

## Information about the European Anti Doping Initiative (EADIn)



The **partners** (and their corresponding acronyms) of EADIn are:

- German Sports Youth= “DSJ”
- Centre for Doping Prevention, Heidelberg = “ZDP”
- European Non Governmental Sports Organisation Youth= “ENGSO Youth”
- Comité National Olympique et Sportif Français = “CNOSF”
- Olympic Committee of Slovenia = “OCS”
- Federazione Italiana Aerobica e Fitness = “FIAF”
- Austrian Athletics Federation = “ÖLV”
- Fédération Internationale Catholique Education Physique et sportive = “FICEP”
- European University Sports Association = “EUSA”



The **aims** of EADIn are:

To establish a European-wide Anti-Doping mentality in the youth sector by:

- Establishing a moral tenor towards concepts such as « Fair-play »
- Sensitizing and raising awareness on all levels of the complex social environment surrounding the doping problematic
- Implementing strategies to motivate young people to pass on the message and create a strong multiplying effect

The **actions** which will be implemented in order to reach the aims of EADIn are:

- Develop a peer-to-peer network of Anti Doping Junior Ambassador (ADJA) through Youth Camps
- Develop a best practice catalogue and an EU Model for preventive Anti-Doping Education
- Implement this model in several levels (Local, National, European)
- Production of educational training tools to support the work of the ADJA and to spread the information
- Organisation of seminars and conferences on National and European levels in order to encourage networking, communication and future long-term cooperation between the partners

**Timeline** of EADIn:

- Jan. 2011: EADIn Kick-off meeting (partner organizations meeting 1)
- Feb – May 2011: Construction of EADIn logo and website/ Creation of educational EADIn training tool in English
- June 2011: Education of Anti Doping Junior Ambassadors in Burghausen (22.-26.6.2011) with the EADIn training tool/ Partner organisations meeting 2
- July-Sep. 2011: Translation of EADIn training tool and preparation of anti-doping seminars on national/ organizational level
- Sept.-Nov. 2011: Partner organizations stage anti-doping seminars on national or organizational level to educate further peer-groups of multipliers/ Partner organizations meeting 3/ Intermediate reports from partner organisations
- Jan. 2012: Final event at Youth Olympic Games Innsbruck (13.-17.01.2012) with partner organisations, ADJA, external guests/ Goal is to incorporate the EADIn educational model into the CEP of the Youth Olympic Games
- Mar. 2012: Final reports for EU

### **Anti-Doping-Camp/Burghausen (22.-26.06.2011)**

- Young multipliers from the partner organisations will be trained in the interactive youth camp to become ADJA's and demonstrate the implementation of preventive measures in the field of anti doping education to regional and local groups throughout their organization
- ADJA's will work closely with the coordinators from the partner organizations and trainers from the centre for doping prevention in Heidelberg. Intercultural exchange will be encouraged and a lasting impression for the young people will be created. Focus will lie on developing communication skills and self-confidence in the participants and foster critical, reflective and assertive behaviour
- The educational EADIn training tool will be tested

### **Educational EADIn-Training Tool**

- Will be developed based on the Franco-German cooperation and the experience of the partner organizations
- A pedagogically backed e-training tool which will be translated in the partner organizations languages
- Will be created to help the work of the ADJA and to disseminate the information to the organizations networks
- Will be structured in a self-explanatory and user-friendly way in order to encourage individuals and institutions to make use of it

### **Establishing organizational networks of ADJA's**

- EADIn educational model will be implemented in the partner organizations own structures
- Staging of anti-doping seminars on national/ organizational level to educate further peer-groups of multipliers using the EADIn training tool
- Collecting evaluation and experiences from all networks especially regarding features and infrastructures particular to each local/ national setting

### **Final event at Youth Olympic Games Innsbruck (13.-17.01.2012)**

- ADJA, partner organizations, external guests will meet for the final conference
- Recommendation of how anti-doping education can be further developed at EU level and incorporated into larger events and disseminated to a broader public will be discussed
- Possibility to form the "European Anti-Doping Alliance" in order to continue the work of EADIn
- Efforts will be made to try and incorporate the EADIn educational model at the Culture and Education Programme of the Youth Olympic Games

### **Evaluation measures**

- Internal evaluation will be done through questionnaires at the meetings and seminars
- Quantitive questionnaires and qualitative interviews with participants at the European and National Youth camps will be held, in order to monitor the effect that the project has had on the beneficiaries
- External guests are invited to accompany the project and its process without being directly involved

The European Anti-Doping Initiative is funded by the EU programme Preparatory Action in the field of sport and promotes healthy sports participation without drugs.

