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Peers as role models – Peer training as a possibility to improve the credibility of the sports system

Play the Game, Köln, 3rd of October 2011



French-German youth camps

- 2002 – 2008 french-german youth camps (doping prevention)
- 25 french, 25 german young people, 14 – 17 years old
- 5 days (Albertville, Saarbrücken, Karlsruhe, Innzell ...)
- Mixture of work concerning doping prevention (content) and attractive leisure occupation

Peer group

- a social group usually of the same age
- influences the intellectual and personal development of the members of the group
- influences the member's attitudes and behaviors
- by educating junior ambassadors for doping prevention development of future role models for other persons in their peer groups

European project

- **Guidance:** Deutsche Sportjugend
- 7 partner organizations
- 1 national and two international camps (Kirchdorf, Innsbruck)
- **Goals:**
 - moral tenor towards concepts such as „Fair Play“ and „ethical sport“
 - communication skills
 - critical, reflective, assertive and responsible behavior
 - awareness for the doping problematic
 - Strategies to motivate young people to pass on the message to their peers

Steps

- Fight against doping mentality by modern prevention education (not only informative measures or moral appeals)
- Peer-to-peer-network of Anti Doping Junior Ambassadors (ADJA) (for example facebook)
- Catalogue of best practices
- Multi-media training tool (in the languages of the partners) as a help for the work of ADJA
- Long-term cooperation between the partners

- Primary prevention strategy
- Training through pedagogically-backed interactive seminars and youth camps
- Cognitive knowledge (information, Argumentation, Reflection, Decision making, Responsibility) **and** affective/emotional offer (sports, games, etc.)
- Not only head-on lecturing alone
- Development of communication skills and self-confidence
- Foster critical, reflective and assertive behavior
- Discussion of potentially dangerous situations (critical incidents) and development of possible solutions

Expected results

- Catalogue of best practices in the field of prevention work
- EU-model of preventive Anti-Doping education
- Multi-media-training tool
- Multilingual homepage
- National Anti-Doping-Youth camps
- Intercultural exchange
- A total number of more than 40 trained Anti-Doping Junior Ambassadors
- On the basis of evaluation further development in the preventive anti-doping field