



INTERNATIONAL FLOORBALL FEDERATION (IFF)

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APPENDIX 23

IFF Anti-Doping Education & Information Projects 2014

The IFF will continue with its successful Say NO! to Doping campaign, which has increased the awareness of issues within the whole floorball world. The IFF Say NO! to Doping information and awareness campaign will be run at the World Floorball Championships 2014 spreading further the message of playing clean, respecting the spirit of true sport and fair play.

The IFF Say NO! to Doping campaign includes a lot of elements which can be used in parts or as a whole by the IFF Event organisers in cooperation with the IFF and WADA.

IFF SNTD campaign elements:

The Say NO! to Doping campaign is a great opportunity to cooperate and spread the message of clean sport in a fun and interesting way as the players, spectators as well as different Anti-doping organisations are involved in promoting clean and fair sport.

The IFF Say NO! to Doping campaign contains the following elements, which can be used separately or as a whole. The organisers are also free to use their own imagination and develop new elements to the campaign or form the campaign to meet their needs.

- Say NO! to Doping stand in the Arena
- Best Clean Slapshot competition. Speed shooting contest.
- IFF Say NO! to Doping Leaflets
- Dangers of Doping Leaflets
- WADA Play True Quiz with 10 questions about anti-doping
- IFF Say NO! to Doping balls
- IFF Say NO! to Doping wrist bands (players & referees)
- IFF Say NO! to Doping video clips on a screen
- IFF Say NO! to Doping ball can be used during the warm-ups & starting line-ups announcement
- Promotion on the SNTD campaign in IFF & Organisers webpage and Newsletters
- Advertisement in the match program with details about the campaign.

IFF's Say NO! to Doping campaign can be launched in Events together with many other campaigns, for example athlete's health programs, training programs, national anti-doping programs etc.

Athlete Outreach & Assessment of Anti-Doping Education gaps

In 2014 more focus will be put in reaching more athletes and their entourage participating at the Major IFF Event. The goal with the Athlete Outreach Program at the WFC 2014 reach all participating athletes and their entourage with Anti-Doping information and other questions related to Anti-Doping.

In addition to the Athletes Outreach program during the Men's World Floorball Championships 2014 the aim is to start an evaluation project. The evaluation project aims to reach a better understanding



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of the Anti-Doping information & Education received by floorball players from different countries by approaching the athletes and their entourage directly.

Assessing the possible gaps in current Anti-Doping information and education activities will assist the IFF in targeting specific athletes/coaches/countries in its future Anti-Doping activities.

These project will be run in cooperation with the Swedish Floorball Federation who are organising the Men's World Floorball Championships 2014. The plan is also to involve the Swedish NADO in the Say NO! to Doping campaign.