



*EUROPEAN
WEEK of CLEAN
SPORT*

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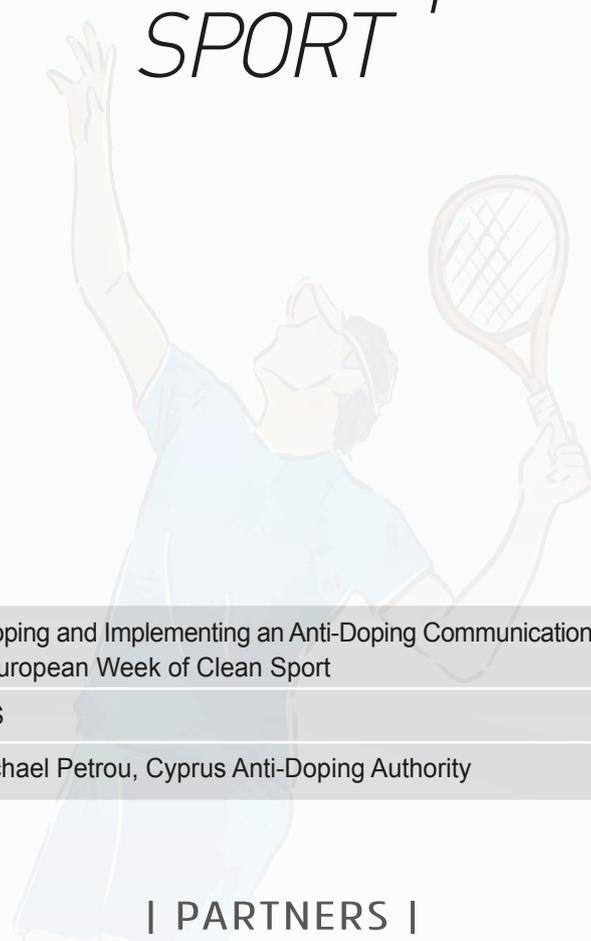
**D4.1 Evaluation of the European Week
of Clean Sport Campaign**



**Co-funded by
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EUROPEAN WEEK of CLEAN SPORT



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| Project name: | Developing and Implementing an Anti-Doping Communication & Social Marketing Campaign: The European Week of Clean Sport |
| Project acronym: | EWCS |
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| PARTNERS |

- **CYPRUS ANTI-DOPING AUTHORITY (CYADA)** - Cyprus
- **POLISH ANTI-DOPING AGENCY (POLADA)** - Poland
- **ANTI-DOPING AUTHORITY OF PORTUGAL (ADoP)** - Portugal
- **ANTIDOPING ORGANISATION OF BULGARIA (BuINADO)** - Bulgaria
- **EUROPEACTIVE (EHFA)** - Belgium



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1. Context of the EWCS Campaign

The European Week of Clean Sport (EWCS) Campaign was implemented in four countries (Bulgaria, Cyprus, Poland and Portugal) by the National Anti-Doping Organisation (NADO) partners in these countries. It took place on 13 – 20 April 2024.

The EWCS Campaign has been co-developed by the NADO partners of the project in collaboration with key strategic stakeholders from the local communities it was intended to serve. Indicatively, this involved:

- Athletes and athlete support personnel (e.g., coaches).
- Sport organisations (e.g., National Olympic Committees, governmental authorities, sport federations).
- School, students, and their families.
- Universities, including staff and students.

The NADO partners of the EWCS consortium consulted with these stakeholders in each partner country to identify key aspects and features of the Campaign, such as the groups to be targeted, as well as the type, nature, and content of the Campaign activities.

According to Smith et al. (2023)¹, this co-development process ensures that the EWCS Campaign:

- Responds to local needs.
- Promotes a participatory approach and a sense of “ownership” among involved stakeholders and target groups.
- Allows bidirectional knowledge flows (e.g., between NADOs and local stakeholders supporting the Campaign).
- Supports the development of realistic metrics for evaluating the Campaign’s impact and success.

To this end, the Evaluation Methodology of the EWCS Campaign was based on the input received by the partner NADOs (through a SWOT Analysis, as described in the Deliverable D3.4 Operational Framework of the EWCS Campaign) and the recommendations of the Campaign co-developers.

¹ Smith, B., Williams, O., Bone, L., & Collective, T. M. S. W. C. P. (2023). Co-production: A resource to guide co-producing research in the sport, exercise, and health sciences. *Qualitative Research in Sport, Exercise and Health*, 15(2), 159-187.

2. Evaluation Methodology

The Evaluation Methodology of the EWCS Campaign defines:

- a) The purpose of the evaluation.
- b) The data collection tools needed to fulfil the evaluation purpose.
- c) The metrics that are relevant for assessing the success and impact of the Campaign on target groups.

2.1. Evaluation purpose

The purpose of the evaluation is to help the EWCS project coordinator and the consortium partners assess the feasibility of the Campaign. To this end, the evaluation of the EWCS Campaign involved two types of assessment: internal and external evaluation.

Internal evaluation was concerned with identifying difficulties, threats, and risks encountered during the implementation of the Campaign; human resources, operational aspects; and areas for future improvement. For this purpose, the internal evaluation was completed with members of the NADO partners that implemented the Campaign in each country, whereas external evaluation involved two main groups: the local stakeholders that supported NADOs in the implementation of the Campaign, and the target groups who participated in the Campaign (i.e., Campaign participants).

2.2. Data collection tools

The EWCS Campaign Evaluation Survey was the main tool used for the purposes of the Campaign evaluation and included three parts, described as follows.

Part A focused on internal evaluation with NADOs and included three open-ended questions on (Q1) difficulties and risks encountered, and risk mitigation solutions; (Q2) operational aspects of the Campaign; and (Q3) areas for future improvement.

Part B was administered to local sport stakeholders who supported the implementation of the Campaign in each country and included four questions assessing (Q1) the perceived benefits of

the Campaign for the local community (open-ended); (Q2) their willingness to support the Campaign again in the future; (Q3) their satisfaction with the Campaign implementation; and (Q4) areas for future improvement (open-ended).

Part C was a structured questionnaire including questions on socio-demographic and background characteristics of the participants (age, gender, and sport involvement); perceived relevance, usefulness, informativeness, and satisfaction with the Campaign; and willingness to participate in the Campaign again in the future, and to recommend the Campaign to others. Lastly, two open-ended questions assessed the features of the Campaign participants liked the most, and areas for future improvement.

A copy of the EWCS Campaign Evaluation Survey is presented in Appendix 1.

3. Evaluation Outcomes

3.1. Internal Evaluation with NADOs

The difficulties, risks, and solutions applied by NADOs during the implementation of the EWCS Campaign in each country are presented in Table 1.

With regards to future improvement, partner NADOs reported different areas which are clustered under the following overarching categories:

Organisational Aspects

- Early planning of the Campaign, including early engagement with local stakeholders and volunteers who can support Campaign implementation.
- Increased funding (e.g., to provide promotional material/giveaways to all attendants).
- 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).

Communication & Dissemination

- Greater emphasis on project communication, nationally and internationally.
- Graphic and communication coherence of the Campaign.
- Sufficient and consistent information materials and design elements distributed before

the campaign and enough time to be adapted to local language(s).

- Implementing coordinated communication activities for the start of the EWCS campaign (e.g., recorded video message, on-line press conference).
- Dedicated social media account(s) for public dissemination and promotion of the EWCS campaign.
- Increase the use of social media for the promotion and dissemination of the Campaign.
- Uniform design for promotional material and giveaways.

Campaign Content

- Increased emphasis on producing educational material on clean sport (e.g., lectures, leaflets, games, quizzes).
- Agreeing on having at least one common activity in every partner country.

3.2. External Evaluation with Local Stakeholders

The findings from the external evaluation open-ended questions (i.e., perceived benefits of the Campaign for the local community; areas for future improvement) with local stakeholders are presented in Table 2.

The average (mean) scores of stakeholders' responses to the structured, closed questions of the evaluation survey, are summarised in Table 3. The responses were given on a 7-point continuous scale (1 = definitely not, 7 = definitely yes for the first question; 1 = not at all, 7 = very much for the second question).

Table 3. Local Stakeholder Responses to the Campaign Evaluation Survey

| | Bulgaria n = 3 | Cyprus n = 3 | Poland n = 4 | Portugal n = 5 |
|---|-------------------|-----------------|-----------------|-------------------|
| If you had the opportunity, would you participate in the EWCS Campaign again in the future? | 6.6 | 6.6 | 7.0 | 7.0 |
| Overall, how satisfied are you with the implementation of the EWCS Campaign? | 6.6 | 6.0 | 7.0 | 7.0 |

Table 1. Difficulties, Risks, & Solutions in Implementing the EWCS Campaign

| Country | Difficulties & Risks | Solutions |
|----------------|---|--|
| Bulgaria | Government changes and rotation/lack of support from the government | Meeting between NADO's Executive Director and the Ministry |
| | Lack of interest | Efforts to promote the EWCS campaign, including publication in media and social media |
| | 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 |
| | | |
| Cyprus | 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 |

| Country | Difficulties & Risks | Solutions |
|----------|--|--|
| Poland | Reaching consensus for common EWCS date | Reconsidered alternative dates until reaching consensus with the EWCS consortium |
| | Lack of funding | Combined financial resources between the EWCS Campaign and the ongoing public sport event "I run for pure fun" |
| | Lack of human resources | Used volunteers from the ongoing public sport event "I run for pure fun" |
| Portugal | Poor stakeholder engagement | Holding individual meetings to explain the campaign objectives |
| | Low participation in Campaign 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 organiser of each activity |
| | Too many offers of Campaign 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 |

Table 2. Perceived Benefits to Local Communities & Areas for Future Improvement

| Country | Perceived Benefits to the Community | Areas for Improvement |
|----------------|--|---|
| Bulgaria | Community engagement and participation | More information about anti-doping in recreational sport |
| | Opportunity to learn about BADC's ant-doping education efforts | Larger number and more diverse activities targeting different groups (e.g., students, parents/families) |
| | Increased awareness about anti-doping | More emphasis on the health aspects of doping with information activities for parents |
| | Learning about the health risks of doping and the value of clean sport | |
| Cyprus | Accurate and updated information on anti-doping | Early planning of the Campaign with greater involvement of local stakeholders |
| | Raising awareness and delivering education about the health risks of doping, using interactive learning approaches | Involve more and more diverse activities, including education and awareness-raising |
| | Educating the public about anti-doping, especially young athletes | Emphasise young athletes across levels of sport, and their parents |

| Country | Perceived Benefits to the Community | Areas for Improvement |
|----------|--|--|
| Poland | Community-wide engagement in the Campaign through the “I Run for Pure Fun” sport event | Budget increase |
| | Participation of diverse stakeholders (e.g., NGOs) | 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 |
| Portugal | Raising public awareness about clean sport | Improve communication channels |
| | Communicating the health risks of doping | Include a wider range of activities (and with larger duration) |
| | Improving community literacy about anti-doping | Ensure the longevity of the campaign |
| | Raising anti-doping awareness in the school/student community | Include testimonials from professional athletes |

3.3. External Evaluation with Participants

Participants' Description

Overall, the Campaign Evaluation Survey was completed by a total number of 411 participants across the four countries where the Campaign was implemented (Bulgaria: n = 73; Cyprus: n = 95; Poland: n = 86; Portugal: n = 157). Participants' mean age was 21.2 years (Median = 17 years) and 42.6% identified as females. Also, 88.3% of the participants identified as being actively participating in sport and exercise: 61.3% identified as athletes and 27% identified as exercisers.

Campaign Evaluation

Participants' responses were given on a 7-point continuous scale. Specifically, responses on the different evaluation dimensions (i.e., perceived relevance, usefulness, informativeness, and satisfaction with the Campaign) were recorded on a scale from 1 = not at all, to 7 = very much. Responses on participants' willingness to participate in the Campaign again in the future, and to recommend the Campaign to others were given were recorded on a scale from 1 = definitely not, to 7 = definitely yes, as shown in Appendix 1 (Part C of the Campaign Evaluation Survey).

The overall evaluation across all the dimensions was positive and across the 4 countries was positive, with mean scores ranging from 5.91 to 6.19, and the results are summarised in Table 4.

Table 4. Participants' Evaluation of the Campaign in the 4 Countries

| Evaluation dimension | Mean (SD) | Median |
|--|------------------|---------------|
| Perceived relevance | 5.91 (1.31) | 6.00 |
| Perceived usefulness | 6.07 (1.21) | 7.00 |
| Perceived informativeness about the dangers of doping | 6.04 (1.22) | 6.00 |
| Overall satisfaction | 6.11 (1.09) | 6.00 |
| Willingness to recommend the Campaign to others | 6.19 (1.15) | 7.00 |
| Willingness to participate in the Campaign in the future | 6.01 (1.27) | 7.00 |

To determine whether the scores given were a chance factor or whether they indeed reflected overall high-positive evaluations, we performed inferential statistical analysis. Specifically, one-sample t-test was used to compare the reported mean scores against a) the mid-point score of the 7-point scale (= 4.0), and b) against a higher score (= 5.0) which is a stricter comparison criterion. In both cases, the scores given by the participants were statistically significantly different ($p < .001$) in all six evaluation dimensions. This suggests that the Campaign was, overall, evaluated positively by participants across the 4 countries.

The mean and standard deviation scores across the six evaluation dimensions for each country, are summarised in Table 5. Given the heterogeneity of the participant population in each country, and other confounding variables that may affect cross-country differences, cross-country comparisons in the observed scores were not performed.

Table 5. Participants' Evaluation of the Campaign in each Country

| Evaluation dimension | Bulgaria M (SD) | Cyprus M (SD) | Poland M (SD) | Portugal M (SD) |
|--|----------------------------|--------------------------|--------------------------|----------------------------|
| Perceived relevance | 6.21 (1.35) | 5.27 (1.39) | 6.27 (1.28) | 5.96 (1.14) |
| Perceived usefulness | 6.30 (1.26) | 5.55 (1.16) | 6.73 (0.87) | 5.91 (1.19) |
| Perceived informativeness (dangers of doping) | 6.35 (1.38) | 5.71 (1.11) | 6.19 (1.33) | 6.01 (1.09) |
| Overall satisfaction | 6.27 (1.34) | 5.63 (1.02) | 6.76 (0.50) | 5.97 (1.06) |
| Willingness to recommend to others | 6.32 (1.33) | 5.54 (1.26) | 6.74 (0.63) | 6.23 (1.05) |
| Willingness to participate in the future | 6.21 (1.35) | 5.38 (1.46) | 6.84 (0.47) | 5.85 (1.16) |

Positive Features & Areas for Improvement

Content analysis of the responses to the two open-ended questions in the participant survey (respectively assessing the most positive/liked features of the Campaign, and areas for future improvement) indicated the following.

Positive and most liked features of the Campaign across the 4 countries included the selection of interesting and engaging activities; improved knowledge and awareness of doping and its dangers for users of doping substances (e.g., health, social, professional consequences); improved awareness of anti-doping (e.g., including examples of how doping controls are done and what the results show if an athlete has used doping substances); and the discussions that followed the Campaign activities.

With regards to areas for future improvement, participants reported that a future Campaign could include more activities; more diverse and more interactive activities; more case studies of doped athletes and negative consequences; more educational resources; more time dedicated to Campaign activities.

4. Conclusions

This evaluation exercise should be seen as a feasibility study of the EWCS Campaign. The multimethod approach utilising different sources for data collection (from NADOs and stakeholders, to Campaign participants) allows for a holistic evaluation of the design and implementation of the Campaign. Overall, three key conclusions can be drawn, based on the evaluation results presented in this report.

Conclusion #1: An effectively co-developed Campaign to promote clean sport

The co-development approach that was used enabled the NADO partners of the EWCS consortium to meaningfully engage with the local stakeholders. This resulted in two direct benefits: a) the NADO partners gained greater support for the Campaign at a local level; b) engaging with the local stakeholders allowed the NADO partners, and the consortium as a whole, to gauge interest in the campaign and scope current needs at a local level. This played an important role in the design and development phase of the Campaign, mainly because the activities were discussed and decided with direct input from local stakeholders. This approach maximises the possibility of local stakeholder and participant engagement, fosters a sense of “ownership”, and reduced the risk of alienation, poor uptake, and lack of interest in the

Campaign. This is consistent with previous research^{2, 3}, showing that community engagement is critical for the success of public health campaigns, especially when community representatives (e.g., local stakeholders) are involved early on, from the development stage of a campaign.

Conclusion #2: Use of effective assessment methods

Using a multimethod and multisource approach to evaluate different aspects of Campaign implementation was an effective approach for feasibility assessment. This allowed the EWCS consortium to:

- Identify good practices that may be replicated in the future.
- Identify critical risks and threats to Campaign implementation, as well as relevant risk mitigation strategies and solutions.
- Make a realistic assessment of the human resources needed for the implementation of the Campaign.
- Better understand the views and experiences of local stakeholders towards the effects and impact of the Campaign.
- Scope areas where the Campaign has the potential to make a positive change in supporting clean sport values, attitudes, and behaviours.
- Assess, in real time, actual community engagement through the number of participants attending different Campaign activities.
- Evaluate the impact of the Campaign activities on participants, as reflected in their responses to the evaluation survey.

This knowledge is important for understanding how the EWCS Campaign can be effectively sustained in the long-term in the countries that participated in the EWCS project, as well as in other countries through partnerships with other NADOs.

² Corbin, J. H., Oyene, U. E., Manoncourt, E. et al. (2021). A health promotion approach to emergency management: effective community engagement strategies from five cases. *Health promotion international*, 36(Supplement_1), i24-i38.

³ Hamann, C. J., Daly, E., Schwab-Reese, L., Askelson, N., & Peek-Asa, C. (2021). Community engagement in the development and implementation of a rural road safety campaign: Steps and lessons learned. *Journal of Transport & Health*, 23, 101282.

Conclusion #3: Building momentum for long-term sustainability

Both external stakeholders who supported Campaign implementation, and the participants who attended the Campaign activities in each country, gave very favourable evaluations and are motivated to engage with the EWCS Campaign again in the future. This is a critical success indicator for the Campaign as a whole. It also shows that there is momentum to build on good practices, retain the connections and relationships developed with local communities during the Campaign, and utilise the insights gained by the Campaign evaluation exercise to more successfully plan and implement the EWCS Campaign in 2025 and in future occasions.

Appendix 1. EWCS Campaign Evaluation Survey

EWCS Campaign Evaluation Survey

PART A - NADOs

Q1. Please indicate the most important difficulties and risks you faced during the implementation of the EWCS Campaign, as well as the respective solutions you implemented (if any).

| Difficulties & Risks | Solutions |
|----------------------|-----------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Q2. If relevant, please indicate the operational and organisational costs (approximate estimate) involved in the implementation of the EWCS Campaign in your country.

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Q3. Lastly, please indicate the areas that could be further improved if you were to implement the EWCS Campaign again in the future.

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PART B - External Stakeholders

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)?

.....

.....

.....

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 | | | | | | Definitely yes |

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

| | | | | | | |
|------------|---|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Not at all | | | | | | Very much |

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.

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.....

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PART C – Campaign Participants

With this questionnaire we would like to learn about your experiences with the European Week of Clean Sport (EWCS) Campaign.

Q1. Age: _____ Years

Q2. Gender: Male Female I prefer not to say

Q3. Which of the following groups best describes you?

- I am an athlete, training for or participating in competitions locally, nationally, or internationally.
- I am not an athlete, but I participate regularly in physical activity and exercise for recreational purposes.
- I am a coach, trainer, or personal instructor in sport.
- I am an educator (e.g., secondary education; higher education).
- I am a parent or caregiver of children who participate in sport.
- Other (please describe):

Q4. Which EWCS activity did you participate in? Please describe.

.....

.....

.....

Q5. Overall, how relevant for you was the EWCS Campaign activity you participated in?

| | | | | | | |
|------------|---|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Not at all | | | | | | Very much |

Q6. Overall, how useful was the EWCS Campaign activity you participated in?

| | | | | | | |
|------------|---|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Not at all | | | | | | Very much |

Q7. Overall, how informative was EWCS Campaign about the dangers of doping?

| | | | | | | |
|------------|---|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Not at all | | | | | | Very much |

Q8. Overall, how satisfied are you with the EWCS Campaign activity you participated in?

| | | | | | | |
|------------|---|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Not at all | | | | | | Very much |

Q9. Based on your experience, would you recommend the EWCS Campaign to others?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------|---|---|---|---|---|----------------|
| Definitely not | | | | | | Definitely yes |

Q10. If you had the opportunity, would you participate in the EWCS Campaign again in the future

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------|---|---|---|---|---|-----------|
| Not at all | | | | | | Very much |

Q11. Lastly, please tell us what you liked in the EWCS activity that you participated and what you would like to see improved.

Q11a. What did you like the most?

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Q11b. What would you like to see improved?

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