

PHANSMER Study  
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LA 2024 Candidature Committee

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To whom it may concern,

### **FINDINGS OF THE PHANSMER STUDY**

We are a group of researchers from six universities who have examined the health and nutrition claims made by the organisers and sponsors of the Rio 2016 Olympic and Paralympic Games.

**The results of our study are alarming. We conclude that according to the 2014 Dietary Guidelines for Brazil, the majority of food and drink for spectators at Rio 2016 was unhealthy and not nutritious.** More specific findings include:

- most of the prominent food and drink for spectators at the Olympic and Paralympic Games was “ultra-processed”.
- the favouring of sponsors’ products to the exclusion of healthier options.
- the venue policy involved the confiscation of spectators’ own food and drink at the entry points to various venues.
- a perceived lack of access to free drinking water at various venues.
- a poor selection of local, Brazilian food and drink.

The full report is available from [www.phansmerstudy.com](http://www.phansmerstudy.com)

These findings are alarming because:

- the **Rio 2016 Food Policy** stated that “*Food offerings should be healthy, nutritious and balanced*” and that the Games has “*a social responsibility to guide [spectators] to healthy choices.*”

- the **2014 Dietary Guidelines for Brazil** state that ultra-processed foods and drinks should be avoided because “*they tend to be consumed in excess, displace natural or minimally processed foods, and their means of production, distribution, marketing, and consumption damage culture, social life, and the environment*”.

- the **World Health Organisation Commission to Ending Childhood Obesity** stated “*settings where children and adolescents gather (such as schools and sports facilities or events) ... should be free of marketing of unhealthy foods and sugar-sweetened beverages.*”

In order to avoid future failures of the IOC, sponsors and organisers to provide healthy, nutritious food and drink, we call on your organisation to act by:

- 1) altering sponsorship arrangements to ensure that a wide variety of healthy food and drink options are available and promoted to spectators.
- 2) ensuring the IOC and LOC’s commit to ethical standards of food and drink for spectators by consulting with independent nutrition experts.
- 3) more explicitly promoting healthy eating.

We look forward to hearing from you regarding this serious public health matter.

Sincerely,

**Dr Joe Piggin**, Sport, Exercise and Health Sciences, Loughborough University, UK

**Dr Haifa Tlili**, Research Engineer, Paris Descartes University – France

**Dr Doralice Lange de Souza**, Professor, Federal University of Paraná, Brazil

**Sabrina Furtado**, Postgraduate, Federal University of Paraná, Brazil

**Matheus Milanez**, Postgraduate, Federal University of Minas Gerais, Brazil

**George Cunha**, PhD researcher, Federal University of Minas Gerais, Brazil.

**Bruno Henrique Louzada**, Postgraduate Researcher, University of Lyon, France.

**Billy Graeff**, Loughborough University; Professor, Federal University of Rio Grande, Brazil.