

Bahamas Aquatics Formerly The Bahamas Swimming Federation Obtains UNESCO Anti-Doping Fund Initiative

Just in time for the Nationals swim championships the Bahamas Aquatic Federation will launch its UNESCO project titled Clean Swim Clean Win and begin its goal of educating our swimmers on anti-doping procedures and testing.

The initial project ideas and campaign name came from Dr. Jenn Davis who serves on the Bahamas Aquatic Federation medical team. Dr. Jenn teamed up with eSounds Marketing to assist with campaign marketing and execution details, all which had to be approved in order to succeed with winning the Grant award. The application process took months of work in planning the campaign and completing the heavily scrutinized UNESCO application. The team is now ready to roll out and execute this great campaign for the betterment of aquatic competitors and sport in the Bahamas. "We are thrilled with the approval of our 'Clean Swim, Clean Win' project to UNESCO. It was put together by months of hard work and dedication by an incredible team"

(UNESCO Release) The Bahamas Aquatics Federation obtained approval for their project Encouraging Fair Ethics and Standards Using Contemporary Tools to Educate the Athletes of the Bahamas Aquatics Federation: "Clean Swim, Clean Win" in conjunction with The Bahamas Anti-Doping Commission at the meeting in Paris, France - November 22, 2016

In the meeting, 16 national initiatives submitted by States Parties to the International Convention against Doping in Sport and covering the three priorities of the Fund (education, policy advice and capacity-building) were approved, bringing the grand total to 208 projects supported by the Fund since its establishment.

The Approval Committee commended the strong multi-stakeholder engagement in all projects submitted by States Parties. It was equally highlighted that these anti-doping initiatives were built as a response to identified needs and challenges, also based on local and national research. Committee Members appreciated the use of innovative multimedia tools and videos to disseminate the clean sport message through public outreach campaigns. The increasing number of projects

targeting athletes' parents, teachers and healthcare professionals was applauded.