

SAY NO! TO DOPING

WORLD ANTI-DOPING AGENCY



SAY NO! TO DOPING is an awareness campaign for organizations to **unite** behind in support of doping-free sport. The campaign is **versatile** and **creative**. It lets stakeholders customize an approach that best fits their needs and their resources.

JOIN THE MOVEMENT

Sport and anti-doping communities can show their commitment to clean sport by incorporating the SAY NO! TO DOPING logo and the color green in their competition venues, on uniforms, promotional materials and sports equipment. This will draw attention to the importance of promoting the Play True message of respect and fair play.

WHY GREEN?

The color green is used by WADA to promote clean sport. It represents a healthy, natural environment and the field of play. Because green is not typically used for sports equipment, it stands out and helps generate awareness for SAY NO! TO DOPING.

SHOW YOUR COLORS: MAKE THIS CAMPAIGN YOURS

There are many ways to apply the SAY NO! TO DOPING campaign. Be creative with the color and your events. If you have an idea for a new way of being green, just let us know. We'll be glad to help you put your idea into action!

You can incorporate the campaign into ongoing or event specific promotional activities. Here are a few suggestions to start with:

- » Create a figurehead for the campaign, like a former athlete, official or media personality
- » Reach out to local journalists who love sports, to provide editorial coverage
- » Harness the power of social media to create video or photo contests
- » Create a special event for your sport, such as a "SAY NO! TO DOPING 10k run"
- » Ask for a space in event programs and brochures to promote the message



Design your sports venue in green for major competitions.



Give athletes special green sports gear to help spread the message wherever they go.



Let your athletes wear green laces on their sports shoes.



Find inventive ways to keep green in everyone's sights.



Create a custom green item for your sport and use it for special events and warm-ups.



Integrate the logo on official competition items.



GET INVOLVED WITH HELP FROM WADA

WADA is committed to helping stakeholders implement the SAY NO! TO DOPING campaign. Your participation is key to spreading the message about clean sport.

To ensure the SAY NO! TO DOPING campaign is easy to implement and will have a high impact, WADA will provide:

- » A marketing brochure that gives more information about the campaign
- » Mock-ups and templates of materials, banners and other promotional items that use the logo
- » Visual examples of marketing booths and displays
- » On-going ideas and communication from experienced WADA staff, including education experts, who can help build your education strategy

When you partner with WADA on the SAY NO! TO DOPING campaign, you also get access to our social-media networks to promote your messages on the global stage.



Visit WADA's website:

wada-ama.org/saynotodoping

facebook.com/wada.ama

twitter.com/wada_ama

[#no2doping](https://twitter.com/wada_ama)

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HOW TO BUILD AN EFFECTIVE CAMPAIGN

WADA makes it easy for you to **unite** behind clean sport. The first step is to make a **commitment** to spreading the word. Here is a step-by-step guide to create a SAY NO! TO DOPING campaign that will help **communicate** the importance of clean sport to as many people as possible.

