



# UK Anti-Doping

Services provided to:	World Taekwondo Federation (WTF)
Event name:	World Para Taekwondo Championships 2017
Date of delivery:	October 19 <sup>th</sup> 2017
Stand operation Hours:	08h00 to 18h00
Event location	Copper Box Arena, Stratford, London
Staff on site	<ul style="list-style-type: none"><li>• James Bogle (UKAD)</li><li>• Colin Allen (UKAD)</li><li>• Becky Dymond (UKAD)</li><li>• Dee Paterson (NT)</li><li>• Matt Furber (NT)</li><li>• Alison O’Riordan (NT)</li><li>• Chris Jauncey (NT)</li></ul>
<b>Outreach Stand Location</b>	<p>Main Concourse 1<sup>st</sup> Floor next to the Capital Kicks Zone</p> <p>There was very little competition for athletes’ attention near to where the stand was based so the footfall was consistent. However, was quite far from the entrance and tucked in the corner.</p>
<b>Stand Details</b>	<p>4 Win Clean Roller Banners – blue background no sports images</p> <p>2 Win Clean A Frames – blue background no sports images</p> <p>1 x Win Clean ASP Pledge Wall</p> <p>1 x Win Clean Athlete Pledge Wall</p> <p>1 x Flipchart stand (for the pledge wall – only one ordered due to possible space constraints)</p> <p>2 x Win Clean athlete selfie frames</p> <p>250 Win Clean athlete booklets</p> <p>100 Win Clean ASP booklets</p> <p>250 World Para Taekwondo TUE flyers</p> <p>250 Win Clean TUE postcards</p> <p>500 Win Clean Pens</p> <p>500 Win Clean Stress Balls</p> <p>500 Win Clean pin badges</p> <p>494 Win Clean Shakers</p>
<b>Engagement</b>	<p>Athletes 120</p> <p>ASP 70</p> <p>Primary School students 80</p> <p>Further Education students 15</p>



Members of the public 30

**Impressions**

Athletes/Coaches were approaching the Outreach stand curious about the information and the freebies.

Volunteers e.g. venue staff and visitors from Mencap were interested in our role.

Local agencies from the Borough appreciated our presence to talk to the athletes and the school children.

All of the athletes (when asked) were happy to sign the pledge wall.

**Opportunities**

Local Primary School students were being chaperoned to have some fun at the Capital Kicks Zone and then in small groups NT's spoke to them about their interest in sport, values and what it takes to be an athlete.

Selfie frames used and pictures of athletes visiting the stand were taken to assist the promotion of Win Clean Outreach.

A few athletes asked about use of medication so we were able to discuss Global DRO

**Lessons learnt**

The key challenge was the language barrier. Many athletes did not speak English. They took the freebies and the athlete/ASP booklets – the freebies was the big draw. Solution – develop a Win Clean app which has translations in a number of other languages.

The Outreach stand was based on the opposite side to where the athletes were warming up/preparing for competition. This restricted overall access but it was clearly understood that they did not want to be distracted at a major event! However, once the athletes became aware of the stand those that had the time came over to visit the stand.

**Overall value**

Win Clean profile raised with Para sport

Some great promo images

Partnership with Para sport at a major event

A positive response from the athletes

An opportunity to speak to the English speaking athletes about TUE's and the need to check medication.

The pledge wall continues to be well received.

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CLEAN**  
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