

# BUILDING SUCCESS THROUGH PUBLIC-PRIVATE PARTNERSHIPS

SPAIN

**PROJECT 1** → Values-based interactive workshops were held in 6 national regions and elite athletes were trained and engaged as anti-doping ambassadors.

**PROJECT 2** → Anti-doping education sessions were undertaken in 30 schools, alongside a website to amplify the message and create synergies between different stakeholder groups.

## HIGHLIGHTS

- Broad-based promotional campaign implemented
- Creative public - private partnerships established
- Innovative use of online technology to empower and encourage youth to take anti-doping leadership

## LEAVING A LEGACY

- 31 elite national athletes trained as ambassadors
- Inauguration of annual anti-doping campaign featuring famous athletes
- Website promoting clean sport established (<http://www.vivesintrampas.es>)
- Evaluation system for anti-doping programmes to collect doping data and map trends



## BENEFICIARIES

PE teachers, elite athletes, students (more than 8000)

## STAKEHOLDERS

AEPSAD, Royal Spanish Athletic Federation (Youth Committee), Regional Departments of Education, European Athletics, Faculty of Physical Activity and Sport Sciences of Madrid, Private sector



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/>

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# UNESCO Fund for the Elimination of Doping in Sport



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## GOOD PRACTICE EXAMPLES FOR PROJECT LEADERS

SECOND EDITION



# UNESCO fights doping in sport

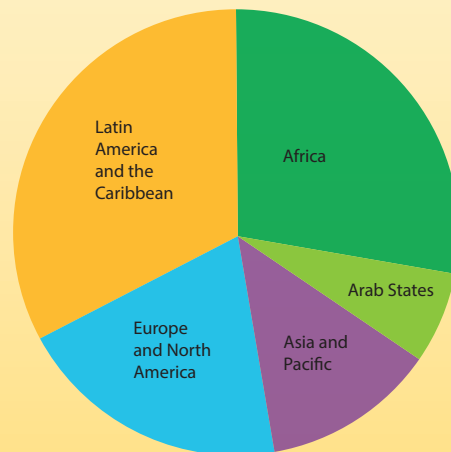
2013 – 2015

The Fund for the Elimination of Doping in Sport assists States Parties develop and implement anti-doping projects consistent with UNESCO's International Convention against Doping in Sport. **The Fund finances projects in the areas of: (1) education; (2) policy advice; and (3) capacity development.**

Since the creation of the Fund in 2008, **over US\$3,000,000 has been invested in 165 initiatives** (20 regional) in 97 States Parties.

This leaflet showcases good practice examples, to inspire States Parties reinforce national and regional anti-doping efforts.

Selected projects highlight innovative techniques for education, youth engagement, the development of public-private partnerships, cross-border collaboration during major sports events, and the engagement of new and diverse target groups.



## REINFORCING CROSS-BORDER CONNECTIONS

SINGAPORE

Regional doping-control capacity strengthened through interactive "Train-the-Trainer" workshop and two-day DCO training course, with master DCO trainers subsequently engaged in the 28th Southeast Asian Games. Highlighting the importance and benefits of cross-border collaboration, activities were undertaken by a regional compact of partners including Anti-Doping Singapore, the Australian Sports Anti-Doping Authority, the Japanese Anti-Doping Agency, the Malaysian Anti-Doping Agency, and SEARADO.

### HIGHLIGHTS

- "Train-the-Trainer" strategy (developed in partnership with the Japanese Anti-Doping Agency)
- Trainees supported by master DCO trainers during regional games

### LEAVING A LEGACY

- Pool of expert DCO trainers established in the SEA region
- SEARADO DCO Expert Committee founded to ensure regional coherence and coordination

### BENEFICIARIES

Expert DCO trainers (6) and DCO trainees (10)

### STAKEHOLDERS

ADS, ASADA, JADA, ADAMAS, SEARADO

\* Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Vietnam

# ADVOCATING CLEAN SPORT FOR A CLEAN SOCIETY

## ERITREA

Coaches and athletes benefitted from a values-based anti-doping campaign including a two-day workshop on healthy approaches to nutrition and training. Supporting interactions and role-play, materials on nutrition and clean sport were distributed during championship matches to amplify the holistic health message.

### HIGHLIGHTS

- Healthy approaches to nutrition and training promoted
- Equal participation of men and women in activities advocated and achieved
- Inter-generational target groups selected to support broad dissemination of anti-doping message

### LEAVING A LEGACY

- Good practice booklet on nutrition and training compiled
- Education materials translated into local language to support broad-based understanding

### BENEFICIARIES

Athletes, coaches, representatives of the Government and the NOC, sports leaders

### STAKEHOLDERS

Ministry of Health, the State of Eritrea Sport Commission, NADO, NOC, WADA

# REACHING OUT TO RECREATIONAL ATHLETES

## ROMANIA

Young gym-goers and trainers of bodybuilding engaged in values-based workshops, across the country, educating and empowering participants to make the right choice. Broadening the project scope, a public communication campaign featuring compelling visuals on the effects of doping launched to bolster national anti-doping momentum.

### HIGHLIGHTS

- Equitable geographical implementation (targeting 8 major cities)
- Rolling media campaign leveraging the brand appeal of elite national athletes
- National press conference attended by focal points of each participating gym



### LEAVING A LEGACY

- Education materials on the dangers of doping distributed to 1000 gyms (both hard-copy and electronic versions)
- Public-private partnerships (between national anti-doping authorities and gyms) established to embed anti-doping culture

### BENEFICIARIES

Young people, trainers and gym representatives (2300)

### STAKEHOLDERS

Ministry for Youth and Sport, NADO, NOC

# YOUTH CREATIVITY TO SERVE CLEAN SPORT

## GUYANA

Multi-pronged information and education campaign engaging diverse range of national stakeholders to think "out of the box" when it comes to doping. School students and sport clubs were challenged to promote the fight against doping through national essay and logo-design competitions. 15 elite athletes, trained as anti-doping ambassadors, broadcast the message nationwide and encouraged the engagement of the general public in a national forum and outreach activities held during key events.

### HIGHLIGHTS

- Essay and logo design engaged school students and sport clubs to think creatively about anti-doping approaches
- Launch of a "Play True" Day in schools across the country
- Equal participation of men and women in activities advocated and achieved

### LEAVING A LEGACY

- Pool of national anti-doping ambassadors established to undertake educational activities increasing public engagement
- New national anti-doping logo created

### BENEFICIARIES

Athletes, coaches and support personnel, NSFs, sport clubs and associations, students, children aged 10 to 13 years-old

### STAKEHOLDERS

Public authorities, RADO, WADA

# ENGAGING A NATION THROUGH ANIMATION

BHUTAN

Production of cartoon illustrating the dangers of doping broadcast on TV as part of a national awareness campaign. Reinforced engagement of the general public in the promotion of clean sport and multi-stakeholder cooperation consolidated through workshop activities and the signature of a Memorandum of Understanding to support future national anti-doping initiatives.

## HIGHLIGHTS

- Anti-doping cartoon broadcast on national TV (available on Youtube)
- 2500 T-shirts celebrating clean sport distributed on Olympic Day (2013)
- 3000 anti-doping posters disseminated country-wide

## LEAVING A LEGACY

- Strengthened national cooperation through the signature of a Memorandum of Understanding outlining a consolidated action plan for future anti-doping initiatives

## BENEFICIARIES

Government officials, school students, teachers, parents and the sport community

## STAKEHOLDERS

Ministry of Education, BADC, NOC



# STRENGTHENING COOPERATION WITH NATIONAL SPORT FEDERATIONS

JORDAN

With the aim of strengthening cooperation between national anti-doping actors and the Sport Movement, administrators, coaches and athletes of national sport federations attended a series of tailored workshops on roles and responsibilities in the fight against doping. Key points of discussions included the importance of multi-actor coordination and communication to strengthen national anti-doping efforts.

## HIGHLIGHTS

- High number of beneficiaries (1919) engaged
- 90% of NSFs reached
- Tailored materials developed specifically for each target group

## LEAVING A LEGACY

- Strategy for enhanced cooperation between the NSFs, RADOs and JADO adopted
- Refresher workshops planned for NSFs to promote continued culture of cooperation

## BENEFICIARIES

Board members and administrators of national sport federations, anti-doping liaison officers, coaches, athletes

## STAKEHOLDERS

JADO, University of Jordan

# ASSESSING ANTI-DOPING LITERACY

CUBA

A comprehensive survey was undertaken to gauge national anti-doping literacy and identify doping trends. Respondents included administrators, coaches and athletes competing for both junior and elite national teams. Survey results were analyzed to address knowledge-gaps and stimulate targeted discussions during a series of conferences, seminars and talks.

## HIGHLIGHTS

- Interactive group discussions organized to counter identified knowledge gaps
- A nationwide audience of 4000 participants engaged
- 2 TV spots and 10 TV conferences (30 minutes each) on anti-doping education broadcast

## LEAVING A LEGACY

- Digital education materials (4000 DVDs) and anti-doping pamphlets (6000) disseminated country-wide
- Project formed part of national continuum of anti-doping activities including a similar initiative targeting sport schools

## BENEFICIARIES

Athletes, administrators, coaches

## STAKEHOLDERS

Ministry of Public Health, INDER (National Institute for Sport, Physical Education and Recreation), NADO, NOC, RADO