

2017 WTF World Taekwondo Championships Muju Outreach Program Result Report

1. Introduction

More than 973 athletes from 183 countries showed their commitment to clean and fair sport during the anti-doping outreach program held in 2017 WTF World Taekwondo Championships, Muju, Korea, from June 24 to 30, 2017. The program organized by the Korea Anti-Doping Agency(KADA) in partnership with World Anti-Doping Agency(WADA) was held in conjunction with World Taekwondo (WT) and 2017 Muju WTF World Taekwondo Championships Organizing Committee. During the event, KADA interacted with lots of athletes and their personnel to raise awareness about anti-doping and provided useful information to prevent doping.

The program which drew a lot of attentions from not only athletes but also coaches and entourages was designed to be fun and informative, with the WADA's *'Play True Quiz'* and other anti-doping handouts such as *'Danger of Doping'* and *'At-a-Glance'* series. The promotional items and Social Networking Service (SNS) were used as well.

▪ Event Overview

- Period: June 24-30, 2017
- Venue: T1 Arena, Taekwondowon, Jeollabukdo Province, Muju, Korea
- Scale: 1,768 participants from 183 countries (973 athletes, 795 team officials)
- Major events: 8 weight divisions each for men and women
- Promoter: World Taekwondo (WT)
- Organizing Committee: 2017 Muju WTF World Taekwondo Championships Organizing Committee

▪ Outreach Overview

- Period: June 23-26, 2017
- Venue: T1 Arena, Taekwondowon, Jeollabukdo Province, Muju, Korea
- Staff: 2 Anti-doping administrators(KADA), 2 Anti-doping education lecturers (Doping control officers), 2 volunteers.
- Targets: All athletes and their support personnel
- Contents: Anti-doping quizzes, leaflets, promotional items, etc.

2. Details

▪ Timetable(Schedule)

Date	Time	Event	Venue
June 23	15:00-18:00	- Trained staff & volunteer - Set up booth - Conducted outreach program	Outreach booth in T1 Arena
June 24	10:00-16:00	- Conducted outreach program	
June 25	14:00-20:00	- Conducted outreach program	
June 26	09:00-15:00	- Conducted outreach program - Cleaned up	

▪ Contents

1) Play True Quiz

- Created by World Anti-Doping Agency(WADA)
- Available in 39 languages
- Tools: 2 tablet PCs, 2 laptops
- Provided participants opportunities to test their knowledge on anti-doping and create positive attitudes toward anti-doping.
- After completing tests, staff distributed promotional items(T-shirts) to athletes

<Photographs>





2) Anti-doping resources

- Distributed 5 kinds of leaflets from WADA
- Dangers of Doping: : consequences of doping in terms of health
- At-a-Glance series: Doping control process, Athlete Whereabouts, Therapeutic Use Exemptions(TUEs) and Anti-Doping
 - Distributed to all athletes and their personnel who visited to outreach booth

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3) Promotional items

- Organizing committee(OC) prepared T-shirts imprinted KADA logo and 2017 Muju WTF World Taekwondo Championships emblem.
- WT and OC prepared other promotional items such as badges and hats.
- These promotional items were used as prizes to encourage athletes and officials to visit outreach booth.

<Photographs>



4) Outreach Booth & Banners

- Set up next to the gate where is easily accessible and highly visible.
- Established based on the WADA's gold outreach level
- Composed of WADA photo zone, 2 KADA banners and 2 event banners.
- With three logos, "Say No! to Doping", KADA, and "#keep muju clean" printed on backdrop wall

<Photographs>





5) Social Networking Service(SNS) event

- To highlight KADA's outreach program
- Asked athletes and their personnel to take a picture on the photo zone and post on their social media account with hashtag: **#keep muju clean, #KADA and #WTF**
- Provided additional promotional items to those who posted the picture.

<Photographs>





4. Outcome

- Approximately more than 1,500 athletes and their personnel visited KADA outreach booth.
- Gold medalist Tae-hun KIM and Jae-young SIM also visited and participated outreach program for clean sports.
- KADA post up the outreach pictures on KADA's facebook and reached 1,189 people. (14 July 2017)
- All participants enjoyed participating and looked very satisfied

5. Recommendations for future events

- Need to develop off-line version of WADA quiz for table PC that can be used without connecting Internet.
- It would have been much better to prepare taekwondo-related items for promotion such as taekwondo uniforms or figure, etc.