



## INFORMATION SHEET

<b>International Day of Sport for Development and Peace</b>	
<b>6 April</b>	
<b>OBJECTIVES</b>	<ol style="list-style-type: none"><li>1. Promote sport and physical activity as a tool for social change and community development;</li><li>2. Demonstrate the support of the Olympic Movement for the International Day and showcase its social projects through sport;</li><li>3. Demonstrate that the Olympic Movement is more than the Olympic Games; it is active in the field of sport for development and peace, promoting Olympism 365 days a year with numerous partners;</li></ol>
<b>KEY MESSAGES</b>	<ul style="list-style-type: none"><li>• Sport and physical activity are an important universal tool and driver for social change; they contribute to building a better world.</li><li>• Sport instils healthy behaviours and helps address key health problems such as obesity, chronic diseases and HIV&amp;AIDS.</li><li>• Sport helps social integration and fights against social stigma and discrimination.</li><li>• Sport empowers girls and women.</li><li>• Sport unites people and promotes a culture of peace, and builds community dialogue.</li><li>• Sport provides values for children and young people and assists their development.</li></ul>
<b>POSSIBLE ACTIONS</b>	<ol style="list-style-type: none"><li>1. <b>Showcase</b> how your NOC and other sports- related organisations have been contributing to social development, capacity- building and the well-being of communities through sport-based projects.</li><li>2. Use any communication platform you may have to inform the general public about the International Day.</li><li>3. Help us disseminate our campaign content and videos through your channels and networks of supporters.</li><li>4. Encourage your athletes to tweet about the International Day and our key messages using <b>#sport4betterworld</b> and encourage others to do the same.</li></ol>
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