

## **Mental Health Services at Major Sport Events: Mental Health at the Olympics**

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Sport organisations **must move beyond reactive mental health care** to build proactive, athlete-centred systems of support—especially during the high-pressure environment of major events. At the Olympic Games Paris 2024, the IOC introduced the **Athlete365 Mind Zone**, offering athletes on-demand access to quiet spaces, wellbeing activities, and first response mental health support.

This initiative reflects a broader shift toward **psychologically safe environments**, where early intervention, stigma reduction, and **demedicalised access to care** are essential as part of a public health approach. These approaches acknowledge that athletes may experience distress without meeting clinical thresholds—and that timely, low-threshold support can protect wellbeing and performance.

These insights highlight how sport systems can integrate mental wellbeing into high performance infrastructure, offering a model that is timely, practical, and deeply relevant for sport leaders, clinicians, and athlete advocates alike.