

Report Doping in Sport Toolkit

**UK Anti-Doping
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Report Doping in Sport

Welcome

This pack is intended to provide sports organisations and National Governing Bodies with information about Report Doping in Sport – a tool to help support the fight against doping in sport.

UK Anti-Doping (UKAD) encourages the sports community to report any information about doping, including potential doping – no matter how insignificant it may seem. We are constantly building up a picture of doping in sport and any information may support our intelligence-led operations.

We have refreshed our Report Doping in Sport campaign and hope the enclosed information will help your organisation to spread the word and achieve our shared vision for clean sport in the UK.

If you require further information about promoting the service, please contact James Fuller, NGB Education Officer, via james.fuller@ukad.org.uk or phone 020 7842 3465.

What is Report Doping in Sport?

Report Doping in Sport is a service for athletes, support personnel, coaches or concerned family and friends to securely pass on any information to UKAD about doping in sport.

The service includes a confidential hotline and online form, powered by Crimestoppers. Crimestoppers is an independent charity helping law enforcement and other agencies to solve crimes. They don't require callers to the Report Doping in Sport line to give their name or any of their personal details. They do not trace calls or track IP addresses.

Information can be reported via the phone line – 08000 32 23 32 – available 24 hours a day, seven days a week. If you would prefer not to speak with someone, information can also be securely passed to UKAD online at www.reportdoping.com. All information will be handled in the strictest confidence and analysed by the Intelligence and Investigations team at UKAD.

All information is useful to help build up a bigger picture of doping in sport. Intelligence is gathered from a wide range of sources, so the piece of information you might think is trivial may be instrumental in the fight against doping. This could include overhearing information about doping, or seeing behaviour that suggests doping is taking place. Information reported will allow UKAD to apply its rigorous processes to determine what action is required.

Resources

To help promote this service, we have refreshed the look of the supporting materials. We have amended the version for athletes and have introduced a version of the materials for support personnel. The following resources are available to you so you can help to promote the service:

- A3 posters
- Wallet-size cards
- Web banners to load onto your website
- Graphic for your stationery and promotional materials
- Hire of pull up banners
- Hire of large scale outdoor banner for events
- Suggested copy for your website and social media

A3 Poster for Athletes



A3 Poster for Support Personnel



Wallet-Size Cards for Athletes



Wallet-Size Cards for Support Personnel



Website Banners

768 pixels x 200 pixels



728 pixels x 90 pixels



300 pixels x 185 pixels



Graphic for Athletes



Graphic for Support Personnel



Pull up Banners for Hire – Athletes



Pull up Banners for Hire – Support Personnel



Large Scale Outdoor Banner for Hire



Suggested Web Copy for Website and Social Media

“But I have no evidence...”

“But it’s just a suspicion...”

“But they’ll know I reported them...”

“But it’s not my place...”

Help us protect clean sport in the UK.

Contact us in confidence to share your doping concerns, however small they seem. Let us worry about the evidence. We're constantly building our picture of doping in sport and your information could be just the detail we need.

You can call anonymously 24/7 to talk to a highly-trained operator. If you'd prefer not to speak to anyone, report your concerns online.

Call: 08000 32 23 32

Online: To submit information via a secure online form: [Click here](#).

Social Media Copy

We are promoting Report Doping in Sport on our social media sites. You can follow and support clean sport on Twitter using the hashtag #CleanSport.

Twitter:

@ukantidoping

#CleanSport

Facebook:

www.facebook.com/ukantidoping – for the latest news from UKAD

www.facebook.com/100percentme.uk – 100% me news and updates.

www.reportdoping.com

08000 32 23 32