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منظمة الأمم المتحدة  
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联合国教育、  
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# Conference of Parties to the International Convention against Doping in Sport

# 5CP

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Item 7.2 of the Agenda

## Report of the Approval Committee for the Fund for the Elimination of Doping in Sport (2014 – 2015)

### Summary

**Documents:** Resolution 4CP/6.3, Resolution 4CP/6.4, Resolution 2CP/4.3, Resolution 1CP/7, ICDS/3CP/Doc.6, ICDS/4AP/Doc.11, ICDS/4AP/Doc.14, ICDS/5CP/Doc.7, ICDS/5CP/Doc.10

**Background:** The Secretariat hereby presents the Report of the Approval Committee on the operations of the Fund for the Elimination of Doping in Sport for the 2014-2015 biennium. Key information includes an overview of meetings of the Approval Committee and projects approved; initiatives undertaken to increase the Fund's visibility and reach; and a summary of proposals designed to improve the functioning of the Fund towards enhanced project impact and sustainability.

**Decision Required:** Paragraph 27

## **INTRODUCTION**

1. At the fourth session of the Conference of Parties (hereinafter referred to as “COP 4”), held at UNESCO Headquarters on 19 and 20 September 2013, the following Approval Committee members were elected to serve until the next ordinary session of the Conference (Resolution 4CP/6.4): Finland (Group I), the Russian Federation (Group II), Mexico (Group III), Japan (Group IV), Zambia (Group V(a)) and Kuwait (Group V(b)).
2. During COP 4, a number of decisions were taken concerning the Fund for the Elimination of Doping in Sport (hereinafter referred to as “the Fund”):
  - 2.1. Conference delegates approved the allocation of funds (US\$175,000) for the development of a broad-based policy advice project, during the 2014-2015 biennium, aimed at building State Party capacity and supporting the development and submission of quality applications under the Fund’s second priority.
  - 2.2. The Conference requested that the Approval Committee propose relevant amendments to the rules of the Fund for consideration during the fifth session of the Conference of Parties (hereinafter referred to as “COP 5”).

## **MEETINGS OF THE APPROVAL COMMITTEE**

3. The first convocation of the Fund’s Approval Committee was held on 23 May 2014, at which time the representative of the Russian Federation, Mr Gennady Aleshin, was unanimously re-elected as Committee Chairperson. Subsequent meetings of the Approval Committee were convened on 14 October 2014 and 28 April 2015. A meeting of the Approval Committee will also take place prior to COP 5, on 27 October 2015.
4. In accordance with Resolution 2CP/4.3, cost-savings in the operations of the Approval Committee have been sought where possible, resulting, for example, in the reduction of costs related to meetings.
5. The Approval Committee has expressed appreciation to the Secretariat regarding the technical backstopping provided. All reports and working documents have been prepared to a high standard and made available on the UNESTeam platform dedicated to the Approval Committee’s work<sup>1</sup>.
6. Finally, Committee members would like to reiterate their appreciation to the World Anti-Doping Agency (WADA) for support and technical guidance offered as an Observer to sessions. The Approval Committee also commended the engagement of WADA’s Regional Offices with the Fund’s Secretariat, underlining the important liaison provided in the promotion of the Fund and the provision of support to States Parties during the application process and during the implementation of various projects.

## **FUNDING ALLOCATED TO STATES PARTIES**

7. Since the Fund’s creation in 2008, there has been an exponential increase in the number of applications considered and approved by Committee members. This positive trend has been consolidated during the 2014-2015 biennium due to the reinforced Secretariat of the Fund, approved by COP 4 in Resolution 4CP/6.3.

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<sup>1</sup> The platform was established at the beginning on the 2014-2015 biennium to facilitate exchanges between the Approval Committee and the Secretariat, as a repository for working documents and reports but also for sharing good practice examples including photos and videos from ongoing projects.

8. As of 24 July 2015, the number of successful applications in 2014-2015 has already exceeded initial projections<sup>2</sup>, with one session of the Approval Committee remaining for the period. A total of 44 project proposals have been approved<sup>3</sup>, worth more than US\$ 1,003,000: 84 % of these projects were national (37) and 16% were regional projects (7), representing submissions from 39 countries from all UNESCO regions<sup>4</sup>. A brief summary of the projects that have received UNESCO funding is provided in *Annex F*<sup>5</sup> of this document. In addition to already approved projects, the Fund's Secretariat is currently supporting the development of some 36 new applications for the Committee's future consideration.
9. The rules of the Fund call for priority to be given to projects "which enhance the capacity of least developed or low income States Parties" (Resolution 1CP/7). In this regard, the Approval Committee is pleased to report that 6 Least Developed Countries (LDCs), as determined by the United Nations Economic and Social Council's Committee for Development Policy, have received funding for education and capacity-building projects in 2014-2015. A further 8 States Parties, included in the United Nations list of Small Islands Developing States (SIDS), have been granted funding. All UNESCO regions have benefitted from the receipt of project funds; with the majority of applications submitted by countries in Africa, and Latin America and the Caribbean.
10. With this in mind, the geographical distribution of project grants since the Fund's creation in 2008 is:
  - Africa (46)
  - Arab States (11)
  - Asia and Pacific (21)
  - Europe and North America (33)
  - Latin America and the Caribbean (53)

#### **DEVELOPING CONSISTENT AND QUALITY APPLICATIONS: ISSUES AND INITIATIVES**

11. The Approval Committee has expressed appreciation to the Secretariat for efforts undertaken during the 2014-2015 biennium to improve the quality and consistency of applications, whilst maintaining a high implementation rate. Efforts have been focused on the tailoring of materials to better engage target groups, including evaluation measures, ensuring visibility (both for the project activities and for the Fund) and integrating legacy components. Equally, the Secretariat has promoted the importance of gender equality in target group selection, values-based education in the delivery of project workshops, as well as peer-led learning methodologies and cascade training.
12. Taking note of discussions held during COP 4 regarding the importance of providing States Parties with the tools needed to support quality applications, the Fund's Secretariat has elaborated and widely disseminated<sup>6</sup> an information sheet<sup>7</sup> with "Tips and Tricks" for project development. Aimed at complementing the technical information included in the Fund's Handbook, the information sheet can also be used as an accompaniment to the Good Practice Leaflet for Project Leaders. The "Tips and Tricks" were developed in consultation with WADA HQ, Regional Directors and country-colleagues to ensure pertinent, practical and useful advice relevant to diverse national contexts.

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<sup>2</sup> The performance indicator for the Fund for the 2014-2015 biennium is 42 approved projects.

<sup>3</sup> This figure represents 27% of the total number of 164 projects approved since the creation of the Fund.

<sup>4</sup> Five States Parties had two successive projects approved during the first three Committee meetings for the biennium: Barbados, Cuba, Malawi, Malaysia, and Slovenia.

<sup>5</sup> Annex only available in English and French.

<sup>6</sup> See 'Promotion and Visibility of the Fund' for further details on dissemination.

<sup>7</sup> Available in all UN languages on the Fund's website and in hard copy.

13. Towards greater efficiency, the Secretariat has modified the application review process in accordance with feedback from former project leaders and partners. States Parties are now encouraged to submit the first draft of a project electronically, in Word format, so comments and suggestions can be included directly in the text. This has improved clarity and comprehension and resulted, on average, in fewer iterations before project presentation to the Approval Committee. Equally, periodic reminders are now sent to States Parties with applications under development to reiterate offer of support and encourage finalization. A project cycle graphic, illustrating the different application stages simply, has also been introduced to the Fund's revamped website. The Fund's Secretariat will continue to work to improve the delivery of information and support in 2016-2017 so applicants are better equipped to elaborate high quality projects.
14. Despite some progress, Committee members have recognized that the first drafts of applications received by the Secretariat remain relatively weak often missing key details or content mentioned as necessary in the Fund's resources. With the Handbook, information sheet and Good Practice Leaflet widely available in six languages, this places an unnecessary burden on the Secretariat. Key areas of concern include project presentation, inconsistent information, intangible outcomes and budget transparency which inevitably correlate with country capacity.
15. With reference to budget breakdowns, the Approval Committee has noted concern regarding the level of funding sought to cover daily allowances for staff, consultants and other guests involved in project activities (keynote speakers, invited experts etc.). In some cases, amounts requested have been disproportionate to investment in tangible deliverables such as online or hard copy educational materials, revised policy documents, training materials and so forth. To mitigate against this, the Committee has determined that a maximum amount (US\$100/day) should be established for daily allowances when hospitality costs are not covered and taking into account the overall budget distribution. It is proposed that this provision be included in the regulations governing the Fund and explicitly stated in the Handbook (ICDS/5CP/Doc.7). Summary terms of reference for planned recruits should also be included in the application to demonstrate complementary roles and responsibilities. Although funding for consultancy costs and external expertise can be sought, the Approval Committee has noted their preference to prioritize the development of tangible deliverables where possible. Members have also reiterated the importance of country contributions to applications (both financial and in-kind) (ICDS/3CP/Doc.6).
16. The late submission of applications by States Parties remains a challenge, leaving insufficient review time and creating a backlog before sessions of the Approval Committee. To counter this negative trend, the Secretariat has worked closely with UNESCO National Commissions, Permanent Delegations and colleagues at WADA to promote application deadlines in a timely manner and to all concerned stakeholders<sup>8</sup>. To the same end, the Committee acknowledges the importance of ensuring Permanent Delegations and National Commissions are copied into exchanges from the outset, particularly when the latter are not the official applicants.
17. Delays have also been encountered in the launch and closure of project contracts. To prevent any knock-on effect on project implementation, and due to a heavy administrative burden in the issuing of contracts, the Approval Committee recommends States Parties estimate a minimum of two months between project approval and project launch.

## **ADMINISTRATION OF THE FUND**

18. Accepting applications in Spanish was re-discussed by Committee members this biennium, pursuant to the decision taken in April 2012 to only accept proposals written in English and French (UNESCO's working languages). Following concerns raised regarding the negative

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<sup>8</sup> See 'Promotion and Visibility of the Fund' for further details.

impact this may have on the development of anti-doping good practice in Latin America, the Secretariat has continued to support the development of Spanish language applications with a translated summary presented to Committee members for decision. In the spirit of transparency, it was decided by members in October 2014<sup>9</sup> that a translated summary was not sufficient to assess the full scope and detail of activities. The Secretariat was charged with preparing a cost projection<sup>10</sup> for the translation of submitted Spanish-language applications into English and/or French. Accordingly, an overview of different possible contractants and estimated costs was presented to members via an online consultation process. As per resolution 4AP/8, it was agreed that the official translation of full applications submitted in Spanish (into English or French) would be actioned for sessions to take place in October 2015 and in April/May 2016, at which time a review of the cost-benefit would be undertaken for the final decision of Committee members.

19. Resolution 4CP/6.3, point 5, requested that the Approval Committee analyse proposed amendments to the rules of the Fund for the Elimination of Doping in Sport and report back to COP 5. Subsequent to discussions, and proposals submitted to Committee members by the Secretariat, proposed amendments to the Fund's rules and regulations can be found in ICDS/5CP/Doc.7.

### **PROMOTION AND VISIBILITY OF THE FUND**

20. Committee members have commended ongoing efforts undertaken by the Secretariat in enhancing promotion of the Fund and successful projects. Responding to suggestions by delegates during COP 4 regarding more visibility and improved communication around the Fund's objectives and activities, the Secretariat has sent:
  - Periodic e-mails to all UNESCO Field Offices, Permanent Delegations and National Commissions, and also to former project leaders<sup>11</sup>, with information on application deadlines and new communication materials developed by the Secretariat;
  - Bilateral advocacy to countries that have never benefitted from the Fund, encouraging them to apply and offering the Secretariat's assistance; three out of the sixteen applications presented during the April 2015 were a direct result of this advocacy process.
21. In the same vein, an analysis of user-needs and performance statistics has been undertaken with a view to revamping the Fund's website:
  - Webpages have been revised and adapted accordingly with the aim of increasing the number of applications, attracting new donors, mobilizing partnerships, and providing clear information to anti-doping and sport stakeholders, as well as the general public;
  - Efforts have been made to include more dynamic content through the use of photos, graphics, and easy-access to resources (both UNESCO and WADA<sup>12</sup>);
  - The revamped website provides clearer information on the application process and now offers visibility to the Fund's generous donors. Moreover, in order to increase the number of potential contributions, a "Donate" button is now available online, extending the range of potential stakeholders to the private sector, institutions and individuals;
  - The presentation of approved projects has been transformed through the introduction of an interactive map where website users can search for initiatives by region, country or by priority under the Fund;

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<sup>9</sup> For more details, see ICDS/4AP/Doc.11.

<sup>10</sup> For more details, see ICDS/4AP/Doc.14.

<sup>11</sup> The list contains more than 500 e-mail addresses.

<sup>12</sup> WADA's available educational and promotional materials - e.g. the five WADA Toolkits, WADA online tools (Quiz, CoachTrue, PlayTrue Challenge), the different flyers ("At-a-glance" series, Dangers of Doping).

- The branding and design of the website has been consolidated, using the Anti-Doping infographic developed by the Secretariat in 2014 (see below for more information).

22. To support the development of quality and consistent applications:

- The Secretariat has developed an information sheet with “Tips and tricks” for project applicants. The information sheet provides examples and hints for each section of the application form, and should be used as a complement to the Fund’s Handbook and Good Practice Leaflet for project leaflets. The “Tips and tricks” document is available in all UNESCO languages, both online and as hard copy.
- An anti-doping infographic has been produced by the Secretariat. The infographic, promoting a values-based approach, makes the case for increased public investment in anti-doping to see broad social returns. Available in Arabic, Chinese, English, French, Portuguese, Russian, and Spanish, the infographic can be used in full or as individual posters for presentation and discussion during targeted educational activities. The infographic is available both online and in hard copy.
- A second edition of the Good Practice Leaflet for project leaders has also been produced for dissemination during COP 5 and other key meetings. Including initiatives from 2014 and 2015, the leaflet proposes a selection of good practice examples from all UNESCO regions with the aim of inspiring new applications, sharing innovative methods and activities, promoting public-private partnerships, creativity, and youth engagement.

23. To maintain momentum, Committee members have welcomed the Secretariat’s proposal to develop a quarterly e-newsletter on clean sport and values to be disseminated via email communications and the Fund’s website. Each issue of the e-newsletter will have a different thematic focus and will act as brand content ambassador, generating user interest, keeping audiences engaged, and promoting good practice examples from projects supported by the Fund. The first issue will be produced for presentation during the April/May 2016 Committee session.

#### **UPDATE ON THE POLICY ADVICE PROJECT**

24. In Resolution 4CP/6.3, COP 4 approved the allocation of funds (US\$175,000) to the implementation of a policy project to ‘stimulate quality applications under the second priority of the Fund related to policy advice’. Following several consultations, the scope of the project was reoriented to facilitate a comprehensive analysis of existing policy (and implementation measures) and increase in-country capacity. During the Committee meeting that took place on 28 April 2015, Mr Jean-François Vilotte<sup>13</sup>, lead project consultant, presented an interim progress report to Committee members and summarized the selection of seven States Parties<sup>14</sup> for the policy assessment phase. National reports will feed into the elaboration of final international recommendations and will focus on the analysis of three areas: the institutional and legal anti-doping framework, existing anti-doping policies and strategies, and legal issues encountered in the implementation of the Convention, its annexes and appendices. Document ICDS/5CP/Doc.10 provides a comprehensive report on activities and recommendations within the framework of the policy project.

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<sup>13</sup> Mr Vilotte, Lawyer in Paris, member of the law firm De Gaulle Fleurance and Associates, was Chief of Cabinet in the French Ministry of Sports (2002-2007) during the negotiation of the Convention against Doping in Sport. President Independent Administrative Authority for the control of online games (2010-2014), he was Vice-Chairman of the Drafting Group of the International Convention against the manipulation of sports competitions of the Council of Europe (2012-2014).

<sup>14</sup> Brazil, France, Jamaica, Kenya, Romania, Saudi Arabia, Spain.

## TAKING STOCK: TAILORING ALLOCATION TO GROW REACH AND IMPACT

25. The success of the Convention against Doping in Sport (hereinafter referred to as “the Convention”), in terms of its near universal ratification, can only be fully operationalized through an efficient and strategic allocation of the Fund’s resources to address identified capacity and implementation gaps.
26. To take stock of achievements, improve administration and enhance the quality and impact of projects funded between September 2013<sup>15</sup> and July 2015, an assessment of the 71 newly approved projects has been undertaken by the Secretariat for presentation to COP 5. The same assessment criteria<sup>16</sup> were used, as in 2013, to support a comparative analysis and longitudinal study. According recommendations aim at further increasing project sustainability and impact, reinforcing States’ Party capacity to develop robust anti-doping policy mechanisms, and to support the development of topic-specific applications responding to current trends and challenges:
- Encourage States Parties to develop projects ‘engaging the entourage’ i.e. teachers, parents and country citizens to spread the message and create a public momentum;
  - Recommend that States Parties tighten project focus to ensure a tailored and impact-oriented approach;
  - As States Parties can submit up to three different projects per biennium, they are encouraged to establish connections between each i.e. to undertake a continuum of activities, with the same target group, over a period of time to measure knowledge change and the real impact of training/outreach; use each project as an opportunity to target/sensitize different stakeholder groups in complementary activities. Equally, when consecutive projects are submitted by a same country, the priority should shift from education to capacity-building and to policy advice in order to ensure a rounded development of the fight against doping in sport;
  - Systematically use values-based methodologies in trainings, education projects and outreach materials. Peer-led learning and cascade training should also be integrated where possible to increase legacy potential;
  - Promote multi-stakeholder partnerships (Government Authorities, UNESCO National Commissions and WADA through National Anti-Doping Organisations and Regional Anti-Doping Organisations) for an effective roll-out of the project;
  - Encourage States Parties to diversify their sources of funding, considering all the possible partnerships they have at their disposal, including the private sector where relevant;
  - Restrict the budget allocated to accommodation, travel and daily allowances in favour of tangible deliverables which can be used after the project cycle;
  - Maintain a balance in the dissemination of promotional and educational materials, placing an emphasis on the latter.

### 27. DRAFT RESOLUTION 5CP/6

The Conference of Parties,

1. *Having examined* document ICDS/5CP/Doc.6,

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<sup>15</sup> The first analysis of projects approved between 2008 and April 2013 was verbally presented at the fourth session of the Conference of Parties. This second analysis for projects supported in the period September 2013 – July 2015 also includes a comparison with the findings of the first evaluation.

<sup>16</sup> Each project was reviewed and synthesized under the following six categories: Target Groups, Type of Deliverables (Legal and technical, Prevention, Values-based, Outreach), Budget Categories (Administration, Production, Hosting), Duration (Punctual, Repeated, Long-term), Leadership, Impact (Evaluation, Follow-up).

2. *Notes with satisfaction* the number of applications submitted to the Fund for the Elimination of Doping in Sport and the efforts made towards the development of quality projects;
3. *Expresses its gratitude* to the Approval Committee for their work in the allocation of the Fund for the Elimination of Doping in Sport, as well as to the Secretariat for assuring the Fund's administration and developing new initiatives to support States Parties in the development of applications.



**PROJECTS APPROVED UNDER THE FUND DURING THE 2014-2015 BIENNIUM  
(AS OF 24 JULY 2015)**

**AFRICA**

**Botswana (Regional project) - US\$42,025**

**Africa Zone VI Regional Anti-Doping Organization - Education & Capacity Building Project**

Implemented by the Africa Zone VI Regional Anti-Doping Organization (RADO), the project aims at strengthening regional educational capacity to support States Parties meet obligations set forth by the UNESCO Convention against Doping in Sport and adjust interventions to accord with the revised World Anti-Doping Code. Accordingly, (22) education officers (2 from each participating country) will benefit from a two-day training workshop that will include both values-based educational content and practical components to equip participants with the knowledge and confidence to instigate national education and outreach. Following the training workshop, each education officer is expected to engage with at least 2000 athletes, support personnel and sport leaders in their respective countries. Project leaders encourage continued exchange and knowledge-sharing between beneficiaries, following the project cycle, via a dedicated online platform. Educational materials will be made available at the country-level for dissemination during major sport events (2015-2016). Project visibility will benefit from mass media engagement, promotion via the RADO newsletter and social media channels.

**Cameroon – US\$17,366**

**Communicating the revised rules of OCALUDS, the new World Anti-Doping Code 2015 and anti-doping education to focal points in 5 of Cameroon’s 10 regions**

Building on the momentum of previous projects under the Fund (5), the Cameroonian Organization for the Fight against Doping in Sport (OCALUDS) planned to establish 10 regional committees to support capacity in the implementation of awareness and education activities. Within the framework of the project, OCALUDS, in cooperation with the Ministry of Sport and Physical Education, launched 5 of the 10 planned committees each comprising 5 members appointed to both implement and monitor anti-doping activities. To lay the foundation for committee work, a total of 300 beneficiaries (224 physical education teachers, 16 Advisors specialized in youth and facilitation, and 60 regional sports instructors) benefited from one-day training workshops led by national experts. The main topics for workshop discussions were the changes to OCALUDS’ rules and the revised World Anti-Doping Code, preceded by a general introduction on the dangers of doping to health. Participants contributed to outcomes through interactive sessions focusing on the development of regional anti-doping action plans. Each regional anti-doping committee was officially established, by the Ministry of Sport and Physical Education, the day following the workshop. To increase visibility, project objectives were promoted via radio, TV and national press.

**Côte d'Ivoire – US\$20,000**

**Students: yes to sport, no to doping**

Building on the outcomes of previous activities which identify school-aged youth in the country’s capital at high-risk of using prohibited substances, Côte d'Ivoire’s fourth project comprised (6) educational conferences held in (6) selected schools in Abidjan. Targeting (1500) young students aged 15 to 18, all sessions were animated by a panel of anti-doping experts, including professors and medical staff, and combined theory, educational videos and interactive games. In order to evaluate the project’s impact, questionnaires were distributed to all participants. Project was assured via (3) press articles, (3) radio announcements and (3) TV spots. In the future, project leaders envisage the scaling up of the conferences to engage beneficiaries from the remaining

major schools in Abidjan as well as other cities, such as Yamoussoukro, San-Pedro, Tabou, and Gagnoa.

**Eritrea – US\$19,199**

**Promoting the Healthy Way: Strengthening National Anti-Doping Programmes**

Building on the outcomes of the country's two previous projects under the Fund, Eritrea's third initiative focused on a values-driven anti-doping campaign comprising (2 x 2 day) interactive workshops, engaging 180 beneficiaries; and the customization and dissemination of educational and reference materials. Led by Eritrea's National Anti-Doping Organization (ENADO), the workshops were tailored to respond to the needs of (40) grassroots coaches, (20) team managers, (40) coaches, (60) athletes, and (20) Government representatives and sport leaders. The first workshop, targeting Government and NOC representatives, sport leaders and team managers, focused on prohibited substances, the health consequences of doping, and anti-doping rules and regulations. The core objective was the mapping of key anti-doping challenges and elaboration of corresponding national action plans. The second scheduled workshop, destined for coaches and athletes, engaged participants around the topics of nutrition, training methods and sport physiology. Following the workshop, an educational booklet on the subjects was produced. In order to inform and update national stakeholders, reference materials were adapted and customized in the local language. Finally, to spread the anti-doping message, an outreach program was held at Massawa stadium during a championship match.

**Ethiopia – US\$ 18,901**

**National Anti-Doping Capacity-Building and Awareness programme**

Led by the Ethiopian NADO, the present proposal built on the experiences of the country's first national project, focused on the translation of anti-doping materials into local languages and the development of a five-year national plan. This new two-pronged initiative comprises capacity-building activities for key personnel and outreach for athletes and the sport community. The capacity-building programme, targeting (155) athlete managers and coaches, higher officials from sports federations, and physical education instructors, will be divided into (3 x 2-day) interactive training sessions combining tailored lectures and practical demonstrations. Outreach will be conducted through awareness-raising workshops (6) held in athlete training camps (600 beneficiaries) and booth-based publicity in national competitions (5) with potential audiences of up to 3,900 people. Project impact will be measured through questionnaires. Various WADA, UNESCO and locally-produced educational materials will be distributed throughout the project duration.

**Kenya – US\$ 50,000**

**Training of trainers (TOTs) on Anti-doping within the East African Community (EAC)**

With the aim of building national and regional anti-doping capacities, the project planned to engage and equip key actors (35) within the Eastern African Community to respond strategically to doping through preventative education and outreach. Coordinated by the Kenyan National Commission, with substantive support from the Africa Zone V RADO, the core activity was a 3-day 'train-the-trainer' workshop. Target beneficiaries (from national ministries, national commissions and nominated by RADO board members) were selected based on their responses to a baseline survey disseminated to all participating States Parties. Having analyzed the data collected, the workshop agenda was adapted to respond to identified knowledge gaps. Drawing on WADA training materials and methodology, beneficiaries were engaged through participatory discussions and audio-visual presentations on a broad range of anti-doping issues. Each participant was designated as an Anti-Doping Ambassador following the workshop and is expected to duplicate the training nationally, as a means of ensuring project legacy. To gauge impact and participant knowledge-change, project leaders developed a dedicated evaluation tool.

**Malawi – US\$11,550**

**Orientation of the Malawi Anti-Doping Organization**

Following Malawi's first project under the Fund, an awareness-raising workshop held in 2013, a national Executive Committee was established to oversee and coordinate the work of the Malawi Anti-doping Organization (MADO). The present project consolidated momentum through the organization of a 3-day orientation workshop engaging members of the MADO alongside other key national figures in the field of sport (27). Facilitated by experts (6), including a representative of Africa Zone VI RADO, workshop discussions focused on prevention, roles and responsibilities of sports administrators in doping and good practice in the management of NADOs. The agenda culminated with the development and adoption of a concrete MADO workplan for anti-doping policy and programme. Participants were asked to evaluate their experience, in terms of the training objectives, content and facilitation, via a questionnaire.

**Malawi – US\$13,513**

**Institutional Development for Promotion of Anti-doping Activities in Malawi**

Building on the outcomes of previous projects under the Fund, in particular drawing on the Operational Guidelines and Action Plan adopted by the MADO Executive Board in December 2014, this third initiative aimed at consolidating MADO working methods and branding. One major project goal was the development and adoption of a MADO Constitution, for which the Executive Board will hold (at least 6) consultative meetings, benefitting from the expertise and advice of the RADO Africa Zone VI Manager. A national competition will be launched to engage the public in the design of the MADO logo. In parallel, an awareness raising campaign comprising TV and radio interviews, (3) newspaper announcements and the distribution of (500) posters at sport venues will contribute to the promotion of the "play true" message. Monitoring and evaluation will be undertaken by the National Council of Sports, Malawi Olympic Committee and the National Commission for UNESCO.

**Mauritius – US\$20,000**

**"Say NO! to Doping" Education for Athletes and Support Personnel**

Having already implemented one project under the Fund (2011) which engaged 1000 students in anti-doping education, the Mauritian Anti-Doping Unit planned to target athletes and support personnel (1250) through a series of seminars and outreach to boost national capacity and awareness around the dangers of doping. The seminars (5), engaging athletes from 14 different sport disciplines, were led by a team of 9 experts on a variety of thematic (ranging from prohibited substances to ethical decision-making and therapeutic use exemptions). To consolidate branding and impact, the project coordinators produced and disseminated WADA materials to all participants. Led by the Indian Ocean RADO, this educational slant was carried on into the outreach phase, to be implemented primarily during the Indian Islands Ocean Games 2015. The WADA outreach model was used to engage the target audience through quizzes and with promotional materials. Branded banners will also be placed at all training and competition sites. Both aspects of the project were evaluated through a survey of participants. In addition, in and out of competition doping control was carried out. The outcomes were included in the anti-doping plan of each concerned country.

**Togo – US\$17,870**

**Development of a strategic national plan for anti-doping in Togo**

Togo's third national project aims at consolidating stakeholder action in the field of anti-doping through the development of a five-year national anti-doping plan outlining costed programmes, indicators, and monitoring and evaluation mechanisms. A steering committee (9 members appointed by the Ministry of Sport), supported by a consultant, will be responsible for the project

progress and activities including the drafting of a coherent, tangible and harmonized anti-doping plan. To this end, a (1-day) launch workshop will gather (100) representatives of Ministries, the NADO, the NOC, NSFs, medical staff, support personnel, and former athletes with the express purpose of integrating participant feedback into the draft plan. Interviews with concerned actors are also planned to collect data and invite further stakeholder contribution in the plan's elaboration. A final (1-day) workshop will gather the same (100) participants to validate the national anti-doping plan. Particular attention will be given to project visibility and communication through TV and radio interviews, press articles and journalist attendance at the launch event.

**Zambia – US\$18,353**

**Promoting integrity in sport through increased awareness of doping issues among athletes preparing for 2016 in Zambia**

Zambia's first national project centred on awareness-raising and anti-doping education for athletes preparing for the 2016 Olympic Games. Led by the Ministry of Youth and Sport, the project is grounded in a multiplier approach which prioritizes peer-led learning. Firstly, (20) anti-doping education officers (physical education teachers, drug enforcement education officers and medical practitioners) benefited from (5) consecutive training seminars, conducted by a RADO Officer, and comprising guided groups discussions and interactive, practical presentations. Subsequently, the newly-trained (20) anti-doping officers were expected to facilitate (4) workshops for (100) athletes, selected by the National Olympic Committee based on their participation and performance in recent major sports events. Having participated in these pedagogical sessions, participants will become project ambassadors charged with multiplying the anti-doping message through outreach to (1000) athletes from schools and local communities. The success of the initiative will be measured two-fold: through a self-assessment and in the form of an essay competition whereby participants will be encouraged to summarize key actions and successes achieved in their outreach. In parallel, the project also engages (50) coaches and technical staff in targeted workshops (2) designed to support them in their management of athlete competition preparation.

**Zimbabwe – US\$19,225**

**Anti-doping education and awareness campaign in Zimbabwe**

As the host of African Union's Region 5 Youth Games (December 2014), Zimbabwe capitalized on this major event, and the national Youth Games, to raise awareness and educate on the negative impacts of doping. As such, the country's first project under the Fund centred on cascade training and outreach. With initiatives covering all 10 provinces and 30 Olympic disciplines, content development and activity implementation was led by engaged experts with a broad range of anti-doping experience. From a train-the-trainer standpoint, (50) anti-doping education officers were empowered to disseminate the anti-doping message following practical two-day workshops focusing on the health consequences of doping, the Doping Control Process, and Therapeutic Use Exemptions. Subsequent to their training, the (50) education officers were responsible for leading (50) workshops targeting (1500) athletes participating in the Region 5 Youth Games and the 2015 Zimbabwe Annual Youth Games. Workshop topics included basic information on the negative effects of doping and Doping Control procedures, as well as engagement in games to support knowledge transfer. Athlete support personnel (600 coaches, 600 managers) and (30) medical personnel also benefitted from one-day regional seminars focusing on sports medicine ethics and the new Prohibited List. Finally, outreach was foreseen during the African Union's Region 5 Youth Games and national Youth Games with the aim of further sensitizing 2500 athletes to the anti-doping message. The project was evaluated through pre- and post-activity surveys.

## ARAB STATES

**Morocco (Regional project) – US\$28,490**

**Support the development of effective national policies in the fight against Doping**

Representing Morocco's first regional initiative, under the Fund, this project aimed at creating political momentum in the field of anti-doping through the organization of a one-day conference gathering up to 3500 participants. Uniting policy makers (from Algeria, Libya, Tunisia, Morocco and Mauritania) with representatives of the sport movement, the conference instigated free and frank discussions regarding anti-doping efforts in the region, underlining good practice examples. Through round table discussions and case-study examples, participants reflected on their own national context and were charged with presenting a series of recommendations and priority actions for adoption by the Conference plenary. These recommendations were, subsequently, formulated as anti-doping policy guidelines for the region. As a means of ensuring project legacy, a follow-up committee was established to monitor progress against the adopted guidelines as well as to support governments in their implementation. The Conference was publicized through a broad-based communications drive in the weeks preceding the event; notably through the organizers' participation in anti-doping TV talk-shows, press articles and social network campaigns.

**Tunisia – US\$13,000**

**Private sports facilities: a new field of action in the fight against doping**

As the third national project, under the Fund, led by the National Anti-Doping Agency (ANAD), this initiative focuses on the implementation of a series of activities in private gyms which have been identified as doping hot-spots. Engaging up to 2500 beneficiaries, the project was rolled out in two phases. The first phase consists of the dissemination of a survey to target gyms (50) and the distribution of a connected questionnaire to a minimum of 50 gym users at each facility (2500 in total) to gauge anti-doping awareness and practice. Once this data has been collected and analyzed, training and prevention activities will be held engaging two separate target groups: gym users (children, youth and adults) and trainers. Gym users will benefit from exposure to WADA tools, games, audio-visual materials and quizzes as well as debates with national anti-doping experts (6) at regular intervals during the project cycle; whereas the trainers will be engaged through WADA's Coach True programme. Project impact will be assessed through the dissemination of a simple questionnaire, following activities, and a comparative analysis with the responses received at the outset.

## ASIA AND THE PACIFIC

### **Bhutan – US\$17,585** **Anti-Doping Awareness through Education**

Bhutan's second national project, led by the Department of Youth and Sports (DYS), centred on awareness raising and the provision of anti-doping education to school children, school sports instructors and school sports administrators. The first of the project's three core components was the holding of two regional workshops engaging (40) school sports instructors and administrators. Workshop participants were encouraged to critically and creatively reflect on anti-doping issues through discussions as well as the submission of articles and artwork to be disseminated among the school constituencies. A concrete deliverable was the development of individual anti-doping action plans, for implementation at the school-level, which participants will be asked to report on a year following the conclusion of the project. Supporting this pedagogical aspect, an interactive, user-friendly website including an exclusive values-based anti-doping package was launched; and, with the aim of bringing the debate to the wider public, a live panel session on doping was broadcasted on national television in April 2015, as part of celebrations around the UN's International Day of Sport for Development and Peace.

### **Cambodia – US\$18,714** **Anti-doping education and awareness**

Having ratified UNESCO's International Convention against Doping in Sport in 2008, Cambodia subsequently established a dedicated national anti-doping organization (CADA) in 2013. Led by CADA, and in line with the Agency's priority areas, the proposed project focused on anti-doping education and awareness-raising through the organization of two workshops, developed in consultation with SEARADO and the NOC, engaging up to 400 beneficiaries. On the one hand, representatives from national sports federations (101) were engaged through a 2-day seminar including targeted information on Therapeutic Use Exemptions (TUE) and Doping Control (DC) processes. On the other hand, CADA and partners organized a 1-day workshop engaging elite athletes (271) in the health consequences of doping, the Prohibited List and the Result Management (RM) process. To ensure the impact of the materials disseminated, the project translated all resources (Prohibited List, Athlete handbook and WADA leaflets) into Khmer. Workshop evaluation was undertaken through pre and post-event questionnaires distributed to all participants to measure knowledge-change. Project legacy is assured by the designation of an anti-doping focal point in each participating national sports federation.

### **Kyrgyzstan (Regional project) – US\$48,270** **Development of anti-doping programme in member countries of the Central Asia Regional Anti-Doping Organization**

Kyrgyzstan's project, led by the Central Asia Regional Anti-Doping Organization (RADOCA), centers on three mutually reinforcing activities engaging stakeholders at both the grassroots and upstream levels. Key educational materials will be customized and translated into Kazak, Kyrgyz, Tajik and Uzbek to overcome an identified language barrier, particularly for young athletes not fluent in Russian. Building on this sensitization, (12) anti-doping seminars targeting young athletes and support personnel (3000) will be organized in the (3) main regions of each beneficiary country. Led by anti-doping experts, the sessions will include presentations, practical demonstrations and peer-led interaction. With the goal of establishing additional NADOs and consolidating anti-doping programme and strategy in the region, RADOCA will also convene a one-day meeting in each participating country with (10-12) relevant authorities from the Government, National Olympic Committees and National Sport Federations.

**Malaysia – US\$19,780**  
**National Education & Awareness Project**

Led by the National Anti-Doping Agency of Malaysia (ADAMAS), this project was an ambitious education and awareness initiative aimed at engaging up to 11,000 beneficiaries through three core axes (99 outreach events, 70 anti-doping talks and 30 targeted workshops). The outreach events were held both at selected universities and colleges, national sports schools and 15 national sports events. Participants were engaged via WADA quiz trivia, tablet technology, and the ADAMAS Facebook page. In a bid to encourage participation, anti-doping souvenirs were distributed to those who engaged with the aim of recruiting the most promising (190) anti-doping education ambassadors and (10) trainers to spread the project message “Say NO! to Doping”, nationally. Concurrently, informative talks (70), given by national experts, were made to university students and state teams. Key topics included the Therapeutic Use Exemptions (TUE), as well as Doping Control. Finally, in a bid to better inform national coaches (750) who are not fluent in English, a series of workshops were held across the country’s 15 satellite centres. Having translated WADA modules for coaches into Bahasa, the materials were distributed to all participants and satellite centres for future reference. Additionally, each satellite centre should host two connected workshops (50 coaches per workshop/per centre). Focusing on role play and debate, the first workshop was on chaperone training and the second outlined doping control officer (DCO) training.

**Malaysia – US\$19,780**  
**Capacity development – National training on Therapeutic Use Exemptions in Malaysia**

Led by the Anti-Doping Agency of Malaysia (ADAMS), the country’s second national project aims at responding to an identified need - strengthening capacity and knowledge with regards to Therapeutic Use Exemptions (TUE). To this end, (60) medical practitioners, sport physicians, personnel from the National Sports Institute and (10) colleagues from SEARADO countries will be invited to attend a (1-day) TUE training workshop. Facilitated by (4) international experts (from SEARADO, ASADA, JADA and Singapore), the training will include updates related to the 2015 World Anti-Doping Code, presentations on TUE processes and guidelines, followed by interactive case studies. Educational materials such as the Physicians’ toolkit and TUE booklet will be translated into the local language and distributed to participants as further training support. By increasing the number of TUE-trained personnel, project leaders aim at creating a network of national focal points who could assist with the dissemination of TUE-related information amongst fellow practitioners and athletes, as well as empower them to provide technical assistance during national and regional games taking place in Malaysia. Pre- and post-course questionnaires will be used to evaluate project impact while its visibility will be ensured by press articles and online communication.

**Singapore (Regional project) – US\$49,961**  
**Capacity Building – Developing SEARADO DCO Trainers**

Pursuant to the formation of several new National Anti-doping Organizations (NADOs) in South East Asia, there is a need to consolidate national expertise in Therapeutic Use Exemptions (TUE), Results Management (RM) and Doping Control (DC). In response to this identified need, the proposed project, led by the Regional Anti-Doping Organization (SEARADO) actively supported the development of a core group of expert Doping Control Officer (DCO) trainers (6). The niche initiative drew on regional good practice as well as the direct engagement of experienced NADOs such as the Japanese Anti-Doping Agency (JADA) and the Australian Anti-Doping Authority (AUSADA) with whom the programme content was developed. Organized into two phases, the first comprised an interactive “Train-the-Trainer” workshop, conducted by master DCO trainers (4), and a 2-day DCO training course where the SEARADO trainers were observed and evaluated. The second phase was undertaken during the 28<sup>th</sup> Southeast Asian Games (SEA Games), in June 2015, at which time the SEARADO and master DCO trainers joined the event’s doping control team to oversee a group of junior DCOs. Project legacy is assured through the establishment of a

“SEARADO DCO Expert Committee” which will continue to oversee DCO training and activity in the region after the project cycle has ended.

**Vietnam – US\$19,144**

**Anti-doping seminar for athlete support personnel - Information and discussion on 2015 World Anti-Doping Code and Vietnam anti-doping regulation**

Led by Vietnam’s Anti-Doping and Sports Medicine Agency (VADA), the country’s second project focuses on sensitizing sport officials and athlete support personnel as to the 2015 World Anti-Doping Code and national anti-doping regulation. In this regard, two (2-day) seminars will be organized in Hanoi and Danang, targeting officials from National Sport Federations (NSFs), National Training Centres, coaches, Sport Universities teachers and personnel from the Ministries of Health and Education (100 in total). Benefitting from the input and leadership of international experts (2), the seminars will include information on the 2015 Code, roles and responsibilities of NSFs and athletes, Result Management and Therapeutic Use Exemptions. Educational materials (Vietnamese and/or English) such as the 2015 Code or the Athlete’s Handbook will be distributed to participants, together with other resources from project partners (SEARADO, JADA). Pre- and post-activity questionnaires are planned to measure project impact. To increase visibility, the project will be promoted online, via sport TV channels and national sport press. One expected outcome is the signature of an agreement, by NSFs, to comply with the 2015 Code and national anti-doping regulation.



## EUROPE AND NORTH AMERICA

**Armenia – US\$19,964**

### **“Say no to doping”: Anti-doping education and awareness campaign at international and national sport events**

Building on the outcomes of initiatives previously implemented under the Fund, the project leveraged national and international sports events to promote clean sport among athletes, coaches, athlete support personnel, and the wider public. Coordinated by the Armenian National Anti-Doping Organization (ARMNADO), and drawing on good practice from partners such as the Finnish National Anti-Doping Agency (FINADA), the project reached upwards of 1000 direct beneficiaries. The core thrust was an education and awareness raising campaign held at major sport events in 2014 and 2015. Target beneficiaries were engaged through interactive quizzes and specially designed computer games, as well as the distribution of promotional material and the screening of an anti-doping education film. This outreach was supported by targeted awareness programmes held at athlete training camps, and the promotion of clean athletes through the ‘Best Play True Athlete’ programme, putting a spotlight on athletes who train and compete ethically. The ‘Best Play True Athlete’ programme culminated in an award ceremony, at the end of 2014, hosted by the Armenian NOC. National media were engaged throughout to highlight project objectives to the attention of the general public. Evaluation was undertaken through a statistical and comparative analysis of questionnaires distributed and feedback gathered on an online forum.

**Estonia – US\$19,000**

### **E-learning tool on anti-doping for recreational athletes**

According to national research roughly 10% (130,839) of the Estonian population are members of sports clubs, including 76,066 people under the age of 19. Following a recent national campaign where the general public were invited to report on doping cases, it became apparent that the incidence of doping amongst recreational athletes is significant. As a means of tackling this, the Estonian Anti-Doping Agency (EADA) elaborated a values-based e-learning tool and to launch an associated promotional campaign. The e-learning tool, structured into five sections (the dangers of doping, fair play and the spirit of sport, decision-making of the athlete, food supplements and laws and regulations), engages participants through educational videos, illustrative materials, and quizzes. An exam feature also encourages users to test their knowledge to receive certification. A dedicated section for coaches complements this material with practical tips on how to talk to athletes about doping in sport. The promotional campaign will act as a platform to create visibility and user-interest around the e-learning tool. Implemented in partnership with Club Tartu Maraton and the Estonian Bodybuilding and Fitness Association, registration for the e-learning tool will be promoted directly to members. This traction will be supported through a parallel Facebook campaign and the engagement of top athletes and opinion leaders with the national media.

**France (Regional project) – US\$50,000**

### **Comparative social science research towards the evaluation of anti-doping policies**

Representing France’s first application to the Fund, this regional initiative aims at undertaking comparative research to map strengths and weaknesses which will inform a series of recommendations to improve implementation of and increased compliance with the International Convention against Doping in Sport. Centring on an analysis of public action, research on various dimensions of the fight against doping (national values systems related to doping, public tools in existence, regulatory frameworks) will be undertaken in all engaged countries (Brazil, France, Japan, Mozambique, Spain) by dedicated experts. The scope and focus of the research will accord with national needs and specificities to be identified during the first project phase - national negotiations between academics and government representatives, led by the appointed French research team. Once the data has been collected by each national research team, the main findings will be formulated as a series of recommendations to the engaged governments. The

French research team will then extrapolate an international report on the national findings. Throughout the project, discussions between national research teams will be facilitated by an online platform. A meeting gathering all engaged parties will be held in Paris with the purpose of exchanging lessons learnt and making common proposals for improving the fight against doping at an international level. In this regard, the project marks the first step in the creation of an international social science research network on doping, behavioural patterns and according regulatory frameworks.

**Latvia – US\$19,800**

**Modernisation of anti-doping policy in Latvia**

The Latvian NADO, in cooperation with the Ministry of Education and Science, the Ministry of Health, the NOC and the Council of Latvian Sports Federations, plans to revise national anti-doping policy planning and strategy to ensure compliance with the Convention against Doping in Sport and the 2015 World Anti-Doping Code. Particular attention will be paid to anti-doping legislation, funding, testing programmes and values-based education. A Consultative Board (5 representatives of engaged institutions) will oversee and advise the work of a rapporteur and (4) consultants with the goal of elaborating a National Anti-Doping Plan for 2016-2020. International expertise will be sought on smart testing and values-based education, whereas national consultants will lead the drafting of legislative, financial and operational documents. Feeding into the Plan and ensuring broad stakeholder consultation, project leaders will conduct online surveys (2) to assess the level of anti-doping awareness and doping-use of respondents, organize national anti-doping conferences (2) and a political debate. It is expected that the Latvian Government will adopt the National Anti-Doping Plan by 30 June 2016.

**Lithuania – US\$20,000**

**E-learning tool on anti-doping in sport**

Led by the Lithuanian Anti-Doping Agency, in partnership with multiple national stakeholders including the Lithuanian Sports University, the project centers on the development of an interactive, values-based e-learning tool. An experts' panel (6-7 representatives) will work with a team of authors (5) to elaborate content tailored to the needs of each target group (athletes, athlete support personnel, youth, teachers and parents). Thematic chapters will each comprise theoretical questions, educational videos, challenges and quizzes. An exam feature will also be available, encouraging users to test their knowledge and receive a certificate. It is expected that the tool will be picked up by 100,000 users in the first year. To create a buzz around the launch of the e-learning materials, an extensive PR campaign will be carried out through TV and radio interviews, press conferences, and social media. Outreach, involving top athletes as anti-doping ambassadors and targeting approximately 25,000 participants, will also be undertaken during (6) sport events in Lithuania's biggest cities. The e-learning tool will be regularly reviewed and updated to ensure its continued relevance.

**Moldova (Republic of) – US\$19,920**

**Anti-doping education, prevention and information**

Carried out by the Moldovan Ministry of Youth and Sports, in close consultation with the Regional Anti-Doping Organization for Eastern Europe (EERADO) and the National Anti-Doping Organization of Romania, the project aimed at equipping athletes and support personnel with the information and understanding to refuse prohibited substances. Divided into two main streams, the project implemented educational seminars (11) engaging up to 500 beneficiaries and leveraged mass media to disseminate the anti-doping message more broadly. The seminars focused on three separate target groups: 1. athletes and support personnel; 2. sport doctors and pupils of sport schools; and 3. coaches of national sport teams. Each targeted session engaged participants through presentations, debate and the dissemination of practical tools to support anti-doping understanding (i.e. WADA At-a-Glance series, Dangers of Doping leaflet). The seminars were evaluated via feedback forms distributed to all participants to gauge knowledge change. In parallel to

this, a broad-based media campaign was launched to maximize project impact. This awareness-raising aspect comprised the publication of anti-doping articles in Moldovan sports magazines (3 per month) written by regional experts, and the participation of anti-doping specialists, doctors and athletes in TV talk shows. Project legacy was supported through the launch of a webpage, hosted by the Ministry of Youth and Sports, featuring key reference documents and anti-doping information, related to the project activities, after the project cycle.

**Portugal – US\$20,000**

**For a clean and healthy sport – National Holistic Strategy – Phase I**

Benefitting from strong stakeholder engagement (National Sport Foundation, Portuguese Institute for Sport and Youth, Portuguese Anti-Doping Agency - ADoP) and building on existing initiatives such as the National Plan for Ethics in Sport, this project represents the first phase of a multidimensional two-year national programme. The main activities include programme design and promotion (including translation of WADA educational materials), the development of communication strategies and the launch of anti-doping contests. Amongst other materials, a practical anti-doping guide listing medicines sold in Portugal that include substances prohibited in sport will be developed and distributed to all family doctors working in the national health system. During this first phase of the programme, two contests will also be organized by ADoP to decide upon the agency's flag and mascot. Throughout the project, visibility will be ensured via press conferences, interviews and promotional videos, as well as website and social media publicity. The subsequent phases of the holistic strategy will include the development of web-based platforms and national training sessions for various target groups.

**Romania – US\$19,780**

**Anti-doping education strategies aiming to reduce the use of doping substances in bodybuilding and fitness gyms**

Implemented by the National Anti-Doping Agency of Romania (ANAD), this project supports the country's National Anti-Doping Strategy (2013-2017) by educating more than 2300 beneficiaries about the dangers of doping in recreational sport. Targeting bodybuilding and fitness gyms, the core of this project was the implementation of educational workshops (10) across eight cities in Romania. Engaging young gym-users and trainers, the workshops included lectures on the adverse effects of doping, case-study examples and debates. Knowledge-change was assessed by pre and post-workshop questionnaires distributed to all participants. A range of materials were also produced to support project visibility, including leaflets and posters to be disseminated to 1000 national gyms both electronically and in hard copy. A national media campaign underpinned this and drew the wider public's attention to the fight against doping. Key aspects of this campaign included: adverts in newspapers, a national press conference attended by focal points of each participating gym, and ANAD participation in national television shows to promote ethical sport. Leveraging star appeal, national athletes were engaged throughout the project implementation and promotion.

**Slovenia –US\$19,340**

**Choose the Right Track to Ljubljana Marathon**

Led by the Slovenian Anti-Doping Organization (SLOADO), the planned project targeted up to 70,000 beneficiaries during a major national sporting event (the Ljubljana Marathon). Having identified recreational sport as a sector with increasing doping practices, the project activities were three-fold: a media and awareness-raising campaign called "Choose the Right Track"; an outreach campaign; and (4) doping controls undertaken during the event. The awareness-raising campaign leveraged audio-visual, online and traditional media. Featuring well-known Slovenian athletes and capitalizing on a culture of hashtags and 'selfies', this project component targeted young recreational athletes and audience members in particular. Consolidating this anti-doping momentum, an outreach programme was held during the Expo "running fair" where participants were engaged by junior anti-doping ambassadors (30), trained during the first Slovenian project

under the Fund. Finally, for the first time in the history of recreational running events in Slovenia, four doping controls were conducted by draw - two for the half-marathon and two for the marathon. Project legacy is significant both in the continued online presence (website and social media) after the project cycle and also because the project model will be used as a blueprint for future national anti-doping interventions including during Marathon Franja (June 2015), Slovenia's biggest recreational event in cycling.

<b>Slovenia –US\$19,205</b> <b>Always on the Right Way - 3<sup>rd</sup> UNESCO Run of Youth</b>
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Slovenia's third national project leveraged the 3rd UNESCO Run of Youth to engage a broad cross-section of the general public in the fight against doping. Grounded in a values-based approach, the project had three main components: awareness, outreach and results-dissemination. The first phase included the development of a sample anti-doping lesson, as well as student contests for the best anti-doping slogan, photo, film or drawing. Upper-primary school and secondary school students were also invited to produce topic-specific colouring books for pre-school children and lower-primary school students. Outreach was undertaken during the 3<sup>rd</sup> UNESCO Run of Youth on 20 May 2015. The event targeted (4000) children and students, their parents and teachers. Anti-doping ambassadors (30) facilitated parallel educational workshops (100) and distributed educational and promotional materials. Project visibility was assured via articles, social media channels, a press conference and a dedicated website. Teacher-feedback related to the sample anti-doping lesson will serve as a basis for the preparation of the 4th UNESCO Run of Youth.

<b>Spain – US\$20,000</b> <b>“Teaching Values: Live without Cheating”</b>
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Building on the outcomes of Spain's first, youth-led project under the Fund, “Teaching Values: Live without Cheating” targeted students (6,000), physical education teachers (60) and elite athletes (25) with the aim of promoting sport values and preventing doping through (5) education and awareness-raising activities. Coordinated by the Spanish Agency for the Protection of Sports Health (AEPSAD), the project benefited from the involvement of broad range of stakeholders including the Regional Departments of Education (RDEduc), the Spanish Athlete Association (AD), the Faculty of Physical Activity and Sport Sciences (Madrid) and the Youth Committee of Royal Spanish Athletic Federation (YC-RFEA). The core activities included a series of educational anti-doping sessions (both theoretical and practical) for 30 schools in 19 national regions; a one-day course training elite athletes to become anti-doping ambassadors; a communication campaign leveraging audio-visual materials and social media; the development and distribution of educational materials, and the implementation of an evaluation system (based on the information collected during the previous project). Project legacy will be assured through the embedding of the initiative to become an annual anti-doping campaign funded and implemented by AEPSAD.

## LATIN AMERICA AND THE CARIBBEAN

**Argentina – US\$20,000**

### **Education and doping prevention for athletes in the national system**

Argentina's first initiative concentrates on creating tools to support training and promotional activities that contribute to anti-doping education and awareness-raising for high performance athletes. The project will benefit from the engagement of (2) anti-doping ambassadors and famous former athletes, who will officially represent the programme. The main activities include the production of a "Say no! to doping" kit and the organization of (7) training seminars for athletes and technical staff. The kit will contain portable, interactive material based on WADA's models (At-a-Glance series, Dangers of Doping, Play true quiz, the List of Prohibited Substances and Methods) and will be distributed in a variety of formats. Olympic folders will be handed to all athletes from the Argentinian delegation before international competitions and interactive touch screens will be set-up, for one year, at major national sports centers and at sports events such as Evita Games and the Olympic Day. The kit will equally include a short promotional video starring (3-4) famous Argentinian athletes encouraging clean sports. Moreover, in order to raise awareness in the sports community, (7) 2-hour training seminars will be held during various scheduled events targeting young athletes, high level athletes (attending a High Performance workshop, Transition to Professional level programme, Athletes' Forum), coaches (attending an Annual Forum for Coaches) and sports managers (attending an Annual Forum for Federation Officials). A total of 1000 athletes and 300 technical staff will benefit from this project.

**Barbados – US\$20,000**

### **New Anti-Doping Legislation for Barbados**

Led by the National Anti-Doping Commission of Barbados, the country's third national project centres on the development of new anti-doping legislation to ensure compliance with the International Convention against Doping in Sport and the 2015 World Anti-Doping Code. Benefiting from the legal and political expertise of two consultants (one international and one local), activities will include the assessment of existing anti-doping legislation and associated policy, broad-based consultation with stakeholders, the drafting of new legal documents, evaluation, reporting and communication. Among other aspects, the planned legislation will seek to address the situation of non-compliant athletes and support personnel, protection from organized criminal activity, investigations of public or private nature, and collaboration with pharmaceutical and laboratory authorities. A Steering Committee (5 representatives from the Office of the Attorney General, Caribbean RADO, Ministry of Sports, National Sports Council, Barbados Olympic Association) will preside over project content, progress and evaluation. The Committee will also offer support and guidance in liaising with the consultants. The final document will be submitted to Parliament to be passed into law. Project visibility will be supported by (2) infomercials, radio talk-shows, website updates and a press conference.

**Barbados (Regional project) – US\$50,000**

### **Strengthening Doping Control Capacity among Caribbean RADO DCOs**

Implemented by the Caribbean RADO, this project aims at tackling an identified regional anti-doping challenge - the need to strengthen doping control capacity. In order to achieve this goal, (2) training workshops will be held simultaneously: a refresher workshop for (40) Doping Control Officers (2 representatives from each RADO country and 12 from Barbados, with particular attention being paid to gender balance) and a "Train-the-Trainer" activity for (10) experienced DCOs who can, subsequently, assure the training of additional local resource personnel. Workshops will be facilitated by (2) USADA trainers and will include technical information on DCO roles and responsibilities, blood collection, and in-competition testing whilst also providing practical sessions including mock-testing. All participants will receive updated certification upon completion of the workshops. As for the "Train-the-Trainer" agenda, it also comprises an overview of the equipment

and practical details related to different doping control processes. Project evaluation will be measured through pre- and post-workshop questionnaires distributed to beneficiaries.

**Cuba – US\$20,000**

**Using group dynamics to educate national sports teams on the dangers of doping**

Cuba's National Institute of Sport Physical Education and Recreation (INDER) undertook a multi-phased project, under the auspices of the Fund, in response to an identified knowledge-gap among young Cuban athletes regarding the dangers of doping. Drawing on good practice and expertise from other Cuban sports institutions, including the National Olympic Committee and the National Anti-Doping Commission, the first phase of the proposed project included the dissemination of a comprehensive survey to assess the anti-doping literacy of 4000 respondents, comprising administrators, coaches, and athletes competing for both junior and elite national teams. The information gathered from the survey was compiled and analyzed by national experts. Building on the conclusions of the first, the second phase consisted in the organization of interactive discussions (8), with each national youth team, on the dangers of doping and the knowledge gaps identified in the survey. The dissemination of digital educational materials (4000 DVDs) and the production and distribution of anti-doping pamphlets (6,000) completed the second phase. In parallel, a national media campaign was rolled-out to publicize activities, thus bringing the fight against doping to the attention of the general public. In terms of project evaluation, the anti-doping literacy of participants was re-assessed through the dissemination of another survey, revealing the progress achieved during the project.

**Cuba – US\$20,000**

**Exploring doping awareness in sport schools**

Coordinated by Cuba's National Institute of Sport, Physical Education and Recreation (INDER), the proposed project shared the same structure and methodology as 'Using group dynamics to educate national sports teams on the dangers of doping'. Also with the support of the country's National Olympic Committee and National Anti-doping Commission, this initiative differed essentially in the identified target groups. Accordingly, the first phase consisted in the dissemination of anti-doping questionnaires to the main Cuban sport schools (4) to gauge the general doping knowledge level of students. Having gathered and analyzed this data, the second project phase centred on the production and distribution of anti-doping pamphlets (6,000) and educational DVDs (4,000), as well as the organization of a series of interactive talks responding to key knowledge-gaps identified in the analysis of the survey data. Following the talks, participants were asked to complete another anti-doping questionnaire to assess the project's impact in terms of its educational objectives, as well as to reveal the areas for continued advocacy and capacity-development.

**Grenada – US\$20,000**

**Bringing Anti-Doping to mainstream Education**

The second national project from Grenada, backed by stakeholders from the Ministry of Education, Caribbean RADO and NADO, aims at integrating an anti-doping workbook for young people in national curricula. The interactive workbook, featuring topic-specific puzzles, comics and facts, will be picked up by physical education (PE) teachers (in primary and secondary schools) for use in schools across the country. PE teacher, coaches and Ministry personnel (160) will be trained on delivering the workbook content during 4 (1-day) workshops organized by the NADO. The pilot implementation will begin with the next school year, with a first target group of (300) students (16 yrs old) receiving the workshop for their feedback. Any comments will inform the distribution strategy for the remaining beneficiaries (5,000 in total). A visibility campaign comprising (6) TV and radio interviews and a media launch will contribute to general awareness-raising. Both students and PE teachers will be engaged in project evaluation via pre- and post-activity surveys. In terms of legacy, the Grenada NADO will attend the annual teachers' meeting in July 2016 to draw lessons and adjust future activities according to the final project evaluation.

**Guyana – US\$17,100**  
**Say No! to Doping**

Coordinated by the Ministry of Culture, Youth and Sport, Guyana's first national project under the Fund centred on educational activities and promoting public awareness around the ill-effects of doping. The number of doping cases uncovered recently has directly informed the project's scope, target groups and activities. Project beneficiaries comprise athletes, from over 24 disciplines, athlete support personnel, school students and the general public. Notably, (200) athletes, (100) youth and (100) athlete support personnel were engaged, respectively, through (6) regional workshops and (1) seminar. These sessions, led by experienced Doping Control Officers, included lectures on the ethical and legal implications of doping, as well as practical and discursive exercises related to the Doping Control process, the updated Prohibited List and Therapeutic Use Exemptions. As a means of supporting peer-led learning and empowerment, (10-15) well-known athletes benefited from a three-day anti-doping ambassador training with tips and techniques on managing groups and undertaking anti-doping education for mass engagement. Supporting this outreach component, a series of information booths were set-up during national sports events and school competitions alongside a media campaign, featuring interviews and articles, on key doping issues. Finally, school students and sport club members were invited to participate in a competition to design the new national anti-doping logo; to celebrate the launch of a Play True Day; and to attend a public anti-doping forum hosted by the government.

**Jamaica – US\$19,753**  
**Jamaica Anti-Doping Commission – sample collection personnel training**

Led by Jamaica's Anti-Doping Commission (JADCO), with the support of the Canadian Centre for Ethics in Sport (CCES), the proposed project aimed at building national capacity in terms of anti-doping knowledge and expertise. Situated within a broader framework of activities to be undertaken by JADCO and CCES, this project specifically reinforced national efforts to recruit and train up to 75 new sample collection personnel (20 doping control officers (DCOs), 15 blood control officers (BCOs) and 40 Chaperones). The project's first phase involved a national needs assessment to determine where, geographically, sample collection personnel should be identified. Based on the outcomes of this mapping, a set of job descriptions were developed and trainee sample collection personnel were recruited. As DCOs, BCOs and Chaperones have distinct roles and responsibilities, the second phase of the project organized three separate theoretical training sessions before regrouping all beneficiaries for two further workshops: 1. to review theoretical training collectively, and 2. to conduct in-field practice. All workshops were led by JADCO staff (4) with the support of CCES personnel (2). Drawing on CCES good practice, capacity was further supported through the development of manuals designed to aid sample collection personnel through the provision of process checklists, reminders and in-field support training.

**Nicaragua – US\$18,293**  
**Phase 2: Anti-Doping Education and Prevention in Sports and Anti-Doping Control Programme**

Based on the needs identified during the implementation of previous projects in the country's capital city, the Nicaraguan Institute of Sports (IND) continues the fight against doping in Managua whilst also extending activities to engage the Caribbean region of the country; an active area in terms of sports participation (particularly basketball, boxing and athletics) which has historically seen a high use of prohibited substances. The two-pronged approach comprised both education and outreach. A series of (5) anti-doping workshops and (5) seminars were facilitated by (3) anti-doping officers trained by the RADO and will engage (300) athletes and their support personnel. Coordination with the (45) Nicaraguan Sports Federations and sports officials was envisaged for the development of the educational workshops and seminars. The 2-hour seminars targeted (150) national sportsmen and women (athletics, volleyball, swimming, basketball, boxing) while the 8-hour training workshops engaged (150) coaches, medical staff and Physical Education teachers. The main themes included the revised World-Anti Doping Code, the new List of Prohibited Substances and Methods and

health consequences of doping. An emphasis was placed on the values of sports and how these relate to daily life. In this regard, participants were encouraged to debate the broader implications of anti-doping and submit their reflections via an art and essay competition. An outreach programme, based on WADA's model and manned by a medical officer, was also implemented during (5) national sports events and (2) training camps.

**Peru – US\$20,000**

**Anti-Doping Education Strategy towards Toronto 2015**

Coordinated by the Peruvian National Anti-Doping Commission (CONAD), the planned project contributes to raising awareness and providing anti-doping education for athletes, coaches and medical personnel (560) participating in the 2015 Panamerican Games in Toronto. Benefitting from collaboration with the Peruvian Institute of Sport (IPD) and the Peruvian Olympic Committee (COP), beneficiaries are engaged through eight interactive workshops (4hrs) spread across seven national regions. Having drawn on the lessons-learned from previous anti-doping interventions, each workshop is tailored to participants' needs and the specificities of their region. Facilitated by anti-doping experts and covering core topics such as the revised World Anti-Doping Code, the use of prohibited substances and testing procedures; impact and knowledge-change will be assessed through pre- and post- activity questionnaires.

**Saint Lucia – US\$13,630**

**The Athlete Entourage - an ally in the fight against Doping in Sport**

Led by the Ministry of Youth Development and Sport, in cooperation with the Saint Lucia Olympic Committee (SLOC) and national anti-doping organization (NADO), the planned project will target (113) athlete support personnel (55 coaches, assistant coaches and athletic trainers; 38 sport administrators and team managers; and 30 physicians, pharmacists and physiotherapists). Having identified this target group as influential stakeholders in the fight against doping, during the implementation of previous projects, activities comprise a series of tailored workshops (3) and lectures (3) designed to engage, educate and empower each participant. Led by a range of experts, the interactive workshops focused on the doping control process while the lectures were structured to educate participants on their specific roles as members of the athlete entourage. Project activities were evaluated through the distribution and analysis of questionnaires. As a means of creating visibility, a media campaign (online and print), featuring interviews with engaged experts and participants, was also implemented to promote the anti-doping message. Finally, a database of anti-doping focal points will be created to map potential resource personnel in future anti-doping initiatives.

**Uruguay – US\$12,700**

**Capacity-building for all: training anti-doping promoters**

This project, Uruguay's fourth under the Fund, expanded anti-doping activities beyond the country's capital in an attempt to maximize the number of beneficiaries directly engaged. In particular, and responding to issues of access identified in past initiatives, the use of innovative and online technologies is foreseen. Engaging up to 400 participants, the project activities are aligned with Uruguayan public policy priorities that promote clean sport and health. Notably, the National Anti-Doping Organization (ONAU) will organize (4) regional seminars (Paysandu, Maldonado, Rivera, Colonia) and (4) online training workshops to sensitize and inform athletes, as well as medical and technical personnel. In terms of content, the revised 2015 World Anti-Doping Code, in- and out-of-competition testing, the use of supplements and sample collection will be the main focus. Supporting the lesson plans, documentation (in both printed and digital format) detailing permitted substances, with specific references to those pharmaceuticals available in Uruguay, will be distributed. Project legacy will be supported through a cascade training approach, empowering participants to inform their peers and, thus, train a new generation of anti-doping athletes and entourage.