



United Nations
Educational, Scientific and
Cultural Organization

UNESCO Fund for the Elimination of Doping in Sport



GOOD PRACTICE EXAMPLES
FOR PROJECT LEADERS

UNESCO and Anti-Doping

Sport has the power to inspire, to bring joy and to impart the positive values which lie at the core of UNESCO's peace building mandate. Doping undermines this power, tarnishing the reputation of sport.

The **Fund for the Elimination of Doping in Sport**, established in 2008, assists all States Parties with the development and implementation of anti-doping projects consistent with the Convention. Supporting anti-doping capacity around the world, the Fund can help finance anti-doping projects in the areas of: (1) education; (2) policy advice; and (3) capacity development.

With over USD 3.2 Million available in the Fund and a dedicated staff, UNESCO has the capacity to support States Parties from all regions overcome the scourge of doping.

This leaflet highlights good practice projects, under the Fund, which could be adapted, replicated or inspire other States Parties to apply to the Fund.

TARGETING A NATIONWIDE AUDIENCE

MOROCCO (2011)

SENSITIZATION OF THE NATIONAL SPORT
FEDERATIONS TO THE FIGHT AGAINST DOPING



Anti-doping information days, comprising seminars, interactive workshops, and networking opportunities. Supporting the project, educational and promotional materials, and a campaign aimed at sensitizing officials and athletes.

STAKEHOLDERS

Government, NOC, NADO, WADA

BENEFICIARIES

Youth athletes, elite athletes, officials, athlete support personnel (300)

HIGHLIGHTS

- Information days held in five separate cities, reaching the widest possible audience
- Press conferences held to promote the project to the general public

LEAVING A LEGACY

- Follow-up event held in Fes in December 2011

LEVERAGING THE MEDIA

GEORGIA (2010-2011)

ANTI-DOPING EDUCATION, PREVENTION AND
INFORMATION PROGRAMME

Dissemination of information about doping, its impact on health, and methods used in the fight against doping. Athletes, coaches and athlete support personnel targeted through seminars, publications in sport magazines, television shows and online media.

STAKEHOLDERS

Government, NADO, NOC, WADA

BENEFICIARIES

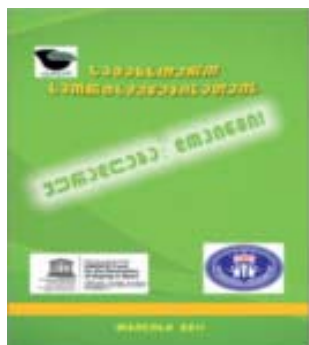
Athletes and support personnel (696), young people, sport stakeholders, general public

HIGHLIGHTS

- Interactive and youth friendly methodology
- Development of computer-based communication platform: www.gada.ge

LEAVING A LEGACY

- Legislation, regulations & policy discussed at governmental level
- Preparation of **guidelines for different sports** regarding effective sports nutrition
- Strengthened **regional cooperation**
- Evaluation demonstrated increased level of knowledge among beneficiaries



IMPLEMENTING A HOLISTIC CAMPAIGN

NEPAL (2010-2011)

ENHANCING AWARENESS AND GARNERING SUPPORT
FOR THE ELIMINATION OF DOPING IN SPORTS

Broad-based awareness-raising including a national conference on anti-doping; two talk shows on the challenges of doping in sport; five training sessions for PE teachers; and promotional booths during a national sport event. Project activities supported by educational information and communication materials, translated into Nepali.



STAKEHOLDERS

Government, NOC, WADA

BENEFICIARIES

Elite athletes, sport federations' staff and coaches, students, physical education teachers (108)

HIGHLIGHTS

- Talk shows on national television
- Expert lecturers delivering interactive workshops

LEAVING A LEGACY

- International coordination and partnerships have been developed to support doping control

ESTABLISHING CROSS BORDER CONNECTIONS

ARMENIA (2012-2013)

DEVELOPMENT AND IMPROVEMENT OF ADMINISTRATIVE PROCEDURES OF ARMENIAN NATIONAL ANTI-DOPING ORGANIZATION (ARMNADO)

Development and integration of a Quality Assurance and Quality Control Management System for Anti-Doping Organization of Armenia (ARMNADO), assisted by the Russian Anti-Doping Agency (RUSADA). Training of three Doping Control Officers through a technical cooperation agreement with the Finnish Anti-Doping Agency (FINADA).

STAKEHOLDERS

Government, NADO, NOC, WADA, RUSADA and FINADA

BENEFICIARIES

National anti-doping authorities

HIGHLIGHTS

- Development of a Quality Control Management System
- Internal auditing
- ISO 9001: 2000/2008 Certification
- Training of DCOs

LEAVING A LEGACY

- Strengthened bilateral cooperation** between RUSADA and FINADA
- Development of a national **anti-doping campaign** in September 2013
- Knowledge-sharing** with other countries affiliated with the Eastern Europe Regional Anti-Doping Organization

ESTABLISHING CROSS BORDER CONNECTIONS

SEYCHELLES (2009-2011)

2011 INDIAN OCEAN ISLAND GAMES ATHLETE
OUTREACH PROGRAMME – REGIONAL PROJECT*

Programme held at the Indian Ocean Island Games, using WADA tools and resources made available in the local language. Sport Ministers and high-level officials attending the event were also engaged in activities.

STAKEHOLDERS

Government, NADO, Indian Ocean RADO

BENEFICIARIES

Athletes (800), officials (100), support personnel, young people

HIGHLIGHTS

- Innovative use of WADA's online materials
- Anti-doping kiosk run by DCOs where athletes could ask questions and discuss issues relating to anti-doping

LEAVING A LEGACY

- Strengthened regional cooperation
- Information material distributed laid the foundation for National Outreach projects



*Seychelles, Comoros and Mauritius

ENGAGING YOUTH THROUGH INNOVATIVE TECHNOLOGIES

ST LUCIA (2011-2012)

SAY NO!: A ST LUCIAN ANTI-DOPING EDUCATION AWARENESS CAMPAIGN FOR LOCAL YOUTH AGED 12 TO 20

Development of several innovative resources, including, promotional and educational materials, a website, and a hotline. Several national athletes were engaged as role models adding to the broad support this project received from sport organizations, professional athletes and international experts.

STAKEHOLDERS

Government, Sports Officials

BENEFICIARIES

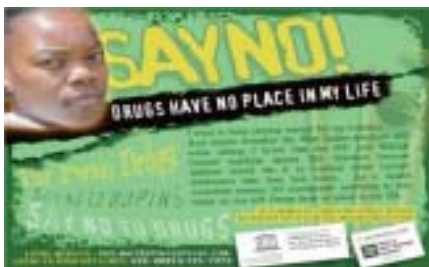
Young people, elite athletes, coaches, sports stakeholders (2974)

HIGHLIGHTS

- Development of a computer based communication platform: www.antidopinglucians.com
- Implementation of an Anti-Doping hotline to inform the public (run for 3 years)
- Engagement of role models

LEAVING A LEGACY

- Development of 'Say No' brand
- Organization of a Sport for Development Conference in 2013



BUILDING ON SUCCESS

CAMEROON (2010-2012)

HAS IMPLEMENTED THREE SUCCESSIVE PROJECTS:

- Anti-doping Education for athletes and sport organizations
- Anti-doping education in schools
- Development of anti-doping legislation

PROJECT 1: Information campaign for athletes, athlete support personnel, sports officials and sponsors concerning their rights and obligations under the World Anti-Doping Code.

PROJECT 2: Dissemination of messages on the dangers of doping, engaging PE teachers and school personnel.

PROJECT 3: Organization of a seminar supported by legal experts, to lay the groundwork for national anti-doping legislation.

STAKEHOLDERS

Government, Africa Zone IV RADO, OCALUDS, WADA

BENEFICIARIES

Athletes, support personnel, sports officials, PE teachers, school medical personnel, Government, NOC, sport organizations representatives (450).

HIGHLIGHTS

- Comprehensive evaluation – improvement measured from project to project
- Media mobilized to increase project visibility

LEAVING A LEGACY

- Future project: development of **a national anti-doping policy** is now being discussed at governmental level

BUILDING ON SUCCESS

URUGUAY (2009-2012)

HAS IMPLEMENTED THREE SUCCESSIVE PROJECTS:

- Application of information and communication technologies in the promotion of sport values in primary schools
- Training of teachers for the promotion of the values of sport in the school environment with the use of information and communication technologies
- Anti-doping capacity-building programme

PROJECT 1: Innovative learning tool to promote the values of sport to primary school pupils.

PROJECT 2: Training PE teachers to use a computerized learning tool.

PROJECT 3: Seminars for athletes, athlete support personnel, coaches and trainee PE teachers to reinforce the national anti-doping capacity.

STAKEHOLDERS

Government, WADA, NADO, NOC, Sport Federations

BENEFICIARIES

Primary school children (300 000), families, primary school teachers, elite athletes, support personnel, coaches, trainee PE teachers

HIGHLIGHTS

- Development of a computerized learning tool
www.valoresenjuego.edu.uy

LEAVING A LEGACY

- 1136 educational DVDs distributed to PE teachers to support capacity
- Learning tool available for **continued use in schools**

For more information on how to apply to the Fund:

<http://www.unesco.org/new/en/social-and-human-sciences/themes/anti-doping/fund-for-the-elimination-of-doping-in-sport/>

To contact the Fund's Secretariat:

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United Nations Educational, Scientific and Cultural Organization

Anti-Doping and Sport Programme

Social and Human Sciences Sector

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