

EWCS Campaign: Policy & Practice Recommendations

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Purpose of the PPR

- Provide EWCS consortium partners with a commonly agreed approach and relevant Terms of Reference (ToR) about implementing and sustaining the legacy of the EWCS Campaign in 2025 and beyond.
- Inform and provide support and guidance to National Anti-Doping Organisations (NADOs) and other interested authorities and stakeholders in the field of sport, from countries external to the EWCS consortium, with regards to designing, implementing, and evaluating the EWCS Campaign in their countries, in 2025 and beyond.





Key areas of the PPR

- 1. *Terms of Reference*** describing the role and function of an overseeing EWCS Campaign Coordination Committee, and the key principles in designing, implementing, and evaluating the EWCS Campaign, as per the Operational Framework of the project.
- 2. *Inclusive and Pro-Environmental Campaign*** considerations, especially with regards to the design and implementation of the Campaign.
- 3. *EWCS Campaign Code of Conduct*** describing the minimum expectations for future Campaign Partners.

Key definitions

- EWCS Campaign Coordination Committee
 - Cyprus Anti-Doping Authority
 - Bulgarian Anti-Doping Centre
 - Portuguese Anti-Doping Authority
 - Polish Anti-Doping Agency
- Post-2024 partner NADOs: Campaign Partners
- Interested stakeholders in local communities supporting the Campaign:
Campaign supporters



Founding members

Terms of Reference (ToR)

- In each country the competent authority to coordinate, implement, monitor and evaluate the Campaign is the NADO.
- The EWCS Campaign Coordination Committee will work with the interested NADOs to define the dates for the EWCS Campaign and provide appropriate support for the monitoring and evaluation of the Campaign, and promotional and dissemination materials (e.g., logo, social media assets, etc.).





ToR areas

1. Identifying and recruiting target groups
2. Engaging Local Stakeholders & Communities
3. Recruiting Campaign Volunteers
4. Selecting Campaign Activities
5. Monitoring & Evaluation of Campaign Activities
6. Campaign Communication & Dissemination
7. Feasibility Analysis
8. Inclusive & Pro-Environmental Campaign

1. Identifying and recruiting target groups

In each country, EWCS partners may target groups that are:

- Accessible*
- Motivated to participate
- Willing to be involved in the campaign in different roles (e.g., as participants and/or as volunteers actively supporting the implementation and communication of the campaign in referent social groups)

**Accessibility should not be equated with convenience, because this may limit the diversity of the target groups represented in the campaign.*

Identifying and recruiting target groups cont.

Although there is no exhaustive list of groups that may be targeted, the following groups were used in the 2024 Campaign:

- Athletes at different competitive levels, gender, ability, and age groups
- Young/youth athletes
- Recreational sport/exercisers
- Student athletes (secondary & higher education)
- Coaches and athlete support personnel



Note

- It is important that Campaign Partners ensure that they have the necessary resources to recruit target groups.
- It is advisable that Campaign Partners utilise existing networks with relevant and local sport stakeholders and groups, including but not limited to:
 - Ministries (e.g., Health, Education, Sport) and related governmental authorities
 - Primary, secondary, and tertiary/higher education institutions
 - Sport federations and clubs
 - Athlete groups and committees
 - Fitness industry
 - Other stakeholders with an interest and/or remit in preventing the use of drugs and promoting healthy lifestyles.

2. Engaging Local Stakeholders & Communities

- The success of the Campaign is partly determined by the local partnerships developed between Campaign Partners (e.g., NADOs) and sport stakeholder that may actively support the Campaign.
- In the 2024 Campaign, all NADOs of the consortium formed strategic partnerships with local supporting organisation (henceforth referred to as Campaign Supporters) which facilitated the scoping and co-creation of the Campaign activities, as well as the implementation, and wider communication and dissemination of the Campaign.
- It is advisable that Campaign Partners perform a scoping exercise to determine which strategic partners could be utilised locally (e.g., from existing networks) to facilitate the Campaign across its different stages.

3. Recruiting Campaign Volunteers

The role of volunteers is crucial for the effective implementation of the Campaign

- Based on the lived experiences of the EWCS consortium
- Based on the shared good practices with WADA, UKAD, and other campaigns (e.g., EWoS)

The 2024 Campaign included volunteers from:

- Secondary education students
- University students
- Educators
- Coaches
- Athletes from different gender and age groups, including master athletes and former athletes



Recommendations for recruiting volunteers

- Use a nuanced approach, targeting and selecting volunteers based on feasibility, resources, and risk assessment (e.g., time, commitment, resources needed).
- Apply Equality, Diversity, and Inclusion criteria, as much as possible and where feasible, in targeting and selecting volunteer groups.
- Utilise and involve existing resources and networks from relevant stakeholders (e.g., Ministries of Sport/Health; national sport federations; National Olympic Committee); coaches' organisations and associations; schools (secondary and higher education) that may also serve as stakeholders/endorsers of the Campaign.
- Where appropriate and feasible, incentivise and recognise volunteer participation (e.g., certificate/award issued by NADO and/or collaborating authority).

4. Selecting Campaign Activities

- At least 3 different activities during the EWCS Campaign
- Must reflect real needs and interests of target groups and local communities
- Co-developed with target groups and campaign supporters
- Selected strategically, considering their feasibility, financial viability, and the resource availability of Campaign Partners.
- Vary in nature and scope
- Education-oriented, interactive, simple, and easily applied
- Utilise a hybrid model integrating digital platforms (e.g., social media-based) and in-person activities

What we did in 2024

In the 2024 Campaign, the activities focused on the following broad areas:

- Health risks of doping use
- Risks of nutritional supplement use (e.g., contamination, inadvertent doping, etc)
- Clean sport values and sport ethics
- Code ADRVs and sanctions (relevant to targeting young athletes)



Maximizing activity effectiveness

- Engage local stakeholders (e.g., sport schools, national sport federations) to increase the number of activities delivered
- Where appropriate and feasible, involve the media to raise awareness about the Campaign and increase participation
- Consider implementing and/or promoting Campaign activities in the context of other, ongoing, sport competitions, games, and events (e.g., installing on-site booths, roll-up, and banners in during a local athletic event)

5. Monitoring & Evaluation of Campaign Activities

- *Monitoring phase* assesses real-time engagement as indicated by the number of people who register for and attend the Campaign activities.
 - The monitoring phase takes place before and during the Campaign implementation.
- *Evaluation phase* focuses on capturing feedback from Campaign target groups and volunteers.
 - The evaluation phase takes place during and after the Campaign implementation.

Monitoring & Evaluation Methodology

- It is advisable to adopt (or adjust to fit local needs) the same monitoring and evaluation methodology and tools used in the 2024 Campaign



6. Campaign Communication & Dissemination

- Use positive communication messages, tailored to the needs and interests of local campaign supporters and target groups
- Make *informed selection of social media platforms* and *strategic use of existing communication and dissemination networks* of Campaign Partners and other organisations supporting the Campaign.
- Where applicable, use common messages (e.g., *Be Cool, Play Clean*) across Campaign Partner countries to promote the common identity of the campaign.
- Recommended methods and channels for communication and dissemination activities include:
 - Social media-based communication and dissemination.
 - Interviews or short clips with notable athletes and/or influencers.
 - Promotional activities via local mass media and networks and channels of associated stakeholders (e.g., Ministries, sport organisations, NOC etc.).

Our
promotional
clip



7. Feasibility Analysis

Strengths	What strengths do you have to support the effective implementation of the EWCS campaign? <i>(e.g., access to a large network of athletes with impairments).</i>
Weaknesses	What weaknesses in your organisation may serve as barriers to the effective implementation of the EWCS campaign? <i>(e.g., lack of human resources).</i>
Opportunities	What opportunities do you see (external to your organisation) to benefit the EWCS campaign? <i>(e.g., using sponsors to support EWCS activities).</i>
Threats	What external barriers do you see that may hamper the effective implementation of the EWCS campaign? <i>(e.g., stakeholders not willing to support the EWCS campaign).</i>

8. Inclusive & Pro-Environmental Campaign

Equality, Diversity, & Inclusivity

- Provide opportunities for participation (e.g., for volunteers, target groups, campaign supporters) in gender and disability-friendly manner.
- Use gender neutral and disability-friendly language, messages, and communication throughout the different phases of the campaign.

Pro-environmental

- Signpost participants to waste management for on-site/face-to-face activities.
- Wherever possible, use of recyclable and environmental-friendly materials.
- Consider travel implications for onsite/face-to-face activities, making commuting choices with the least environmental impact as much as possible.
- Consider the environmental impact and carbon footprint of digital communications.

EWCS Campaign Code of Conduct

Campaign Partners must adhere to the following Code of Conduct, which was developed by the EWCS Campaign Coordination Committee and indicates the minimum expected requirements for implementing the Campaign.

- **EWCS Commitment**
- **Clean Sport Commitment**
- **Conflict of Interest**
- **Sponsorship**
- **Equality, Diversity, & Inclusion**



EWCS Commitment

- Campaign Partners agree on the expectation of minimum number of activities ($n = 3$) to be implemented.
- This includes anti-doping education, information, and awareness-raising activities, as well as promotional activities for the wider dissemination and communication of the Campaign (e.g., social media posts, announcements, promotion through own website/forum, posters, and leaflets).



Clean Sport Commitment

- Campaign Partners should be explicitly committed to promoting clean sport values and respect anti-doping rules and the World Anti-Doping Code and International Standards, and refrain from activities that promote or endorse doping and doping-related attitudes, undermine athletes' health and the efforts and credibility of NADOs.



Conflict of Interest

- In forming partnerships for the implementation of the Campaign, Campaign Partners should ensure that any potential conflict of interest is duly acknowledged and explicitly addressed.

Sponsorship

- It is advised that Campaign Partners do not receive sponsorship for the implementation of the Campaign from companies and organisations that pose a reputational risk to clean sport.

EDI & Pro-Environmental Commitment

- Campaign Partners should at all times promote equal opportunities and inclusion, and respect diversity, as per the ToR of the Campaign
- Campaign Partners should ensure that, where possible, Campaign activities are designed in way that does not negatively impact the natural environment, as per the ToR of the Campaign



Thank you for your attention – any questions?