

European Week of Clean Sport Campaign: Methodology & Evaluation

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Methodology & Evaluation

- Co-development of the EWCS Campaign
 - Methodology and model
 - Operational framework
- Evaluation methodology
- Evaluation results in 4 countries

The Co-development* Principle

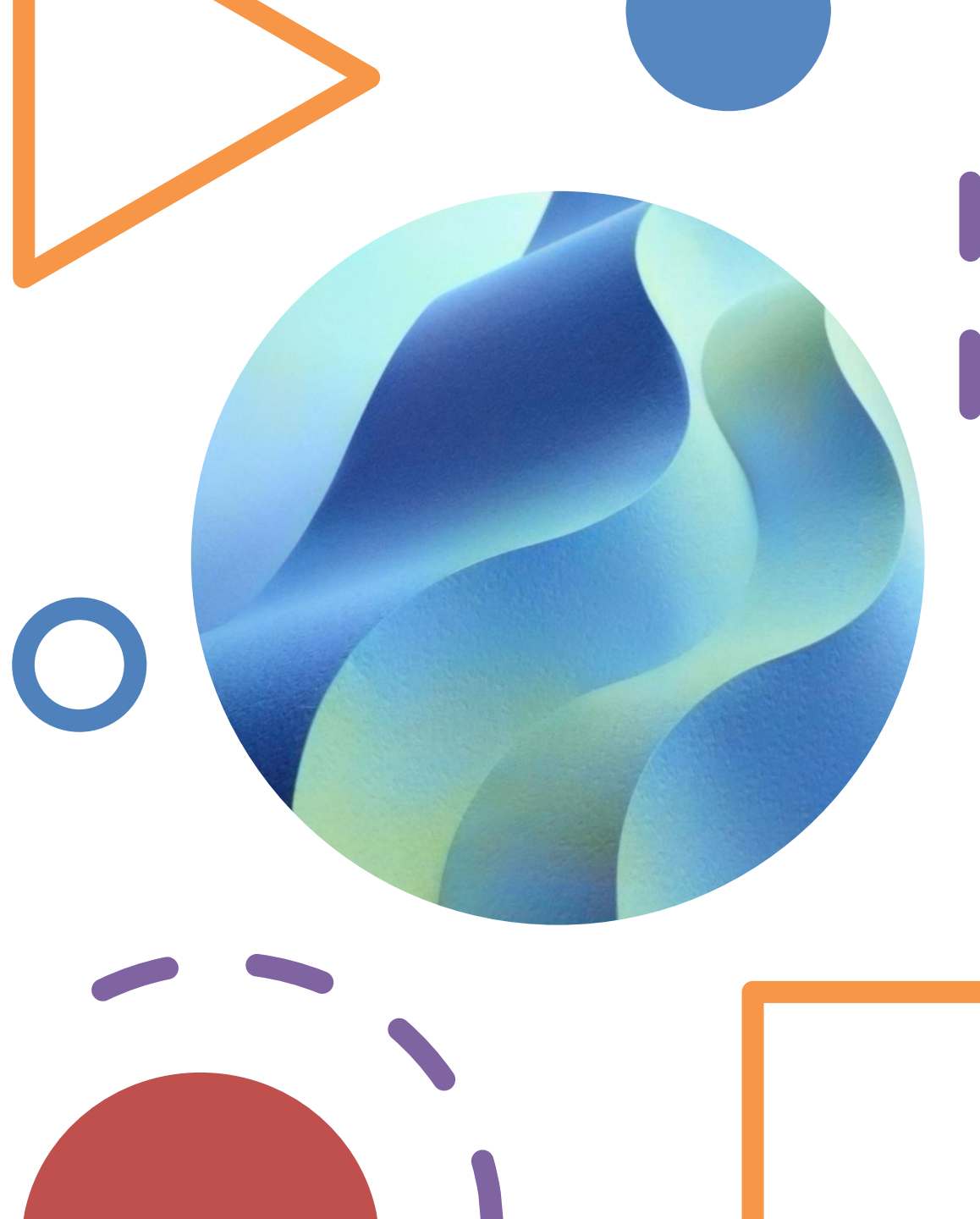


Developing campaigns with
communities



Developing campaigns for
communities

**co-development, co-production, co-creation*



The benefits of co-development



Participatory approach and sense of “ownership”



Bidirectional knowledge flows

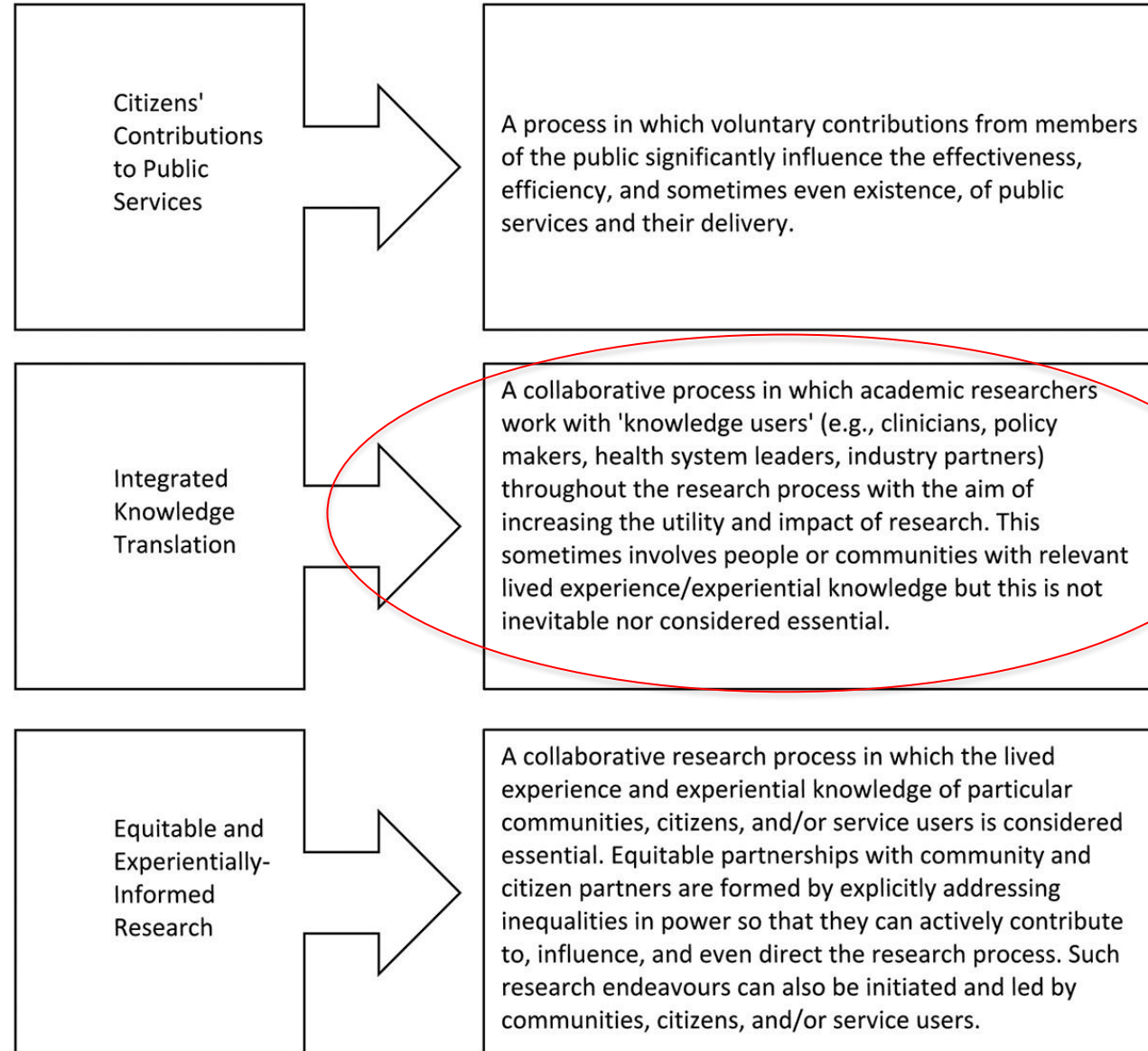


Direct involvement of relevant stakeholders and target groups

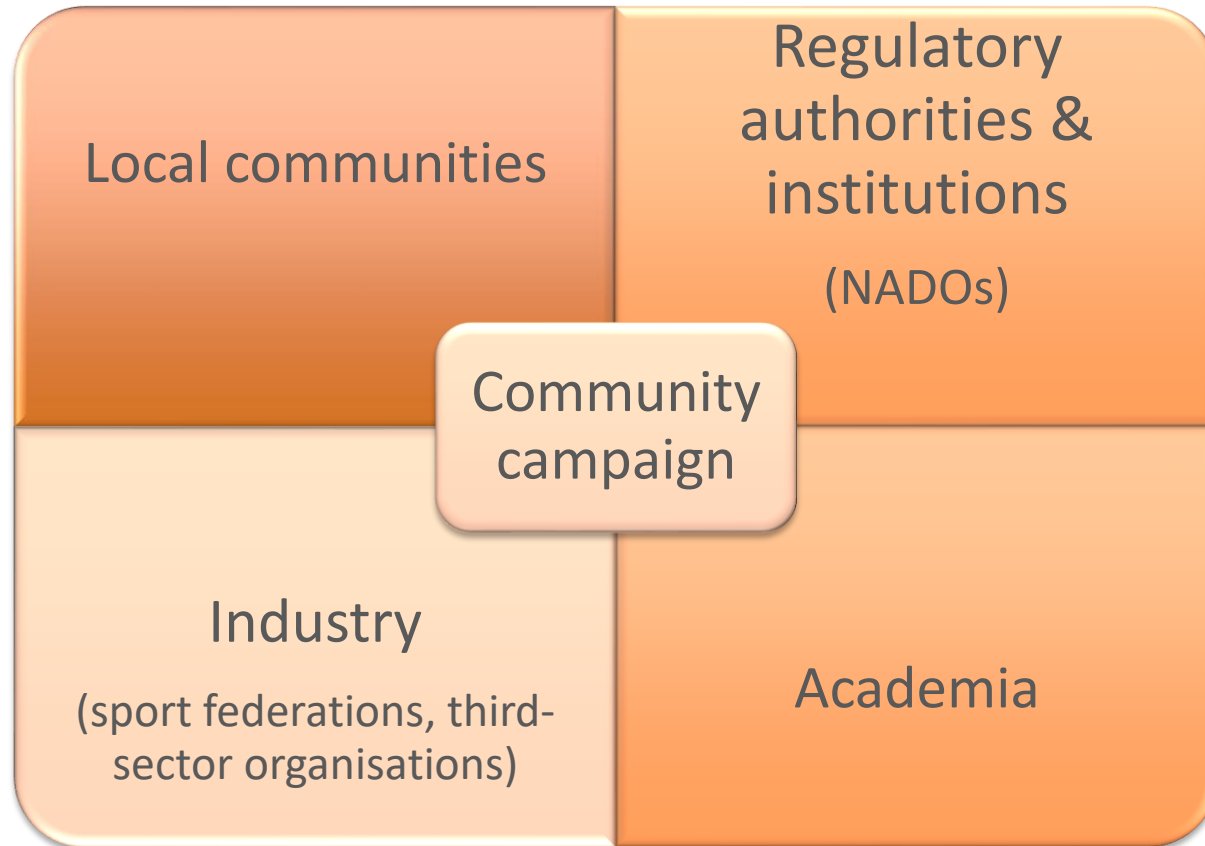


Development of relevant and realistic metrics (e.g., Key Performance & Success Indicators)

Co-development approach

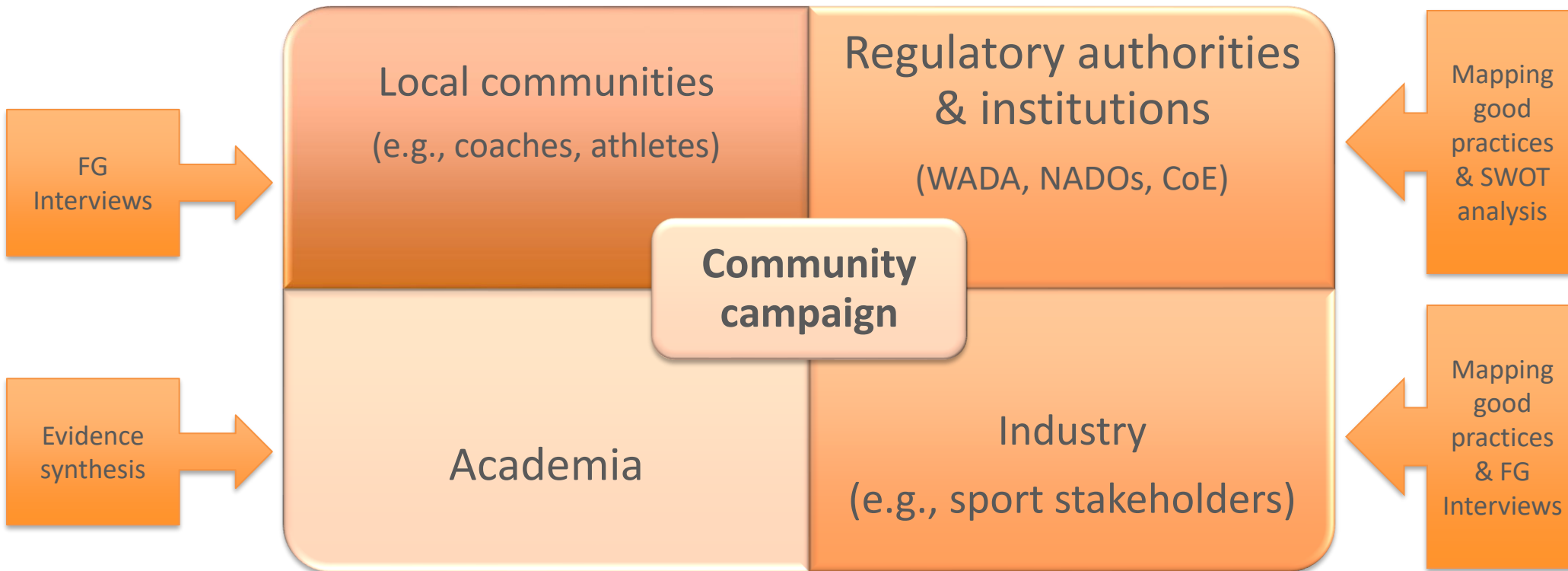


Determining “co-developers”



Triple Helix Model of Knowledge Economy, Innovation, & Value Creation
(Leydesdoff, 2012)

Knowledge creation sources



1. Mapping good practices

May 15th -16th 2023, Warsaw, Poland

Interviews with sport stakeholders

- UK Anti-Doping (UKAD) on Clean Sport Week
- World Anti-Doping Agency (WADA) on Play True Day
- EuropeActive on the European Week of Sport (#BeActive)
- Council of Europe's Ad Hoc Group on Gender Equality in Anti-Doping
- UEFA on Campaign to Tackle Violence and Discrimination in Football



2. Focus Group Interviews

1 FG in each country (Cyprus, Bulgaria, Portugal, and Poland) between September and December 2023

In each country, 5-9 participants were involved from the following groups:

- Athletes or athlete groups (including athletes with disabilities)
- Coaches and other members of the Athlete Support Personnel (ASP)
- Sport clubs and federations
- Governmental authorities with sport development remit
- Sport journalists
- Educators (secondary and higher education)

Focus Group Interviews cont.

Strategic selection of FG participants for co-development purposes

Representing groups that would

- Support
- Deliver
- Participate
- Evaluate

the campaign in each country under different roles (e.g., campaign supporters, volunteers, participants/recipients)



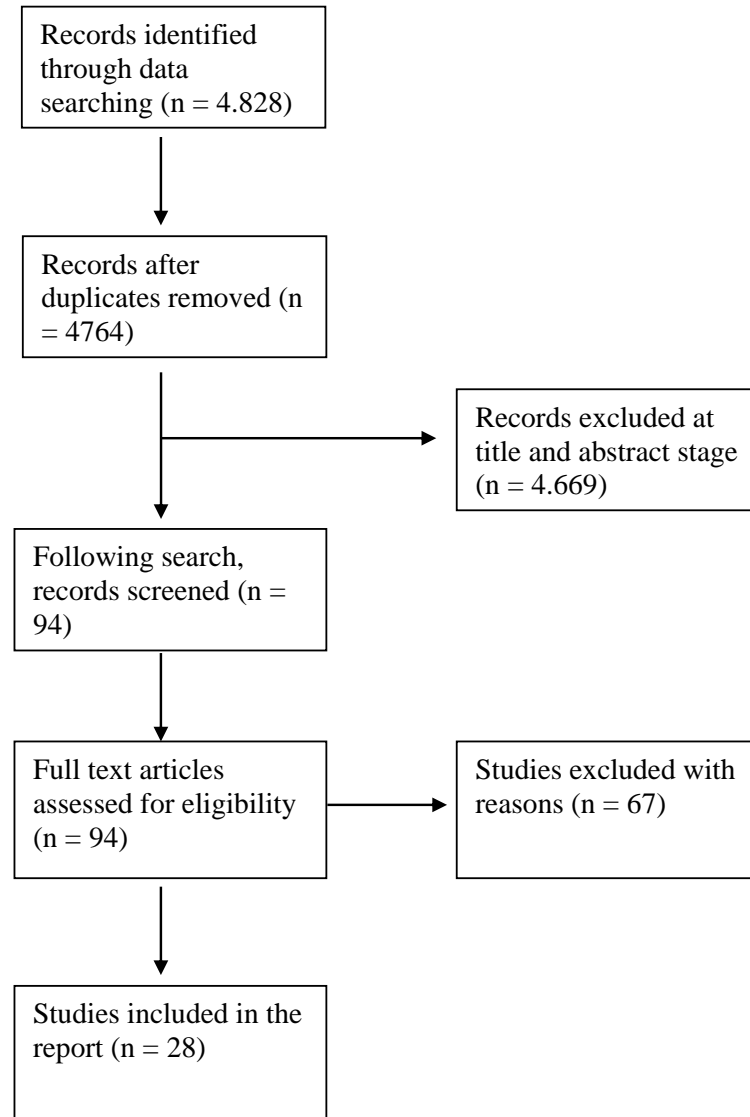
Note on campaign implementation



3. Evidence synthesis

Desk research including

- Literature reviews evaluating the effectiveness of anti-doping and illicit drug use social marketing campaigns and interventions
- Meta-analyses evaluating the effectiveness of anti-doping and illicit drug use social marketing campaigns and interventions.
- Only studies published in English.
- Studies on anti-doping, health communication, and social marketing campaigns.
- Databases: Web of Science, SportDISCUSS, MEDLINE, ERIC, PsychINFO
- Time span: 2013-2023



4. SWOT Analysis

Reflecting on
primary and
secondary evidence

NADOs SWOT
Analysis

Operational
Framework

Operational Framework of the EWCS Campaign

EWCS Target groups

- Which groups will be targeted in each country?
- How will target group be approached and recruited for participation?

EWCS Activities

- Which activities are most suitable?
- Which settings/places are most suitable for delivering the EWCS campaign?

EWCS Communication & Dissemination

- How will the EWCS be widely communicated and disseminated?

EWCS Volunteers

- How to effectively recruit EWCS volunteers to support the implementation of the event

Environment, Equality, Equity, Diversity & Inclusion (E³DI)

- Informing EWCS Campaign E³DI practices

ToR of the Policy &
Practice
Recommendations

Evaluation Methodology

- The knowledge creation process also informed the methodology and metrics for the evaluation of the EWCS Campaign
- Mixed methods design – interviews and surveys



Internal evaluation

- Interviews conducted with the members of the NADO teams (2 members per NADO) that implemented the EWCS in each country, and those interviews will identify:
 - Difficulties and risks encountered, and the solutions implemented
 - Operational and organisational costs involved
 - Areas for future improvement

External evaluation I

- Interviews conducted with policy-makers and sport stakeholders who served as Campaign supporters
- Perceived benefits and advantages of EWCS for the local community
- Satisfaction with the EWCS Campaign
- Areas of improvement
- Willingness to implement the EWCS Campaign in the future

External evaluation II

Questionnaires with Campaign participants assessing

- Perceived relevance and usefulness of the Campaign activities attended
- Perceived informativeness about the risks of doping
- Satisfaction with the activities attended
- Willingness to participate again in the future and recommend to others

Internal Evaluation

NADOs in partner countries



POLADA

Difficulties & Risks	Solutions
Reaching consensus for common EWCS date.	Reconsidered alternative dates until reaching consensus.
Lack of funding	We added also our budget for organisation “I run for pure fun” and EWCS.
Lack of human resources	-



Costs and areas of improvement

Operational costs - €18.725

- for promotion of the event(s) and networking activities with collaborating stakeholder groups

Areas of improvement

- More funding (e.g., to provide gifts/promotional material to all attendants)
- Greater emphasis on project communication, not only in terms of individual countries, but also internationally
- Graphic and communication coherence of the project
- Increased emphasis on producing educational material on clean sport (e.g., lectures, leaflets, games, quizzes)

BADC

Difficulties & Risks	Solutions
Lack of interest	Efforts to promote the EWCS campaign, including publication in media and social media
Government changes and rotation/lack of support	Meeting between NADO's Executive Director and the Ministry
Insufficiently developed volunteer movement	Efforts involve teachers from sports schools, students and athletes who encourage the clean sport movement.
Including recreational athletes in activities	Cooperation between the NADO and the leading organisation of recreational athletes in creating suitable activities.



Costs and areas of improvement

Operational costs – €13.000

- ~ € 6.000 for gifts, informational material and e.g.
- ~ € 7.000 for remuneration of persons involved in the implementation (manager, researcher/education, technical)

Areas of improvement

- Implementing a coordinated activity for the start of the EWCS campaign (e.g., recorded video message, on-line press conference)
- One common activity in every partner country
- Equal informational materials and design elements distributed before the campaign and enough time to be adopted in local language
- Dedicated social media account for public dissemination and promotion of the EWCS campaign.
- Uniform design for promotional material and gifts/giveaways.

ADoP

Difficulties & Risks	Solutions
Poor stakeholder engagement	Holding individual meetings to explain the campaign objectives
Low participation in chosen activities	Promotion of the campaign by the stakeholders and creation of an attractive set of gifts to the participants
Location of the EWCS access points (e.g., stands) during the activity	Meeting with the organizer of each activity
Too many offers of activities	Process of selection facing the objectives of the campaign
Arranging meeting all the stakeholders to clarify responsibilities and tasks	Using online meetings
Volunteer recruitment	Matching activities with the interests of volunteers

Costs and areas of improvement

Operational costs - € 19.358

- € 12.358 for merchandising
- € 4.000 for travel and subsistence
- € 3.000 for fees

Areas of improvement

- Increase the use of social media for the promotion and dissemination of the campaign
- Engage with local media and leverage political influence to support the campaign
- Call for relevant groups to support the campaign (e.g., sport federations, local government authorities, sport clubs)



CyADA

Difficulties & Risks	Solutions
Administrative restrictions and barriers	Efforts to promote the EWCS campaign with local stakeholders
NADO governance	Risk mitigation strategies in place
Difficulty recruiting volunteers	Early planning and engagement of volunteer groups



Costs and areas of improvement

Operational costs - € 4.575

- € 200 for personnel costs
- € 4.375 for equipment, giveaways, and promotion

Areas of improvement

- Early start of planning.
- Early volunteer and stakeholder engagement.

External Evaluation I

External Stakeholders/Campaign Supporters



Poland

- $N = 4$
- *Benefits to the community*
 - Community-wide engagement through the “I Run for Pure Fun” event.
 - Participation of diverse stakeholders (e.g., NGOs).
- *Areas for improvement*
 - Budget increase; joint anti-doping education efforts with POLADA and stakeholder groups; intensified communication and promotion of the campaign; early booking of the campaign to enable selection of accessible sites.
- Highest possible score in “satisfaction with EWCS campaign” and “likelihood to support the EWCS campaign in the future”.

Bulgaria

- $N = 3$
- *Benefits to the community*
 - Community engagement and participation; opportunity to learn about BADC's ant-doping education efforts; increased awareness about anti-doping; learning about the health risks of doping and the value of clean sport.
- *Areas for improvement*
 - More information about anti-doping in recreational sport; larger number and more diverse activities targeting different groups (e.g., students, parents/families); more emphasis on the health aspects of doping with information activities for parents.
- High scores (~6.7) in “satisfaction with EWCS campaign” and “likelihood to support the EWCS campaign in the future”

Portugal

- $N = 5$
- *Benefits to the community*
 - Raising public awareness about clean sport; communicating the health risks of doping; improving community literacy about anti-doping; importance of school-based activities for raising anti-doping awareness in the school/student community.
- *Areas for improvement*
 - Improve communication channels; include a wider range of activities (and with larger duration); ensure the longevity of the campaign; include testimonials from professional athletes.
- Highest possible score in “satisfaction with EWCS campaign” and “likelihood to support the EWCS campaign in the future”.

External Evaluation II

EWCS Campaign Participants



Overall sample description

- 411 participants across 4 countries
- 42.6% females
- Aged between 9 and 69 years (Median age = 17 years)
- 88.3% were athletes and/or exercisers
 - 61.3% self-identified as athletes
 - 27% self-identified as exercisers regularly participating in PA/sport

Overall evaluation

1	2	3	4	5	6	7
<i>Not at all</i>						<i>Very much</i>

Variable	Mean (SD)	Median
Relevance	5.91 (1.31)	6.00
Usefulness	6.07 (1.21)	7.00
Informativeness (dangers of doping use)	6.04 (1.22)	6.00
Satisfaction	6.11 (1.09)	6.00
Willingness to recommend to others	6.19 (1.15)	7.00
Willingness to participate again in the future	6.01 (1.27)	7.00

Non-random positive scores

- One-sample t-test, comparing mean scores against midpoint of the scale – in our case we chose the score of 5
- Statistically significant differences ($p < .001$) in all 6 dimensions

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q5_Relevant	14.120	410	<.001	.91727	.7896	1.0450
Q6_Useful	17.927	410	<.001	1.07056	.9532	1.1880
Q7_Informative	17.303	410	<.001	1.04380	.9252	1.1624
Q8_Satisfied	20.631	410	<.001	1.11436	1.0082	1.2205
Q9_Recommend	20.965	410	<.001	1.19951	1.0870	1.3120
Q10_Future_Participate	16.194	410	<.001	1.01946	.8957	1.1432

Conclusions

- An effectively co-developed Campaign to promote clean sport
- Informed by empirical evidence and current good practices in related areas
- Evaluated with robust assessment methods from multiple sources
- Positive reception overall by all parties involved
- Willingness to support and participate again in the future



Thank you for your attention – any questions?