



Estonian
Anti-Doping Agency

Overview of the Play True Day Activities in Estonia April 3-16, 2016

On April 10th Play True Day was celebrated for the first time in Estonia. Play True Day is a day dedicated to clean sport. The purpose of “Play True Day” is to acquaint athletes as well as the entire sport public with global fight against doping. Several activities were organised from April 3-16.

EADA appreciates most that a wide range of different sports organisations were involved in organising the Play True Day. The partners were two different big fitness clubs MyFitness and Golden Club, also sports federations (basketball, swimming, volleyball, badminton, archery), action sports centre Spot of Tallinn and sport store chain Sportland. The variety of organisations shows that the idea was received well and that encourages the organisers to plan it on a larger scale the coming year.

Events from April 3-16

April 3 – outreach program at the Tallinn TV-Tower Run 2016

April 6-10 – anti-doping educational leaflets will be distributed in the sports club MyFitness and Golden Club

April 5 – lessons on clean sport at Miina Härma Gymnasium in Tartu

April 6 – lessons on clean sport at Jõgeva Secondary School and High School

April 7 – lecture for the physical education teachers in Tallinn

April 8-10 – outreach program at Latvia Estonia United Women’s Basketball League
<http://www.wbbl.eu/>

April 10 – outreach program at the international swimming competition in Tartu

April 10 – outreach at the Estonian volleyball finals in Pärnu

April 10 – outreach at the action sports centre Spot of Tallinn

April 10 – leaflets and stickers were distributed in the Sportland sports stores in Tallinn and in Tartu

April 16 – outreach at the Badminton Tournament GP-5

Activities in social media

- 1) Clean sport run was created in Facebook to invite every recreational athlete to have an individual practice, make a photo of it and post it on their FB-site with the hashtag #spordinpuhtalt (meaning „I participate in clean sport“)

Some examples:



Anti-doping ambassador promoting „clean“ sport



One of the track and field athletes, who is an Universiade medal winner, posted a video on Instagram.



Estonian Basketball Federation promoted the clean sport day on their Instagram with the basketball player from the leading women's team.



During the week small gifts were given to the athletes who were tested out-of-competition. One of them posted the gifts on FB.

- 2) Hashtag #spordinpuhtalt and #playtruesday were used together with all the posts in social media.

All the partners were encouraged to post the information about the outreach on their Facebook-pages, also using the hashtags.

- 3) Pre-designed slogans were developed, which people could choose to share these on their Facebook page. See the example on the right.



Media coverage

- Press release was issued on April 3rd, in the beginning of the week. The news were published on most online-channels.
- The news were promoted also on the National TV in the morning news
<http://sport.err.ee/v/varia/633c8bd9-7c3b-4510-97ab-a5e1cc158f6e/tanasest-algas-puhta-spordi-nadal>
- Radio interview was carried out on the idea of the clean sport
<http://podcast.kuku.postimees.ee/2016/04/04/intervjuu-2016-04-041700/>
- One of the biggest daily news portal covered the topic at their video interview
<http://arvamus.postimees.ee/3647139/paevaintervjuu-dopinguained-on-harrastajale-ullatavalt-kattesaadavad>

Clean sport activities in numbers:

- Out of 18 “official” anti-doping ambassadors 15 were involved.
- Over 200 stickers “I participate in clean sport” were delivered
- Direct contacts were made with over 300 sports fans at different outreach activities.
- Play True Day was celebrated in three different towns in Estonia, but also in Flagstaff, Arizona in US and also in some other international training camps where Estonian athletes were posting their support for clean sport.
- The visits of the EADA’s Facebook-page increased enormously.
- The EADA’s e-learning program was visited by 230 people during the week, four people were issued a certificate.

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