

# 第76回東伏見スポーツサイエンス研究会

日時 2022年12月16日(Friday) 15:30~16:15

場所 東伏見キャンパス79-205室

## 演題1

### Crisis communication analysis of the 2020 Tokyo Olympic Games during the COVID-19 pandemic

Dr. Donna Wong (Faculty of Sport Sciences, Waseda University)

#### ■Abstract:

Referred to as “the recovery games” by the Bureau of Olympic and Paralympic Games Tokyo 2020 Preparation to rebuild the earthquake-affected Fukushima region, the Tokyo 2020 Olympic Games (TOG) were set to take place from 24 July to 9 August 2020. Affected by the pandemic, TOG were postponed for a year, where the narrative turned into one of demonstrating how mankind overcame the coronavirus. The initial ambitions and aspirations have devolved to the resignation that the Games have to be organised regardless of the reputation, public health and economic costs, amid widespread public opposition. This presentation aims to assess the crisis communication strategies implemented by the Tokyo Olympic Games Organising Committee (TOGOC) as it navigates the capricious condition of trudging on with a pandemic-era sport spectacle. This presentation examines the myriad of challenges that emerged, through the organiser’s communication and public reactions to the strategies, to assess the actual effect of the strategies on the organisational image and reflect on their management of the Games and the COVID-19 pandemic. In this regard, the situational crisis communication theory (SCCT) (Coombs, 2007) offers a useful framework that can provide theoretical connections between crisis management in a sports mega event and organisational response strategies.



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## 演題2

## **Sport Injury Characteristics in Pediatric Athletes and Prevention Strategies**

**Dr. Dai Sugimoto, PhD, ATC**

**(Faculty of Sport Sciences, Waseda University)**

### ■Abstract:

Benefits of physical activities are well reported. However, being physical active often accompanies with sport-related injuries. Since a lot of children and adolescents are physically active, musculoskeletal injuries are prevalent in pediatric population. Recent study evidence related to figure skating, crossfit, and hurdling (track & field) suggests that the injury characteristics are different between boys and girls. Additionally, effects of physical maturation (pre-pubertal, pubertal, and pos-pubertal) on biomechanical propensities, neuromuscular controls, and injury demographics are documented. One of the leading initiatives to reduce sport-related musculoskeletal injuries is preventive neuromuscular training, which allows children and adolescents to stay in their sporting activities. This talk highlights how age and gender play a role in common sport-related musculoskeletal injuries in the physically active youth and encompasses evidence-based injury prevention strategies in one of common knee pathologies. Also, future research agendas and perspectives related to pediatric athletes are also discussed.

