



How Floorball Educates its Athletes to the Dangers and Consequences of Doping

John Liljelund, IFF secretary general

ARISF/WADA Anti-Doping Coaching/Training Session

Belek, 10th April 2014



AD Education Objectives

- The main objective for IFF has been to spread the Anti-Doping information and increase the general awareness of the risks of using doping and the Rules & Regulations guiding these matters.
- We have chosen to include the education for the Top Athletes at the main IFF Events (Adult WFC, U19 WFC and Champions Cup)
- The other part we are working with is the education of the athletes at large, at the IFF Events, through the cooperation with the NADO's and their campaigns in the IFF Say NO to Doping ! Outreach campaigns.
- The Education to the National Associations has been dealt with in the IFF Development Seminars, held annually and at the sessions at our Associations meetings
- One of the objectives is now to shift the Education more into the hands of the National Associations for the general public



Current Activities

IFF Say NO! To Doping campaign & Athlete Outreach at major IFF Events

- 9 events, 6 WFCs, 7 countries
- Directed to Players & referees
- Materials:
 - Balls and wristbands,
- Activation booths:
 - WADA Quiz,
 - Clean best slapshot,
 - Flyers & video clips
- NADO & NA involvement is essential (Clean Win, Cool & Clean)
- Promotion on Event websites & social media channels





Current Activities

Activate the Stakeholders:

- In order to raise the Players and Spectators awareness and the interest to the question, we are using the players to promote the SNTD campaign
- The SNTD Green Balls are on the field during warm-up and the starting line-up throws the balls to the spectators before the start of the game
- Also 5 players in each team receives a SNTD wristband, which they are asked to use





Current Activities

We have also included the referees in the process, since they are an important part of the game.

- They are in the middle of the game
- Good awareness factor
- Have been very positive towards





Education of Coaches, Referees and Organisational people

- IFF Development Seminars
- Fields of Activity:
Coaching, Referees and Organisation
- Duration:
3-4 days using the “Train the Trainer”-
approach
- Target Group:
Aimed at people within the clubs and
the national federation
- Content - Information & education:
Problem solving cases/Role Play
Coach True etc.
- 28 Seminars since 2006 in 19 countries



Anti-doping as topic in Member Associations meetings & General Assembly



Enhancing Awareness – Athletes Involvement

- Utilising the IFF Athletes Commission members to discuss and blog about the issues
- Interviewing and telling about the RTP players and the system in our media channels
- Anti-Doping as a separate topic in all pre-event information packages & technical meetings before IFF Events
 - TUEs
 - Current topics (supplements)
 - Questions & Answers
 - Team consultation & discussion



- WADA & other resources
 - Promote e-learning tools etc.
 - Utilise other IFs warnings
 - Moving to where the athletes spend their time: Facebook, Twitter, YouTube etc.



Enhancing Awareness – Member Association Involvement



- Reaching target audience
 - Dependent on NA's
 - Language issues
 - Teams utilising Outreach?
 - IFF Athletes Commission more involved, how?
 - Not enough Events with enough time for education
- Information to education
 - Resources?
 - Mandatory vs. Voluntary?
 - How to actually force/control NAs?



Enhancement & Next Steps

Develop the Outreach

- Closer to athletes
- NADO/WADA/Anti-Doping people assistance at events?
- Anti-Doping people bank?

More good examples & resources shared

- Other IF examples
- New WADA tools
- Use of Good/Bad news
- Use social media even more:
IFF FB fan's:
 - age 18-24 years 32 % ,
 - age 13-17 years 24 %





Enhancement & Next Steps

- Encourage or force MAs?
- Anti-Doping Campaigns as mandatory in contracts with new organisers
- Participants Code of conduct agreement for all IFF Events
- Following IFF Rules
- New license system, for participation in main IFF Events
- Anti-doping information & education
- Production of a IFF General AD Policy for the member Associations





Hints and Tips

- Involve the Players
- Speak their language
- Talk about the possibilities





THANK YOU!