.
- Launched the book Football as Medicine – Prescribing Football for Global Health Promotion.



Event impact:

- FIT FIRST 10 and 11 for Health incorporated into the physical education curriculum of many schools in the Faroe Islands.
- Several Football Fitness initiatives, primarily targeting elderly people and women, implemented throughout the Faroe Islands.
- Facilitated additional funding for local FIM research projects.
- FIM2020 covered in national and international media publications.
- BBC travelled to the Faroe Islands to shoot a documentary on a local FIM project.
- Increased awareness and popularity of Football Fitness tourism.
- Next FIM conference will be co-hosted by WHO and Ministry of Health in Qatar – a direct consequence of the 2020 event.