



AUTORIDADE
ANTIDOPAGEM
DE PORTUGAL



EUROPEAN
WEEK of CLEAN
SPORT

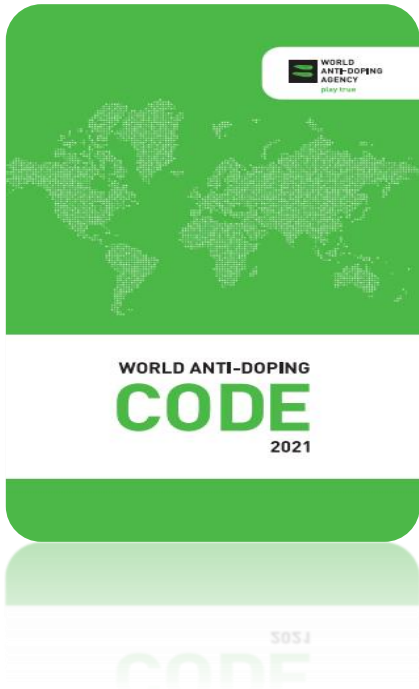


Co-funded by the
European Union

LIMASSOL – CYPRUS 2 - 3 DECEMBER 2024

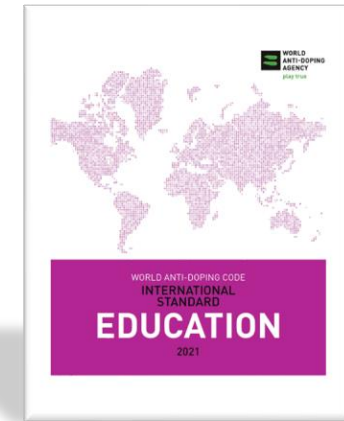


Combating doping is a key Sport-specific priority in the Erasmus+ Programme. Doping is against the Spirit of Sport values, and can cause irreversible health problems and increase mortality risk among doping user athletes, and represents a major risk for the public image and reputation of both elite competitive and recreational sport. Communication and social marketing have been successfully applied over the last 40 years in a wide range of public health domains, but they are largely underutilised in the context of doping prevention. The proposed project aims to develop, implement, and evaluate the European Week of Clean Sport (Project EWCS). This will be a large-scale anti-doping communication/social marketing campaign that will be tested and trialled in four European countries (Cyprus, Portugal, Bulgaria, and Poland), and implemented by key strategic partners with a remit to protect and promote clean sport, across levels of sport, and across age and minority groups. The specific objectives of the proposed project are to: 1. Assess the needs of local sport stakeholders and sporting communities for the development of the European Clean Sport Week campaign. 2. 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. 3. Co-develop an operational framework for the implementation of the European Week of Clean Sport with expert academics, National Anti-Doping Organisations, and relevant target groups. 4. Implement and evaluate the impact of the European Week of Clean Sport 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. 5. Provide policy and practice recommendations for the future implementation of the European Week



WADA – World Anti-Doping Code - Article:18.2.3 – “All Signatories shall cooperate with each other and governments to encourage relevant sports organizations, Educational institutions, and professional associations to develop and implement appropriate Codes of Conduct that reflect good practice and ethics related to sport practice regarding anti-doping.”

WADA - International Standard for Education – “A key underpinning principle of the International Standard for Education is that an Athlete’s first experience with anti-doping should be through Education rather than Doping Control.”



PARTNERS

MINISTRY OF EDUCATION / SCHOOL SPORT DEPARTMENT



PORTUGUESE ATHLETICS FEDERATION



PORTUGUESE FOOTBALL FEDERATION



FOCUS GROUP INTERVIEWS:

SPORT: ATHLET
NATIONAL COACH
INTERNATIONAL REFEREE
LOCAL EVENT ORGANISER
ATHLET'S' REPRESENTATIVE
JOURNALIST



EDUCATION: SCHOOL DIRECTOR
TEACHER
P.E. TEACHER
SCHOOL SPORT COACH



MEGASPRINTER



PARTNERS – MINISTRY OF EDUCATION – SCHOOL SPORT



PORTUGUESE ATHLETICS FEDERATION



MUNICIPALITIES

LOCAL – 1200 SCHOOLS

NATIONAL – 900 ATHLETS / STUDENTS



SCHOOLS

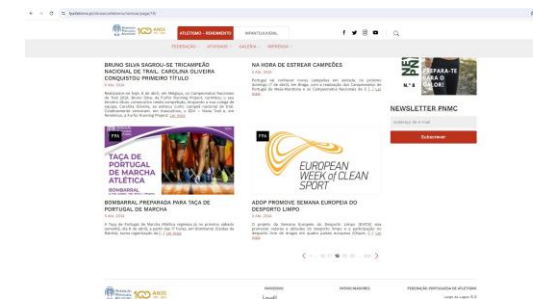
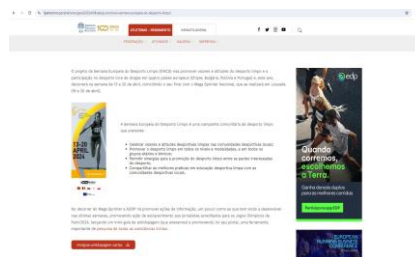


SEMINARS

CLUBS / FEDERATIONS



PARTNERS DISSEMINATION



0% DOPING – 100% YOU



Kahoot! 0%Doping - 100% TU!!! Settings Upgrade Themes

1 Quiz
Quais são os efei...

2 Quiz
Como é que as A...

3 Quiz
Quais são algum...


4 Quiz
Como é que o Do...


5 Quiz
Quais são algum...

6 Quiz
Porque é import...

Add question
Add slide

Quais são os efeitos do Doping no Desempenho Desportivo?


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Doping só tem efeitos positivos no desempenho atlético

Doping pode melhorar o desempenho atlético, mas tem consequências negativas

Doping não tem impacto no desempenho desportivo

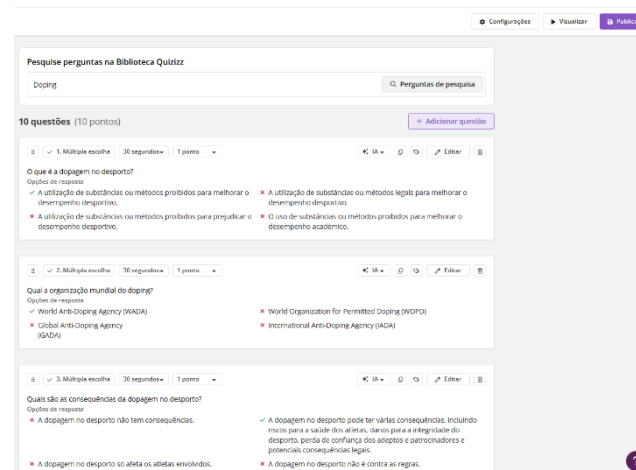
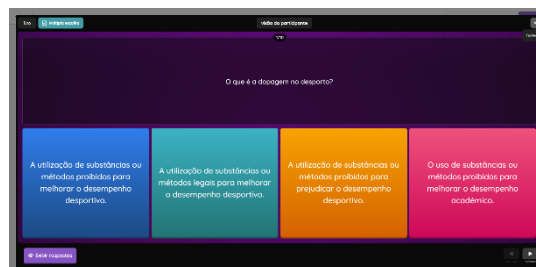
O Doping é sempre seguro para os atletas

Add more answers

NATIONAL EVENT – 900 PARTICIPANTS



QUIZZ



MERCHANDISING



EVALUATION FORM PARTNERS

PART B - External Stakeholders - MINISTRY OF EDUCATION - SCHOOL SPORT DEPARTMENT

Q1. Given your involvement in the implementation of the EWCS Campaign, what do you think are the benefits of the campaign for the local community (e.g. sport community, families, education)?

The framing of the campaign within a large-scale School Sports project allowed students of various ages and teachers (from all over the country) and also Parents/EE, to be aware of the campaign issues and to be aware that there are entities that regulate in an exemplary way the issues of Clean Sport. Having the opportunity to have a first contact with ADOP's work is important for understanding the resources available in Sports

Q2. If you had the opportunity, would you participate in the EWCS Campaign again in the future?

1	2	3	4	5	6	7
Definitely not						X

Q4. Overall, how satisfied are you with the implementation of the EWCS Campaign?

1	2	3	4	5	6	7
Not at all						X

Q4. Lastly, please indicate the areas that could be further improved if you were to be involved in the implementation of the EWCS Campaign again in the future.

Strengthen cooperation with schools in a more structured way in the field of information and dissemination of what is being done in terms of the fight against doping in sports

PART B - External Stakeholders - PORTUGUESE FOOTBALL FEDERATION

Q1. Given your involvement in the implementation of the EWCS Campaign, what do you think are the benefits of the campaign for the local community (e.g. sport community, families, education)?

The Campaign is very relevant to promote greater and better education and literacy on anti-doping issues among all agents involved in football, especially among health professionals, coaches and athletes.

Q2. If you had the opportunity, would you participate in the EWCS Campaign again in the future?

1	2	3	4	5	6	7
Definitely not						X

Q4. Overall, how satisfied are you with the implementation of the EWCS Campaign?

1	2	3	4	5	6	7
Not at all						X

Q4. Lastly, please indicate the areas that could be further improved if you were to be involved in the implementation of the EWCS Campaign again in the future.

Nothing special to declare. If possible, be able to continue the campaign.

PART B - External Stakeholders - PORTUGUESE ATHLETICS FEDERATION

Q1. Given your involvement in the implementation of the EWCS Campaign, what do you think are the benefits of the campaign for the local community (e.g. sport community, families, education)?

- Show the local community the work done by the Portuguese NADO (ADOP)
- Raise awareness in the community about the practice of a clean sport
- Identify the dangers of doping in sport for the health of the athletes

Q2. If you had the opportunity, would you participate in the EWCS Campaign again in the future?

1	2	3	4	5	6	7
Definitely not						X

Q4. Overall, how satisfied are you with the implementation of the EWCS Campaign?

1	2	3	4	5	6	7
Not at all						X

Q4. Lastly, please indicate the areas that could be further improved if you were to be involved in the implementation of the EWCS Campaign again in the future.

- Better communication to the participants
- Wider range of the initiative (duration)
- Include the campaign in more activities

EVALUATION PARTICIPANTS EWCS

RELEVANT	USEFUL	INFORMATIVE	SATISFACTION	RECOMEND	AGAIN
Q1	Q2	Q3	Q4	Q5	Q6
5.96	5.91	6.01	5.97	6.23	5.85

N=157

ANSWER OPTIONS – 1 TO 7

MULTIPLIER EVENT – 22 NOVEMBER

2 MOMENTS:

POLITICAL – SECRETARY OF STATE, PRESIDENT INTITUTE FOR SPORTS, PORTUGUESE OLYMPIC AND PARALYMPIC COMITTEES, ATHLETES REPRESENTATIVES, GENERAL DIRECTION FOR HEALTH, POLICE, SPORT FEDERATIONS

SPORT MOUVEMENT – SPORT DIRECTORS, MEDICAL STAFF, FEDERATIONS

INTERVENTIONS – ADOP, POLICE, LAB, JOURNALIST, OLYMPIC AND PARALYMPIC ATHLETS



ATHLETES

FERNANDA RIBEIRO
10.000m OLYMPIC GOLD MEDAL



ROSA MOTA
MARATHON OLYMPIC GOLD MEDAL



JORGE FONSECA
WORLD JUDO CHAMPION



MIGUEL MONTEIRO
SHOT PUT PARALYMPIC GOLD MEDAL



