

# TOGETHER AGAINST DOPING

DOPING PREVENTION STRATEGY IN GERMANY



### WHERE TO BEGIN

- Picture yourself surfing the web. You come across a pirated copy of your favorite series online. Will you download it?
- Now imagine the ATM gives you an extra 300 EUR because of a mechanical defect. Do you keep the money?

Make your choice. Is the decision easy oder hard to make?



#### WHERE TO BEGIN



Within the Olympic Wintergames, the area covering use of two substances – the gases Argon and Xenon – is being detected. World Anti-Doping Agency announces in spring to put those substances on the prohibited list.

In fact, the substances are officially banned in autumn.

Picture yourself as an athlete. This gives you a six month gap of knowing two substances working effectively on your performance and being banned, but not quiet yet.

Decision making is not always as easy as is seems in a moral way. This is where we are coming in place – launching TOGETHER AGAINST DOPING.

# 1. BASIC PRINCIPLES OF TOGETHER AGAINST DOPING



### BASIC PRINCIPLES OF TOGETHER AGAINST DOPING

#### What is TOGETHER AGAINST DOPING?

TOGETHER AGAINST DOPING is a national program run by the Prevention Department of the National Anti Doping Agency of Germany (NADA).

#### What does TOGETHER AGAINST DOPING aim for?

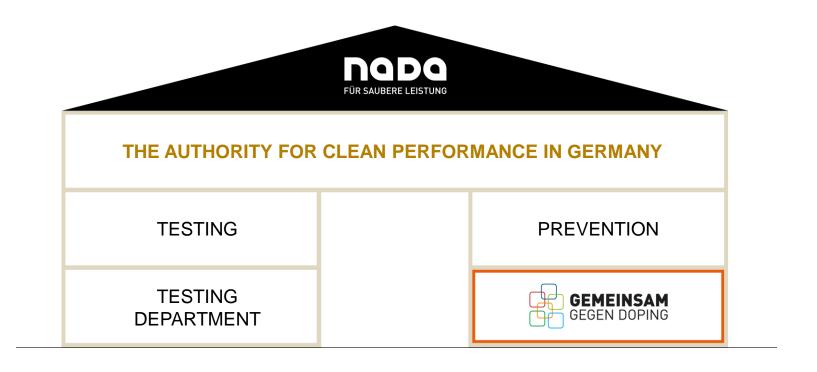
TOGETHER AGAINST DOPING offers athletes and those who work with them a personal platform and concrete support in their efforts toward clean sport.

#### What does TOGETHER AGAINST DOPING do for you?

TOGETHER AGAINST DOPING is building an active community, taking care of values in sport. Whether you are an athlete, a coach, a staff member, a teacher or basically taking part anyhow, you can participate and help creating the program and therefor becoming a part of clean sports.



## BASIC PRINCIPLES OF TOGETHER AGAINST DOPING





## BASIC PRINCIPLES OF TOGETHER AGAINST DOPING







accompany athletes

activate the environment

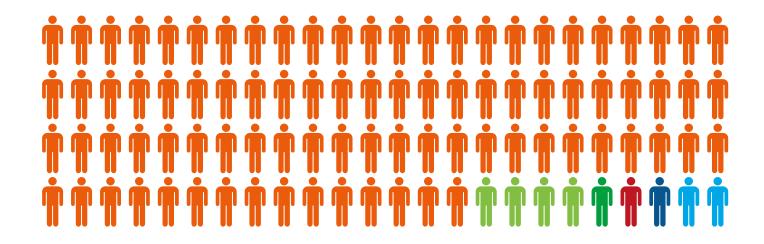
create structures



# 2. PREVENTION AGREED WITH THE GERMAN SPORT STRUCTURE



## SPORT STRUCTURE IN GERMANY

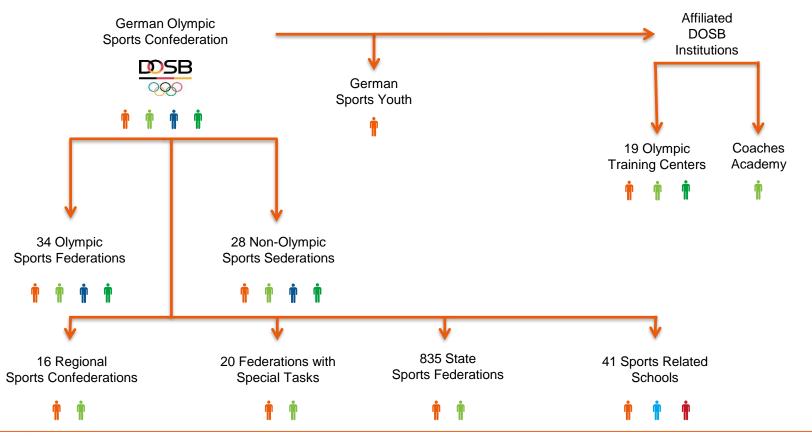


28.000.000 Members

90.000 clubs



## SPORT STRUCTURE IN GERMANY





# 3. OUR SUPPORT FOR CLEAN ATHLETES



## **OUR SUPPORT FOR CLEAN ATHLETES**











**COLOGNE LIST** 







NADA-APP

**E-LEARNING** 

## **OUR SUPPORT FOR CLEAN ATHLETES**



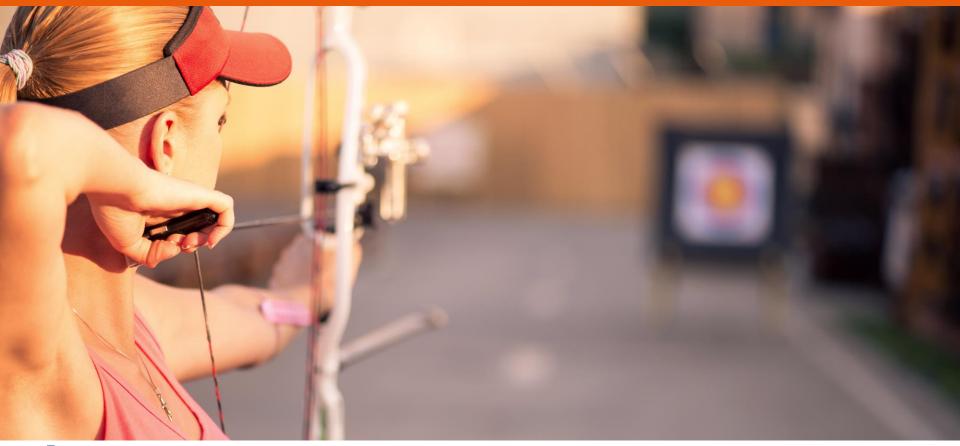


## OUR SUPPORT FOR CLEAN ATHLETES





# 4. NATIONAL AND INTERNATIONAL COLLABORATIONS



### **BORN TO RUN**

#### A gamification approach by Austria, Switzerland and Germany

Born to Run is a jump and run application, mixing a gamification approach with decision making. Every now and then the runner gets the chance to use one our of four powerful boosters, but there will be random doping controls after each run.

#### The International Roof Running League

- New tracks every month
- National and international Hoghscores
- Wall of Shame



### THE TYLER HAMILTON STORY

01

listen to your gut

02

have a backup plan

03

surround yourself with good people

04

never turn a blind eye to cheating



Tyler Hamilton made up his story and his decisions together with our colleagues from Drug Free Sport New Zealand. Talking to athletes and specially parents, preparing for crossraods that may lie ahead.

## THE ANDREAS KRIEGER STORY





# CONTACT

