



Clean Sport Week

An Overview



Protecting Sport @ukantidoping

Introduction

Clean Sport Week is the annual flagship ‘moment’ for UKAD in which UKAD runs a week of activities to raise the profile and understanding of clean sport and fair play in the UK. The tone is **celebration**.

It also offers the opportunity for athletes and their support staff to speak up on UKAD’s behalf – groups such as UKAD’s Athlete Commission are central to this.

A central principle of UKAD’s Strategy Refresh, launched in 2024, is ‘Athlete First’ and CSW 2024 demonstrated this. We emphasised our mission to Protect, Inform, Educate of Empower the clean athlete.



History of the campaign

- Clean Sport Week launched in 2018.
- When launched its primary focus was to promote and explain anti-doping education work and how to protect athletes at all levels from IPEDS.
- It was also created as a way to drive public debate around performance and IPEDs.
- Since it's inception, Clean Sport Week has become much more.
- Elite athletes, National Governing Bodies, Higher Education partners, journalists, sports fans and more continue to get involved in this campaign.
- Engagement increases year on year, with each iteration having a particular focus point linked to anti-doping.
- The campaign creates an informal yet impactful way for sporting organisations and individuals to talk about and advocate for clean sport.



Clean Sport Week 2024: Journey to the Podium



What has worked well

- Providing a media hook e.g. through a public survey
- Hosting an in-person event - providing opportunities for networking, discussion and content gathering
- Having a focus group and theme – more tailored
- Creating design assets that bring the whole campaign together online
- Athlete led content
- Giving organisations and athletes simple but effective content to create (organic content)
- Placing our CEO and Athlete Commission for media interviews in advance
- Sharing our plans early (from now) with key stakeholders
- Collaborations on social media e.g. Instagram story collaborations help to increase engagement
- Making internal communications a priority



Clean Sport Week 2025: The Next Generation

Date: 19 – 23 May 2025

Focus group: 14 – 19 year olds, and their parents/ carers and coaches

Approach:

- Chosen to build on changing attitudes to clean sport in younger generation (backed by national You Gov poll in November post-Paris)
- Explore young people's views on sport and anti-doping – risk takers,
- Sign post to existing resources and commit to providing new resources for this group
- Inspire the next generation of athletes to compete clean
- Current and former athletes will reflect on what inspired them to get into sport and to remind people of the importance of clean sport education
- We will tease plans for 2026 as the week wraps up, which will go on to focus on university age groups



Collaboration

- Regional focus – starting in the North West of England
- Looking for sports partners inc educational charities and potential commercial collaboration
- Also interested in current discussions scaling up pan-European/international – excellent timing for united front, economies of scale, sharing resources and collateral
- Athlete First key

Summary

- CSW works hugely effectively as series of moments for us
- Potential topics for coming years (based on topics of interest to our athletes and NGB anti-doping leads):
 - Supplements
 - Easier access to prohibited substance
 - Pressure to succeed/mental health
 - Steroids and SARMs
 - Contamination [also ranked – international trust, rec drugs, tech advances making detection harder]