

Introduction to the EWCS Project & Campaign

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Stakeholder Engagement Workshop
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- Structure of the day
- Concept of the EWCS Campaign
- Introduction to the EWCS Project

Structure of Day 1: Workshop

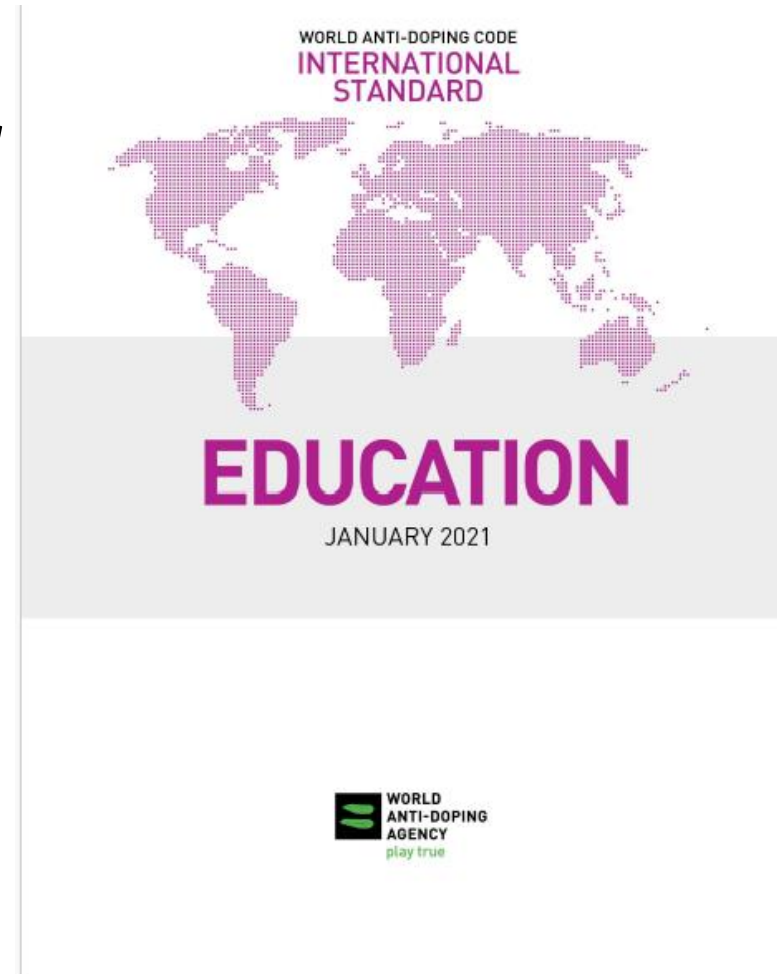
- Understanding of the EWCS Project and Campaign
- Case studies of the EWCS Campaign implementation
- The future of the EWCS Campaign

Structure of Day 2: Conference

- Additional topics/ round-table discussions
- Key-note speech
 - *“Doping as public health issue and preventive measures in Europe”*
- Invited guests (WADA, UKAD)

NADO's needs for doping prevention

- **Awareness raising,**
i.e., *“Highlighting topics and issues related to clean sport”* (ISE, 2021)



Awareness raising (*ISE Guidelines*)

Awareness raising can be used within education activities to:

- Promote a cause such as clean sport or *Play True* or increase visibility of a campaign, such as *Play True Day*.
- Promote the existence of your organization, other member organizations such as National Federations (NFs), and others such as WADA.
- Showcase education programs by sharing pictures from an education activity or a short video from an educator explaining the education activity they are about to deliver.
- Promote an education activity happening in real time, such as your outreach booth at a sports competition.
- Engage athletes or Athlete Support Personnel (ASP) to participate in an education activity, visit an outreach booth, or take part in eLearning by asking those who have already participated to promote it on social media.
- Direct people to do something, like submit their Whereabouts information or download your App if you have one.
- Deliver key messages like the deadline for submitting Whereabouts or to apply for a TUE.
- Promote new developments such as “Athlete Central” (WADA’s App).
- Generate support for something by using hashtags (e.g. #CleanSport, #PlayTrue)

Why the EWCS Campaign?

- Community-based campaigns (e.g., health and social marketing) can effectively complement and expand the impact of other doping prevention initiatives; nevertheless, they remain under-utilised as a tool to promote clean sport and are limited to national level.

(James et al., 2010)

What inspired the EWCS Campaign?



Introduction to the EWCS Project

- Overall aim of the EWCS Project: Design, implement, and evaluate the European Week of Clean Sport, a community-based anti-doping campaign, in 4 EU Countries:
 - Cyprus
 - Bulgaria
 - Poland
 - Portugal



Specific objectives of the Project (1)

- **O1:** Assess the needs of local sport stakeholders and sporting communities for the development of the EWCS Campaign.
- **O2:** Identify best practices in health communication and social marketing campaigns, and acquire lessons from related initiatives such as WADA's *Play True Day* and UKAD's *Clean Sport Week*.

Specific objectives of the Project (2)

- **O3.** Co-develop an operational framework for the implementation of the EWCS Campaign with NADOs and relevant target groups.
- **O4.** Implement and evaluate the impact of the EWCS in 4 EU countries, with an emphasis on promoting clean sport values and anti-doping education across levels of sport and in an inclusive manner.

Specific objectives of the Project (3)

- **O5.** Develop and disseminate policy and practice recommendations for the future implementation of the European Week of Clean Sport across Europe

How?

- Project Partnership
 - 4 NADOs
 - EuropeActive
 - External consultants (academics)
- Co-funded by the EU (Erasmus+ Sport)



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EUROPEAN
WEEK of CLEAN
SPORT



13-20
APRIL
2024

#BeCoolPlayClean



EWCS Campaign: The way forward

- Policy and Practice Recommendations
- Campaign Code of Conduct
- Commitment Pledge

The way forward

- 5-13 April 2025
- 4 NADOs agreed
- Who else is joining?



<https://cleansportweek.eu/>

