



Doping prevention through peer learning among youth

prePLAY Project Team

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Introduction

- 🏃 Share the best practice to initiate other NADOs to start the similar prevention programmes
- 🏃 The main outline:
 - 🏃 Background for applying from Erasmus+ programme
 - 🏃 Overall idea of the prePLAY project
 - 🏃 Tips and experiences for NADOs
- 🏃 During the presentation keep in mind:
 - 🏃 If your NADO/IF could involve more volunteers to the prevention activities
 - 🏃 Which additional target groups should be approached during the prevention

Doping prevention through peer learning among youth

🏆 Erasmus + project – Sport Programme – Collaborative Partnership

🏆 01/2015 – 12/2016

🏆 300.073,98 € - 80% is co-funded by EU (EACEA)

🏆 6 partners + independent observer from DSJ



Valsts sporta medicīnas centrs



How to apply from Erasmus+ programme?

- 👉 Take enough time, application is very comprehensive
 - 👉 We had only 1 month and it was barely enough
- 👉 Try to find reliable partners as soon as possible
 - 👉 You can not submit the application if you don't have enough partners and/or if they don't have PIC numbers
 - 👉 In the application try to stick to the guidelines
- 👉 Hope for the best 😊

Overall idea of prePLAY project

To recruit and train anti-doping ambassadors which will, with the method of peer networking, develop and shape a network of young athletes that believe in a sound mind in a healthy body and reject any thought of using doping substances to enhance their athletic prowess.



Can everyone do it?

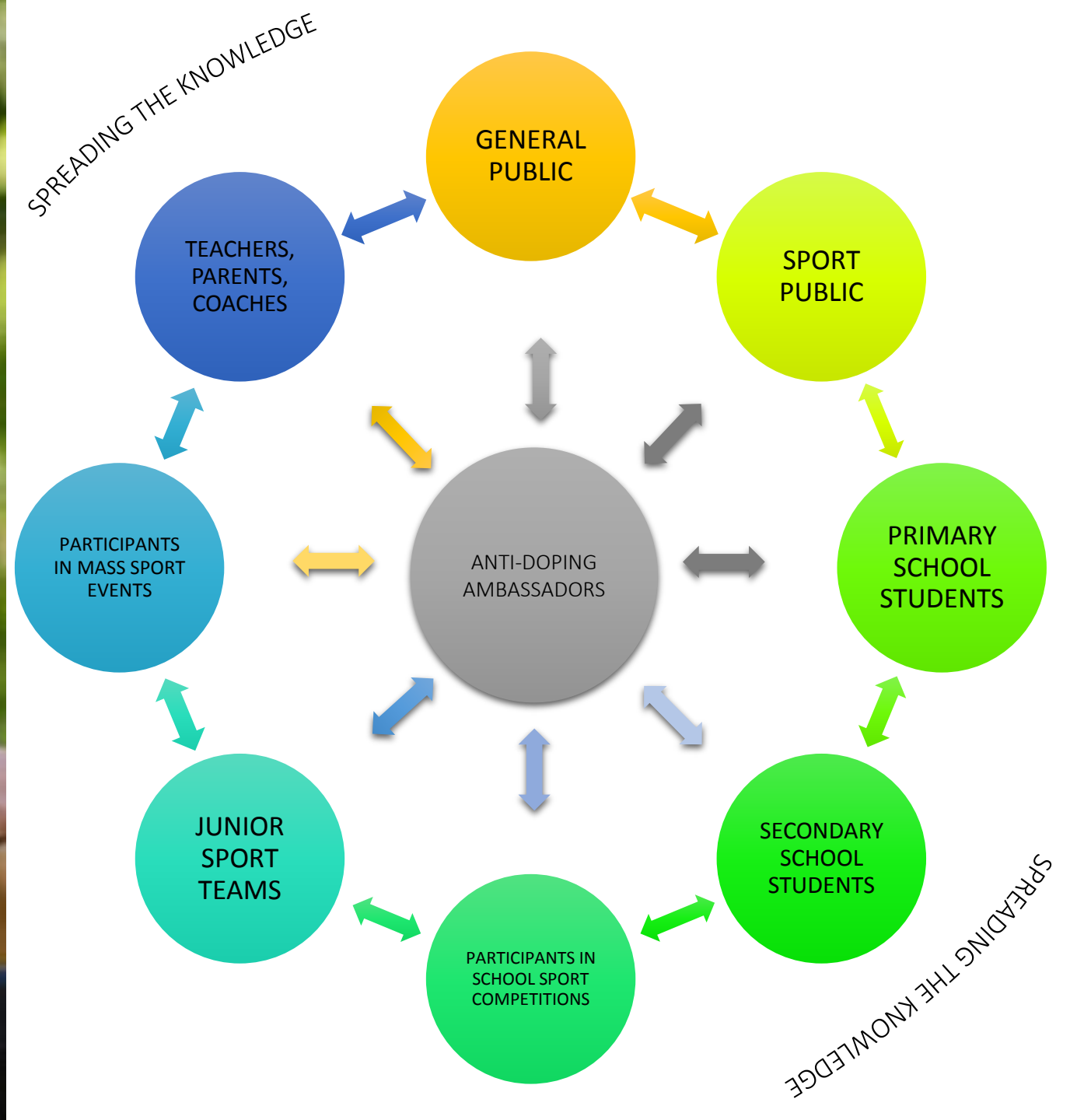
YES, they can!

- 🏃 Implementation of such a programme is a bit demanding, but on a national level one can do it
- 🏃 Is low budget (partly based on volunteerism)
- 🏃 Involves young people (athletes)
- 🏃 Is suitable for topics on which young people don't want to talk about

Overall idea of prePLAY project

Anti-doping ambassadors are educating young athletes about the importance of clean sport and dangers of doping with the method of peer to peer networking





Innovative aspects of prePLAY project

TARGETING
PARTICIPANTS AT
GRASSROOT
LEVEL OF SPORT

KNOWLEDGE
TRANSFER

OPPORTUNITY
FOR RETIRED
ATHLETES

PEER-TO-PEER
NETWORKING

ANTI-DOPING
EDUCATION AS
PREVENTIVE
MEDICINE

How to carry out such a model of prevention?

- 1) ANALYSIS OF THE CURRENT SITUATION, LONG-TERM PLANNING, SETTING OBJECTIVES / DESIRED OUTCOMES
- 2) AMBASSADORS RECRUITMENT
- 3) AMBASSADORS TRAINING
- 4) PREVENTION ACTIVITIES
- 5) EVALUATION

ANALYSIS OF THE CURRENT SITUATION

Before the organization starts with ambassadors program there are several areas that should be analyzed:

- 🏃 Environment – there are two main environments to analyze: sport and school environment
- 🏃 Current prevention programs – Are there any? Who are they targeting?
- 🏃 Resources – do you have efficient resources to carry out numerous prevention activities?

ENVIRONMENT

- sport environment
- school environment



CURRENT DOPING PREVENTION PROGRAMS



FINANCIAL AND HUMAN RESOURCES

LONG-TERM PLANNING, SETTING OBJECTIVES AND DESIRED OUTCOMES

TIME PERIOD

Ambassadors recruitment:
3-6 months

Overall plan:
3-5 years in advance



TARGET GROUPS

Identify how to reach young athletes:

- 🏊 Through NSF
- 🏊 In schools
- 🏊 At sport clubs
- 🏊 At sport events
- 🏊 Over Social Media



OBJECTIVES

General objectives:
conditions for clean sport
Intermediate objectives:
ambassadors recruitment, educational materials, prevention activities ...



DESIRED OUTCOMES

Short-term results:
influence on knowledge, attitudes and opinions
Mid-term results:
influence on behavior, practice, decisions and social action
Long-term results:
behavior change

AMBASSADORS RECRUITMENT

🏃 Through publication of positions

🏃 Basic criteria:

🏃 Age (18 – 23)

🏃 Sport background

🏃 Communication and presentation skills

🏃 Understanding of management and team work

🏃 Motivation and willingness to work voluntarily

🏃 Final selection should be made based on individual interviews

Where to find candidates and how many to choose?

- 🏊 Ambassadors recruitment should be carried out in cooperation with national sport federations
 - 🏊 Sending an e-mail is not enough
 - 🏊 Informative meeting for NSFs
- 🏊 Other options:
 - 🏊 Sport faculty, high schools with sport departments, social media (Facebook, Twitter), personal contacts, etc.
- 🏊 Number of candidates depends on each ADOs needs and doping prevention programs plans
 - 🏊 Between 10 to 20% of ambassadors will give up in the first year
 - 🏊 Probably up to 50% in the second year
- 🏊 Take time for interviews - choosing the right candidates will make your life a lot easier

AMBASSADORS TRAINING

Ambassadors training (3 to 5 days)

- 🏃 Theoretical lectures and practical workshops
- 🏃 All important topics of fight against doping (Code Article 18.) (Anti-Doping Experts)
- 🏃 Teambuilding (outsourcing)
- 🏃 Psychological, ethical and philosophical aspects of drug abuse (outsourcing)
- 🏃 Examples of different programs for prevention and awareness-raising activities targeting different participants at grassroots level of sport
- 🏃 Exercises for communication, management and group management skills (outsourcing) (Anti-Doping Experts)
- 🏃 Handbooks for ambassadors (Anti-Doping Experts)



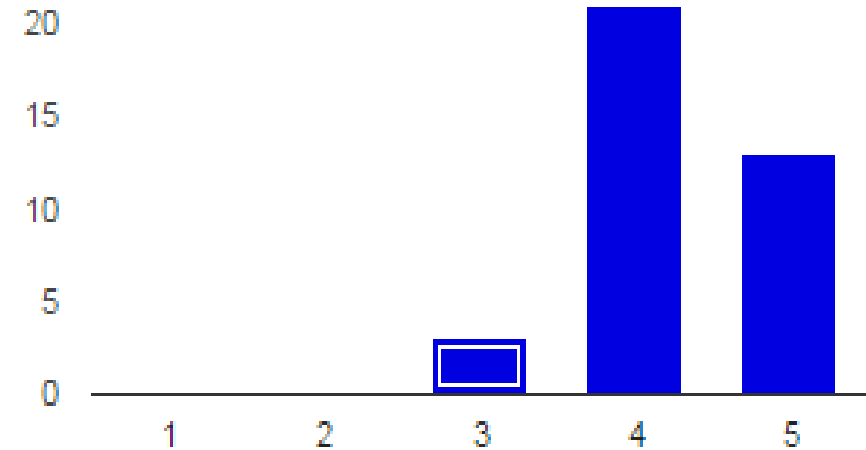
Ambassadors training

- 🏃 At the educational camp:
 - 🏃 Try to keep lectures short and interesting
 - 🏃 Include as many workshops or other interactive methods as possible
 - 🏃 Invite some athletes to share their stories
 - 🏃 Organize team building and social evenings
 - 🏃 Give ambassadors some free time to „hang out“
- 🏃 Few months after the educational camp try to organize a 2-day seminar with the purpose of:
 - 🏃 Additional training
 - 🏃 Teambuilding
 - 🏃 Enlargement of the group of ambassadors

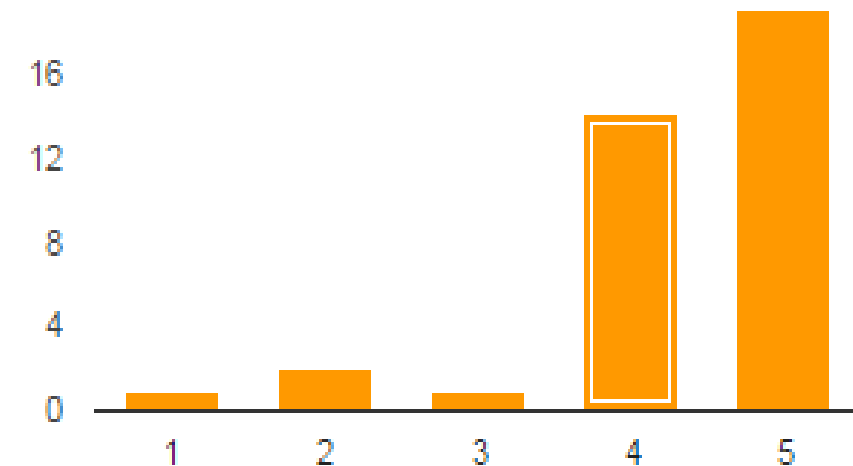


Feedback from prePLAY ambassadors

🦎 How ready you are to start working as an ambassador?



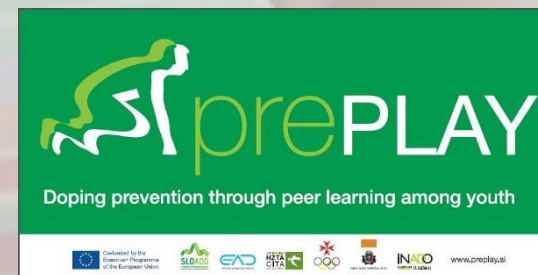
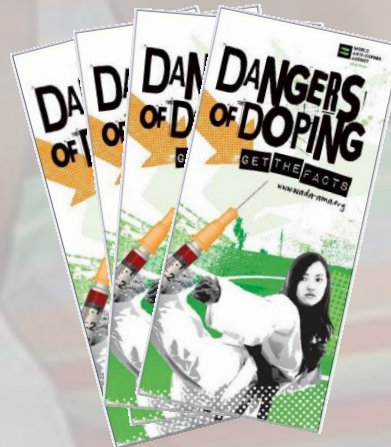
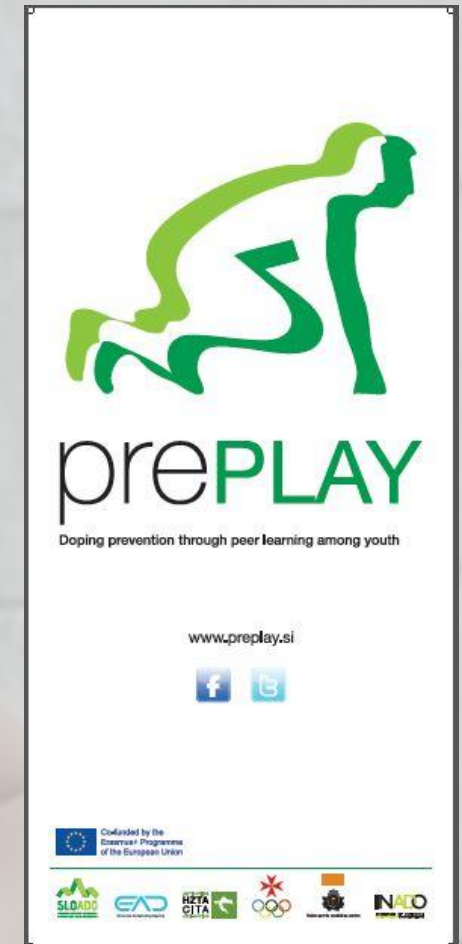
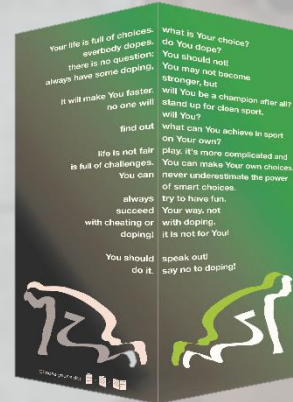
🦎 How did the camp influence your readiness?



PREVENTION ACTIVITIES

- 🏊 Carry out at least 20 prevention activities (in the 1st year)
 - 🏊 For athletes in high schools
 - 🏊 For junior athletes in sport clubs or in national teams
- 🏊 Be active at social media – post photos from activities, tag ambassadors
- 🏊 Try to involve media

PREVENTION ACTIVITIES - what to prepare?





Implementation of prevention activities

- 🏃 Ambassadors should carry out activities for athletes at grassroots level of sport
 - 🏃 At the beginning they are not prepared for more „demanding“ audience
- 🏃 At each lecture, workshop or outreach program at least 3 ambassadors shall participate
- 🏃 They can work voluntarily or you can pay them some „pocket“ money

EVALUATION

Internal evaluation:

- 🏃 Questionnaires and interviews with participants at prevention activities
 - 🏃 Monitoring the effect that program on beneficiaries
- 🏃 Focus is laid on the quality of programs (activities) and the knowledge imparted

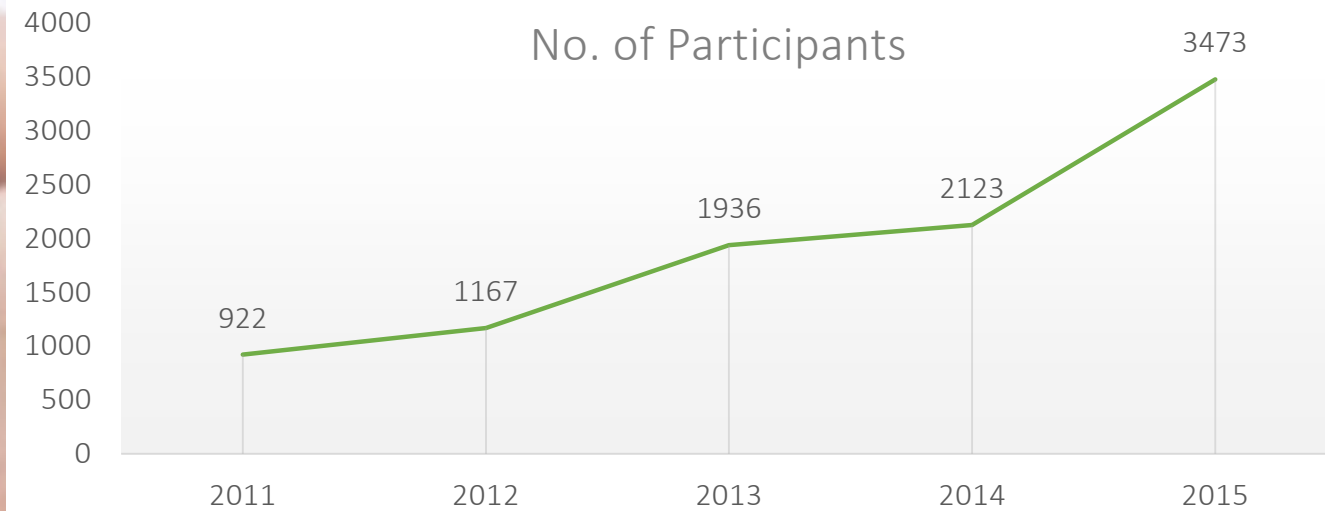
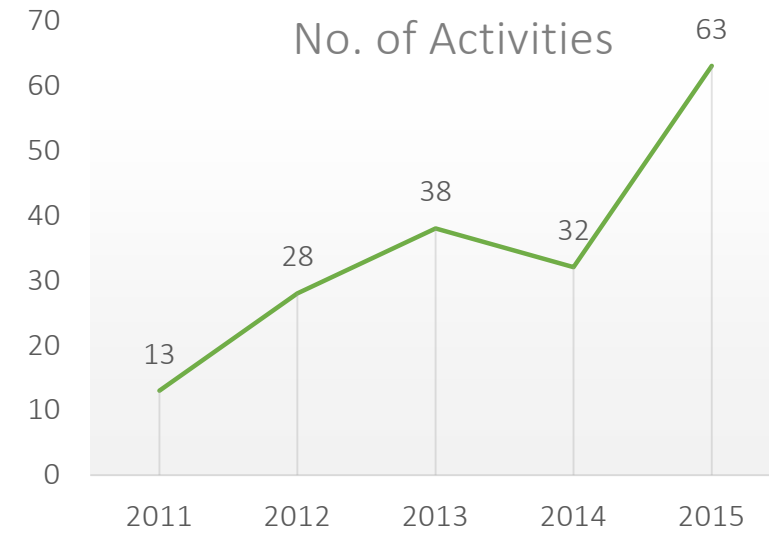
External evaluation:

- 🏃 Use of outcome indicators to evaluate the degree of success of the project.
 - 🏃 As outcome indicators participants lists, ambassadors engaged and total number of preventive activities can be used



Tips & Experiences

Results of „ambassadors“ programme in Slovenia



How does ambassadors program work in Estonia

- 🇸🇰 Instead of one education manager 10-20 ambassadors are involved with the prevention activities
- 🇸🇰 Higher capacity to do lectures at schools
- 🇸🇰 More possibilities to do outreach activities at competitions
- 🇸🇰 Increase in number and selection of the printed materials, leaflets etc
- 🇸🇰 Capacity-building opportunity for the Estonian Anti-Doping Agency



Before we end...

Idea to involve ambassadors in the prevention activities enables to approach more target groups and increase impact of the values-based educational activities with considerably low costs.

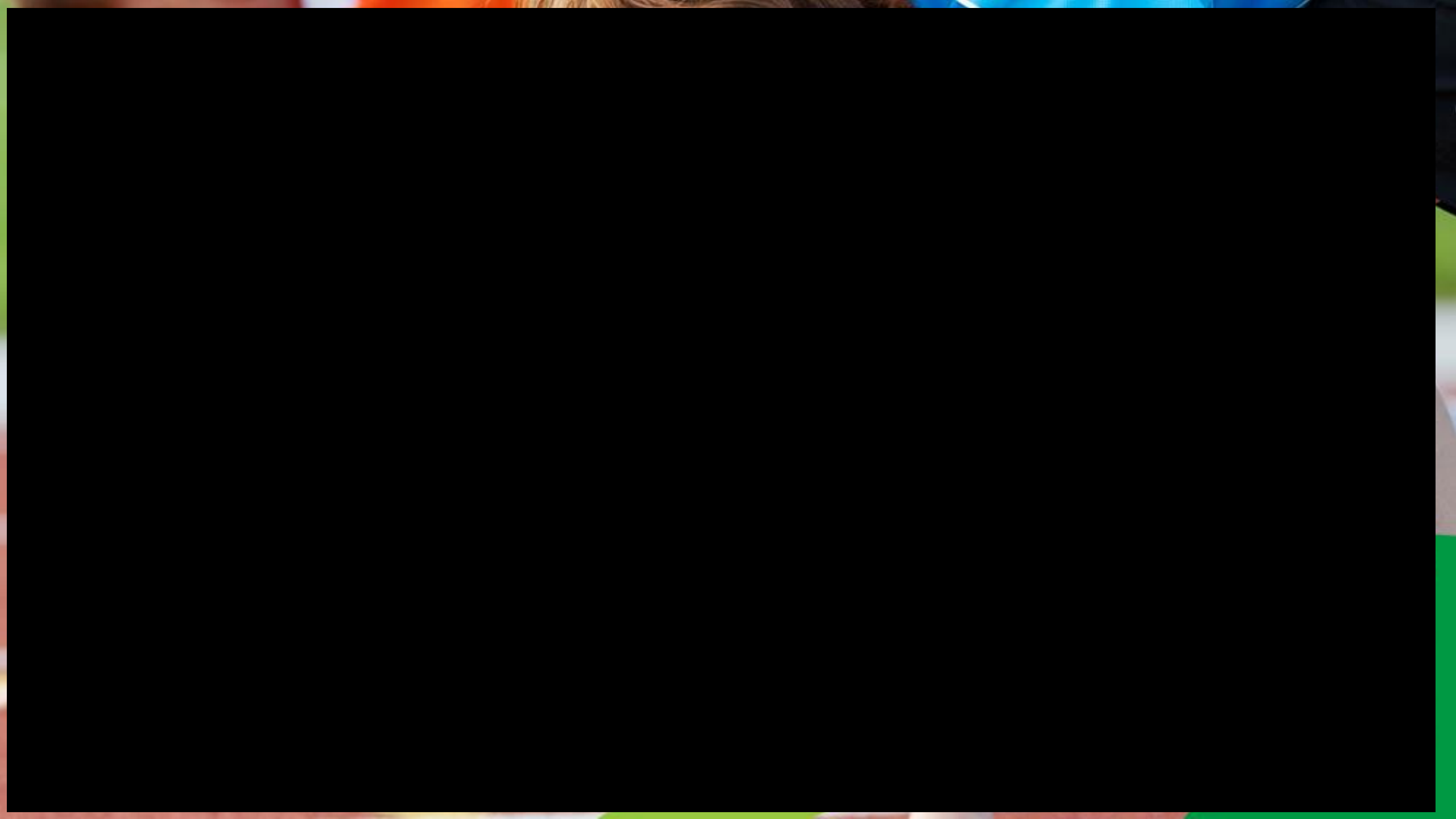


Play True Day – a day that celebrates clean sport!

In the content of the prePLAY project all project partners decided to:

- 🏃 Follow the footsteps of 17 South American countries which declared 10th of April as a Play True Day
- 🏃 The purpose of this day is to acquaint sport and general public with global fight against doping
- 🏃 In the week before and/or after 10th of April all prePLAY organizations will carry out numerous prevention activities for different target groups

WILL YOU JOIN US?





Ideas how to implement Play True Day in your organisation

- 🏃 Outreach programs at sport events
- 🏃 Seminars for athletes & entourage
- 🏃 Banners at competitions
- 🏃 Outreach programs at sport stores
- 🏃 Programs at schools that teachers can do it
- 🏃 Posting photos of „Playing True“ on social media
- 🏃 Signing the pledge on www.playtrueday.com

#playtrueday



PLAY TRUE DAY
APRIL, 10th

www.playtrueday.com

Save the date!

Hvala za pozornost!
Täname tähelepanu eest!
Hvala na pažnji!
Grazzi tal-attenzjoni!
Paldies par uzmanību!
Thank you for your attention!

www.preplay.si



Co-funded by the
Erasmus+ Program
of the European Union