

Anti-doping Green Seal.

Template for best practices in anti-doping. (length up to 1,2 pages each BP)

Title: "Positivo alla salute – Positive for health"

Publication date (or implementation date): 2015/2018.

Applicant Organization: Servizio Sanitario Regionale Emilia Romagna - Regional Health Service Emilia Romagna; Ministero della Salute - Ministry of Health.

Target audience and number of people involved: Sports Centres of the Emilia Romagna Region.

Objectives: To inform and create a network of positive experiences in the fight against doping.

Location/Geographical coverage: Emilia Romagna Region, Italy.

Summary: "Positivo alla Salute" is the slogan of the communication campaign of the Emilia-Romagna Region, which provides information, activities in schools and sports venues, a website and the involvement of great professional athletes, who will act as testimonials.

Aimed to the whole world practicing sport, especially for young people, and with the involvement of the doctors of the Regional Anti-Doping Center, the campaign wants to say no to all the substances that hurt, reaffirming the value of sport as the keystone for the protection of health, and at the same time create a place - the website - which also becomes a point of reference on the most up-to-date scientific documentation on the subject. Using the experience of the "Safe gyms" project, an interactive map was created highlighting the sports centers that have signed the ethical code.

URL of the project/Related website: <http://www.positivoallasalute.it/saluteinmovimento>

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