

Evaluation «cool and clean»

Expert Review

24 - 27 September 2007

Report of the Experts

5 October 2007

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Summary

This document is the final report of the expert review of the national prevention programme «cool and clean» commissioned by the Swiss Olympic Association. Five international and Swiss experts from various disciplines were invited to evaluate the programme. Sources of their assessment were self-evaluation reports on programme management from 2005, 2006 and 2007, final reports of the four external «cool and clean» studies and the expert review itself held in Zug, Tenero and Zurich from 24 to 27 September 2007.

The experts assessed the achievement of the four main goals of «cool and clean» listed below and the overall mission, design and management of the programme.

Main Goals of «cool and clean»

1. Inform and impart knowledge so that fair and clean sport becomes a matter of course
2. Commit and influence behaviour in order to prevent addictive behaviour patterns
3. Change settings and shape the sports environment in such a way that addictive behaviour among young people is prevented
4. Network and anchor the issues concerning «cool and clean» so that the prevention of addictive behaviour and sports occur hand in hand

Overall Assessment

The expert group is convinced that the «cool and clean» programme is appropriate and necessary given public health concerns pertaining to youth. The activities of the theory-based programme are impressive, ambitious, and unique in the sense that they try to change behaviour by addressing the individual, the environment and institutional structures. At the individual level a substantial number of all young people are addressed directly and effectively by the programme «cool and clean», since about half of the 10 to 20 year olds are active in organised sports in Switzerland. Additionally, a range of other (young) people relies passively on the values and ideals transmitted by the field of organised sports, which thus provides symbols for identification and generally admired insignia. This non-organised,

passive segment of the population can be reached indirectly by this programme. The intended changes in the environment and in institutional structures will furthermore affect those who are not directly the target group of the programme «cool and clean», i.e. social networks of the target group, spectators and people not involved in organised sports. For these reasons, and because of the fact that the Tobacco Prevention Fund also supports projects aimed at other target groups, it is appropriate that «cool and clean» is confined to organised sports. The multi-faceted approach addressing smoking in combination with sports achievement, alcohol consumption, cannabis use and fair play, taken by the programme is commended by the expert group.

In the opinion of the expert group the current «cool and clean» team consists of dedicated and motivated professionals who are willing to accept critical advice leading to improvements in the programme.

Recommendations

The experts recommend that the «cool and clean» programme be continued in its multi-faceted way, combining the prevention of smoking with other detrimental lifestyle issues. By achieving a great number of the goals, it has proven to be effective. However, there is potential for optimisation, and therefore, the expert group makes the following specific recommendations:

- (1) The conceptual framework of the programme should be strengthened by further clarifying the scientific, public health and health promotion models on which the intervention is based.
- (2) There should be separate statements in connection with the three substances alcohol, tobacco and cannabis. Commitment number 4 does not transfer a consistent message.
- (3) The multidisciplinary environment within the team of «cool and clean» must be widened.
- (4) The programme should take into account age, sport, and gender-specific differences in these health behaviours which have bearing on the intervention contents.
- (5) Orientation on international experience should be part of the programme.

(6) Recognising the existing structures in the Swiss political landscape, it is advised that collaboration between the Swiss Olympic Association, the Federal Office of Sport and the Federal Office of Health is maintained. At cantonal and municipal levels, political structures should facilitate collaboration between those responsible for public health and those responsible for sport.

(7) Because the target group of the programme is restricted to organised sport, it is advised to fine tune «cool and clean» with programmes aiming to achieve similar goals in other settings.

(8) Further scientific research including longitudinal studies in conjunction with qualitative interviews and case studies should be conducted alongside the programme to assess its effectiveness.

(9) Given the extent of the public health problems addressed, it is advised to ensure the sustainability of the programme over a longer period of time.

1 Introduction to «cool and clean»

Swiss Olympic, the association in charge of the operational management of the national prevention programme «cool and clean», commissioned an international expert review which took place from 24 September to 27 September 2007. This report is the result of that review and is structured in the following manner.

This introductory chapter briefly offers background information on the programme and outlines the components of the external expert review. Chapter 2 presents the main goals of «cool and clean», impact goals, its target groups, sub-programmes, and strategy. In chapter 3, assessment of the main goals of «cool and clean» based on the findings of the external studies and expert review is reported in some detail. The chapter closes with the experts overall assessment of «cool and clean» including comments on the programme's mission, design and management. Finally, chapter 4 states the recommendations made by the experts at the end of the Expert Review.

1.1 Background information

In the context of maturation and growth, young people have to cope with psycho-social tasks imposed by society (i.e. acceptance of one's body, establishing a circle of friends, developing one's own value system). If the adolescents cope with their tasks successfully, they proceed into the next phase of life more easily. If they fail, they react with psychosomatic constraints or deviant behaviour such as substance abuse or violence. Therefore, effort has to be made to make psycho-social resources available in order to support young people's development in all their facets (cognitive, social, emotional and physical). This was the background for the launch of the «cool and clean» programme in summer 2004.

«cool and clean», a programme of the Swiss Olympic Association, the Federal Office of Sport (FOSPO) and the Federal Office of Public Health (FOPH), is the most significant national prevention programme in Swiss sport. Its main focus is on youth and sport.

The concept of «cool and clean» is based on the main principles of the Federal Council of Switzerland's report "The Swiss Federal Government's concept for a national sports policy", and on the ethics charter for Swiss sport passed by the executive council of Swiss Olympic in 2002. In addition, «cool and clean» further aims to realize the public health recommendations for youth made by the World Health Organization (WHO). The overriding aim of «cool and clean» is to prevent the consumption of addictive drugs or at least to delay the initiation age. «cool and clean» pursues a holistic approach to prevention with its main focus being the prevention of tobacco consumption among youth.

The «cool and clean» programme is financed by the Smoking Prevention Fund (SPF), an institution within the Federal Office of Public Health (FOPH) entirely independent from the tobacco industry. SPF is funded by a tax imposed on cigarettes and cigars. Decisions on how to allocate these funds are made by an independent steering committee. The budget for the «cool and clean» programme for the ongoing 3 and a half-year period (1 January 2005 to 30 June 2008) is CHF 13'431'000.

1.2 Evaluation

Evaluation of «cool and clean» for quality and the achievement of set goals by internationally renowned, non-partisan external experts is one of the most important pillars stated in Swiss Olympic's concept for the evaluation of this large scale Swiss prevention programme. To this aim, the experts were documented with the following prior to the expert review:

- Self-evaluation reports of programme management from 2005, 2006 and 2007
- Final reports of the following four external «cool and clean» studies undertaken by different Swiss research institutes:

Study 1: "Impacts on young people"

Study 2: "Impacts on coaches, teachers, instructors, parents"

Study 3: "Impacts on institutions"

Study 4: "Response from top athletes and the public"

The expert review itself took place in Zug, Tenero and Zurich from 24 to 27 September 2007. During their visit, the experts were given the opportunity to attend a variety of «cool and clean» activities and to carry out discussions with the responsible parties and other participants involved with the programme at different sites. In addition, results of the external studies were presented by the respective evaluation teams and followed by discussions held with the experts. Along with the self-evaluation reports, the final reports of the study, presentation of studies and ensuing discussions, the experts were able to get a personal impression of the programme and its implementation status.

At the end of their stay, the experts delivered their final report on the programme's relevancy, consistency and efficiency.

1.3 Theoretical Background

The «cool and clean» programme is based on consolidated findings from research on prevention and the promotion of health¹. The three most important elements are mentioned below:

Life Competence Model as a basis: The two cornerstones of «cool and clean» – Commitments and Community building – are aligned to strengthen and reinforce the life competence of youth. In particular, firstly, personal responsibility is encouraged in that the Commitments are signed by each individual team member. Secondly, the strengthening of purposefulness, personal competence and the ability to act appropriately are also pillars of the Life Competence Model. These characteristics are specially aided through the first Commitment, thus establishing and reaching specific, measurable, applicable, relevant and scheduled athletic goals. The third element of life competence is the ability to act on one's own and the ability to communicate. These are encouraged by the fifth Commitment which

¹ The detailed theoretical bases for the programme «cool and clean» are laid out in study 1 «cool and clean»-Youth, and is summarized only briefly here.

requires that individual objectives be formulated. As a fourth element of life competence, «cool and clean» fosters the capability to experience and establish relationships independent from the consumption of psychoactive substances. Ultimately, «cool and clean» assumes an approach of empowerment by aiming to strengthen the resources available to youth. Self-determination and accepting responsibility are important pillars of «cool and clean».

Primary Universally Preventive Approach: The conceptual design of «cool and clean» is primarily based on a universally preventive approach. However, it also includes selective and subscribed measures for prevention. The central most important concern of «cool and clean» is to reduce or prevent the consumption of addictive substances, avert the use of violence, as well as encourage fairness in all youth practicing sport in an organised context. The preventive measures are substance specific and substance non-specific in nature. More precisely, «cool and clean» aims to establish a connection to everyday, sport specific life contexts. It does not limit itself to selective preventive measures, but integrates its aims in regular sports training sessions. «cool and clean» incorporates selective and subscribed measures of prevention in that coaches and team leaders are trained and sensitized to recognize troubled youth early and to react appropriately and adequately.

Combination of behaviour prevention (individual changes) and circumstantial prevention (organizational changes): On the one hand «cool and clean» wants to directly influence the behaviour of youth. The programme adopts different techniques to reach this aim, for example, discussions to aid defining one's own Commitment, exercises and application of games to consolidate the Commitments, youngsters' feedback and response to the games etc. «cool and clean» does not primarily attempt to impart knowledge, rather, it actively looks for emotional access to young people which leads to their acceptance of binding, behaviour-specific commitments. On the other hand, «cool and clean» also targets changes in organizational structures. Among these are measures that concern the setting of sport as a whole, for example, the advancement of smoke free sports events and sites, and club and association regulations which record the adherence to smoke free sports. «cool and clean» is a long-term programme which wants to have a lasting effect on the setting of sport.

2 Main goals of «cool and clean»

The national prevention programme «cool and clean» works to combat the consumption of tobacco, alcohol and cannabis in sport. The programme was set up to pursue the following main goals:

Goal 1: Inform and impart knowledge

Objective: *“Clean and fair sport becomes a matter of course”*

Goal 2: Commit and influence behaviour

Objective: *“Work against addictive behaviour through exemplary conduct of athletes”*

Goal 3: Change and shape sports environment

Objective: *“Sporting facilities and events accommodate the concerns related to addictive behaviour”*

Goal 4: Network and anchor

Objective: *“Prevention of addictive behaviour and sports interact in a natural manner”*

Six sub-programmes incorporating their own specific target groups and outcome goals were then created in order to achieve the above goals.

2.1 Sub-programmes and their outcome goals

- «cool and clean» *Talents* focuses on junior competitive sport where athletes as well as their coaches pledge themselves to the Commitments set (since 2003)
- «cool and clean» *Youth Sports* is directed towards young people and heads of sports clubs and associations as well as sports agencies (since 2005)
- «cool and clean» *Smoke-Free Sport* which has gained wide acceptance thanks to the well established smoke-free sport competition. Sports clubs adhering to a smoke-free

sports environment can win up to CHF 10,000. This has since brought the issues concerning tobacco prevention to light in the greater community (since 2003)

- «cool and clean» *Top Class Athletes* addresses and commits top athletes to act as role models (since 2006)
- «cool and clean» *Events* centers on organisers and hosts of sports events in the hopes of enhancing preventive behaviour in the sports setting (since 2006)
- «cool and clean» *Sports Sites* looks to persons in charge of sports facilities at national, cantonal and communal levels to further preventive behaviour in the sports environment (since 2006)

Each of the six sub-programmes described above were more clearly defined with measurable outcomes to achieve (See Chapter 3: Assessment of «cool and clean»).

2.2 Impact goals

Impacts investigate societal changes taking effect at the end of a functional chain of events. «cool and clean» set target impact goals to influence the organised sports environment through imparting knowledge relevant to the prevention of addictive behaviour, influencing behaviour through the means of “Commitments”, designing settings supporting preventive behaviour, and strengthening networking between sports institutions and addictive behaviour prevention. In particular, the programme aims to have an impact beyond the realm of organised sport in sports clubs and associations by organising activities aiming for tobacco-free sport stadiums, gyms and sports fields.

The impact goals were then clearly defined at the operational level (See Chapter 3: Assessment of «cool and clean»).

2.3 Strategy

In order to achieve a sustainable effect of the goals set, «cool and clean» is strategically based on the two pillars «Commitments» and «Community Building» (see chapter 1.3).

Coaches and the young people they lead adhere to binding agreements («Commitments»). In honouring those Commitments, each individual assumes responsibility both for him or herself as well as for the whole group. Through the mutual exchange of information on addictive drugs, access to positive examples, the opportunity to imitate good behaviour and identify with role models, young athletes who pledge to be “cool” and stay “clean” can and should feel they are part of a larger community («Community Building»).

3 Assessment of «cool and clean»

This chapter details the results of the assessment of «cool and clean». Firstly, the experts assess the parameters of evaluation (evaluation design) and the four external studies of «cool and clean». Secondly each of the four goals is stated. Results of the studies in terms of their achievement of the quantitative outcome and impact goals are outlined. The external studies contain a qualitative assessment of the programme as well. These criteria for each single goal are included in the assessment of the experts. The chapter closes with the experts' overall assessment of «cool and clean» in terms of the programme's mission, design and management.

3.1 Conceptual grounds, external studies and evaluation

The expert group has taken good note of the theoretical models applied in the programme such as the Life Competence Model and the Primary Universally Preventive Approach. The programme has developed an impressive range of activities in the last three years. However, for the continuation of the programme it is essential to extend the theoretical base of the programme with models derived from public health as well as from health promotion. This should resolve in a more specific scientific foundation for the further development of the programme content and the evaluation of the programme.

The expert group is impressed by the ambition of the programme to have its work evaluated by both scientific studies and the external review. The external studies worked out for this expert review are of internationally accepted standards, particularly the study measuring the impact on young people. However, longitudinal studies will need to be included in future external studies to identify the “true” effects of the programme. In addition, in the future, more emphasis must be placed on the differences between types of sports. The experts appreciate the self-evaluation component of the programme, and more specifically, the fact that it had been carried out in a systematic way since the beginning of the programme. It goes without saying that as part of an ongoing programme a self-evaluation should be included.

3.2 Goal 1: Inform and impart knowledge

The concerns of «cool and clean» and the offers for support against addictive behaviour, particularly that of prevention of tobacco addiction, is known in settings of organised sport such as in sports clubs and associations. Persons in charge are aware of how to deal with problem situations.

3.2.1 Results of external studies concerning the quantitative indicators

Declaring outcome and impact goals are elements of good conceptual design of public health programmes. However, in the majority of such public health programmes complete and concise points of reference are not included. Therefore, «cool and clean» is valued positively for having concrete goals against which the programme can be evaluated. It is clear that setting goals is a challenging normative procedure. As a consequence, some cut points appear over-ambitious while others could have been set higher.

The results of the external studies concerning the quantitative outcome and impact goals are outlined in the following tables and described in more detail in the attached summaries of the external studies.

Outcome goals

Goal	Measurement of goals	External studies
15% of young people between 10 and 20 years of age doing sports (registered with Y+S) know «cool and clean».	At least 27% have heard of «cool and clean»/ at least 35% know the Commitments: goal achieved	Study 1: "Impacts on young people"
80% of coordinators of Swiss Olympic label and partner-schools know «cool and clean».	100% of the of coordinators know the programme: goal achieved	Study 2: "Impacts on coaches, teachers, instructors, parents"
80% of coaches from regional and national squads know «cool and clean».	Over 90% of coaches know the programme: goal achieved	Study 2: "Impacts on coaches, teachers, instructors, parents"
30% of Y+S instructors know «cool and clean».	65% of the interviewed Y+S	Study 2:

Goal	Measurement of goals	External studies
	instructors know the programme: goal achieved	"Impacts on coaches, teachers, instructors, parents"

Impact goals

Goal	Measurement of goal	External studies
The issues concerning «cool and clean» are known and accepted in the setting of organised sport (clubs and associations), which means that 15% of the young people aged 10 – 20 registered with Y+S know «cool and clean».	At least 27% of the registered young people have heard of «cool and clean» and at least 35% know the Commitments: goal achieved	Study 1: "Impacts on young people"
Offers of support to combat addictive behaviour are known in the setting of organised sport (clubs and associations), which means that 75% of the Y+S instructors registered with «cool and clean» know that they can turn to specialist departments for advice on prevention if confronted with unusual behaviour among young people.	64% of the registered Y+S instructors know that they can turn to specialist departments for advice on prevention: goal not achieved	Study 2: "Impacts on coaches, teachers, instructors, parents"
Persons in charge know how to react in conflict situations, which means that 75 % of the instructors registered with «cool and clean» who have attended a «cool and clean» course feel more comfortable dealing with young people whose behaviour stands out.	40% of the interviewed Y+S instructors feel more comfortable dealing with young people whose behaviour stands out as a result of «cool and clean». Goal not achieved as courses have not been held yet.	Study 2: "Impacts on coaches, teachers, instructors, parents"
The public is aware of the commitments, which means that 30% of the population is able to say that «cool and clean» is a prevention programme of Swiss sport.	18.4% of the public know «cool and clean» and ca. 10 % know that «cool and clean» is a prevention programme: goal not achieved	Study 4: "Response from top athletes and the public"

3.2.2 Expert review

The above tables show that the outcome goals related to information and knowledge have been reached. The impact goals though have only partially been reached. This can be explained by the fact that the goals are somewhat overambitious. Formulating impact goals related to the knowledge of the programme in the population needs to take into consideration

that different sub-population groups are not affected by the programme goals in the same way.

For the further development of the programme it may be relevant to intensify contacts to the media.

3.3 Goal 2: Commit and influence behaviour

Athletes act in accordance with their «cool and clean» Commitments and thereby influence behaviour within a broader circle, in particular with regard to tobacco consumption. They are supported by care givers (coaches, instructors and teachers).

3.3.1 Results of external studies concerning the quantitative indicators

The results of the external studies concerning the quantitative outcome and impact goals are outlined in the following tables and described in more detail in the attached summaries of the external studies.

Outcome goals

Goal	Measurement of goals	External studies
7,000 young people have signed the Commitments and adhere to them (Talents).	6'500 Talents are registered with «cool and clean» / have signed the Commitments: goal not achieved yet, but the expert group is confident that it will be achieved within a reasonable time; around 80% adhere to the Commitments.	Study 1: "Impacts on young people"
50,000 young people have signed the Commitments and keep them (Youth Sport).	41'000 young people are registered with «cool and clean» / have signed the Commitments: goal not achieved but the expert group is confident that it will be achieved within a reasonable time; 80% keep the Commitments.	Study 1: "Impacts on young people"
700 coaches and teachers work with the commitments (Talents).	277 squads with 954 coaches, as well as 31 sport schools with approximately 150 teachers are	Study 2: "Impacts on coaches,

Goal	Measurement of goals	External studies
	registered: goal achieved	teachers, instructors, parents"
3,000 instructors work with the commitments (Youth Sport).	1172 teams, respectively clubs with 4099 instructors altogether are registered: goal achieved	Study 2: "Impacts on coaches, teachers, instructors, parents"
2,500 teams commit to «cool and clean» (Smoke-Free Sport).	2'392 teams, respectively clubs with more than one team have committed to «cool and clean»: goal achieved	Study 2: "Impacts on coaches, teachers, instructors, parents"
50% of the Swiss Olympic Top athletes have signed the commitments and are a part of «cool and clean».	At first, signing of Commitments was compulsory, whereas today it is optional: goal has not yet been achieved in accordance with the new conditions.	Study 4: "Response from top athletes and the public"
20 top athletes contribute as «cool and clean» ambassadors.	20 ambassadors have signed up: goal achieved.	Study 4: "Response from top athletes and the public"

Impact goals

Goal	Measurement of goals	External studies
The number of athletes that have signed and kept the Commitments is high. This means that 7'000 Talents and 50,000 young people (Youth Sport) have signed the Commitments and keep them.	6'500 Talents and a further 41'000 young people (Youth Sport) are registered with «cool and clean» / have signed the Commitments: goal not achieved by a minimum; approximately 80% adhere to them.	Study 1: "Impacts on young people"
The Commitments start to influence the behaviour of the participants. This means that 80% of the young people who have signed the commitments keep them.	80% of the registered young people keep the Commitments: goal achieved	Study 1: "Impacts on young people"
Care persons support the athletes, meaning that 700 coaches and teachers of talented athletes	277 squads with 954 coaches, as well as 31 sport schools with	Study 2: "Impacts on coaches,

Goal	Measurement of goals	External studies
work with the Commitments.	approximately 150 teachers are registered: goal achieved	teachers, instructors, parents"
3,000 instructors outside the talented athletes sector work with the Commitments.	1172 teams, respectively clubs with 4099 instructors altogether are registered: goal achieved	Study 2: "Impacts on coaches, teachers, instructors, parents"

3.3.2 Expert review

Given the short duration of the programme, goal attainment is positive. Some goals have not yet been achieved, but the expert group is confident that they will be met within a reasonable time. Commitments signed by the coaches was a reasonable and adequate strategy to give the programme the necessary momentum at the start. However, in the future, the adolescents should sign the Commitments themselves, so that they take responsibility for their actions.

Special emphasis has to be given to top athletes identifying with the programme. This should be done in order to enhance their special position as role models. In this context, the experts would like to see a higher inscription rate than the set objective of 50%. A specific study may be necessary in order to find out reasons for the reluctance of the top athletes.

Compared with other available Swiss data, the «cool and clean» data show a lower prevalence rate for the consumption of tobacco, alcohol, and cannabis in the target group. Because there was no control group, the contribution of the programme to the «cool and clean» results cannot be quantified.

3.4 Goal 3: Change and shape sports environment

Tobacco prevention is an important issue at an increasing number of sports events and sites.

3.4.1 Results of external studies concerning the quantitative indicators

The results of the external studies concerning the quantitative outcome and impact goals are outlined in the following tables and described in more detail in the attached summaries of the external studies.

Outcome goals

Goal	Measurement of goals	External studies
100 «cool and clean» camps have been held.	182 «cool and clean» camps have been held: goal achieved	Study 2: “Impacts on coaches, teachers, instructors, parents”
In 2007, «cool and clean» is present at a minimum of 24 events of associations and helps to design a smoke free setting.	«cool and clean» is present at 15 events of national importance and 24 events of regional importance: goal achieved	Study 3: “Impacts on institutions”
A minimum of 53 sports sites have realised the concept of smoke free sport sites.	None of the sport sites has realised the concept yet due to the fact that it is still in development: goal not achieved	Study 3: “Impacts on institutions”

Impact goals

Goal	Measurement of goals	External studies
The number of tobacco free sports events has increased. This means that «cool and clean» is present at a minimum of 12 big national events and helps to create a smoke-free setting. Additionally, 12 regional and communal events are smoke-free as a result of «cool and clean».	«cool and clean» is present at 15 events of national importance and 24 events of regional importance: goal achieved	Study 3: “Impacts on institutions”
Three sport sites of national importance and 50 sport sites with regional or communal significance are smoke-free by mid-2007 as a result of «cool and clean».	Only a few sport sites are smoke-free because of «cool and clean». Corresponding activities have not yet been realised: goal not achieved.	Study 3: “Impacts on institutions”

3.4.2 Expert review

There is no doubt that the most effective means of reaching public health goals pertaining to smoking is a complete ban. Considering the situation in Switzerland, this suggestion does not seem realistic at the moment. One positive element of «cool and clean» is that it works towards convincing institutions and the public about the relevance of the problem. The expert group is under the impression that intervention will finally contribute to a change in normative beliefs necessary for a complete ban of tobacco at sports sites and events.

Considering alcohol, the expert group expects the programme to contribute towards the informed and controlled, age-specific consumption of alcohol, while emphasising the restrictions of the existing laws.

3.5 Goal 4: Network and anchor

Networking between institutions of sport and those for the prevention of addictive behaviour is strengthened (“Common purpose, common approach”).

3.5.1 Results of external studies concerning the quantitative indicators

The results of the external studies concerning the quantitative outcome and impact goals are outlined in the following tables and described in more detail in the attached summaries of the external studies.

Outcome goals (none)

Impact goals

Goal	Measurement of goals	External studies
The number of collaborative interventions of sport and addictive behaviour prevention is increasing. This means that the cantonal and communal specialist departments for the promotion of health and prevention of addictive behaviour can observe more inquiries originating from the setting of sport. Additionally, they offer further education courses for «cool and clean» instructors.	A corresponding development of progress has not yet been noticed: goal not achieved	Study 3: “Impacts on institutions”

3.5.2 Expert review

The expert group underlines the importance of the programme's intention to strengthen collaboration between institutions such as sports offices and health departments. The support and commitment by the Federal Office of Public Health, the Federal Office of Sport and the Swiss Olympic Association at the national level is an exemplary pillar for the implementation at the local and regional departments. Intensifying the political anchoring of the programme is necessary. In addition, the cooperation with similar programmes at schools or the municipalities is a factor to be considered in order to communicate the same message consistently to all relevant target groups, such as youth, parents, coaches and teachers.

3.6 Overall assessment

The expert group is convinced that the «cool and clean» programme is appropriate and necessary given public health concerns pertaining to youth. The activities of the theory-based programme are impressive, ambitious, and unique in the sense that they try to change behaviour by addressing the individual, the environment and institutional structures. At the individual level, a substantial number of all young people are addressed directly and effectively by the programme «cool and clean», since about half of the 10 to 20 year olds are active in organised sports in Switzerland. Additionally, a range of other (young) people relies passively on the values and ideals transmitted by the field of organised sports, which thus provides symbols for identification and generally admired insignia. This non-organised, passive segment of the population therefore can be reached indirectly by this programme. The intended changes in the environment and in institutional structures will furthermore affect those who are not directly the target group of the programme «cool and clean», i.e. social networks of the target group, spectators and people not involved in organised sports. For these reasons, and because of the fact that the Tobacco Prevention Fund also supports projects aimed at other target groups, it is appropriate that «cool and clean» is confined to organised sports.

The programme is an interesting combination of top-down and bottom-up strategies, on the one hand involving nation-wide messages, and on the other, allowing key players at local and regional levels to adapt activities to their own needs and opportunities. The multi-faceted approach, addressing smoking in combination with sports achievement, alcohol consumption, cannabis use, and fair play, taken by the programme is commended by the expert group.

Because the public health concerns of «cool and clean» are not specific to Switzerland, the programme may benefit from looking at the experiences gained in other countries following comparable initiatives.

The expert group noticed a relatively slow organisational start of the programme. However, in the opinion of the expert group the current «cool and clean» team consists of dedicated and motivated professionals who are sensitive to the fact that the programme is not a moral institution, and who are aware of the consequences of the complex Swiss political system and its effects on a national programme such as this. In addition, it is the experts' impression that the team is willing to accept critical advice leading to improvements in the programme. The competence within the team may benefit by including professionals from other disciplines, particularly from the public health and health promotion sectors.

4 Recommendations

The experts recommend that the «cool and clean» programme be continued in its multi-faceted way, combining the prevention of smoking with other detrimental lifestyle issues. By achieving a great number of the goals, it has proven to be effective. However, there is potential for optimisation, and therefore the expert group makes the following specific recommendations:

- (1) The conceptual framework of the programme should be strengthened by further clarifying the scientific, public health and health promotion models on which the intervention is based. These models and the approach derived from these models must be understood and shared by all members of the team.
- (2) There should be separate statements in connection with the three substances alcohol, tobacco and cannabis. Commitment number 4 pertaining to these substances does not transfer a consistent message. The reformulation has to include the fact that the consumption of cannabis is illegal and already included in Commitment number 3, that smoking tobacco is detrimental to one's health in any case, and that alcohol can be consumed in age-related, appropriate and modest quantities.
- (3) The multidisciplinary environment within the team of «cool and clean» must be widened. Bringing in professionals from other disciplines to coach and exchange knowledge will strengthen the quality of the organisation.
- (4) The programme should take into account age, sport, and gender-specific differences in these health behaviours which have bearing on the intervention contents.
- (5) Orientation on international experience should be part of the programme. «cool and clean» could benefit from programmes in other countries with similar goals and vice versa.
- (6) Recognising the existing structures in the Swiss political landscape, it is advised that collaboration between the Swiss Olympic Association, the Federal Office of Sport and the

Federal Office of Health be maintained. At cantonal and municipal levels, political structures should facilitate collaboration between those responsible for public health and those responsible for sport. The case of Zug, which the experts have been familiarised with, exemplifies the goals of the programme in this respect.

- (7) Because the target group of the programme is restricted to organised sport, it is advised to fine tune «cool and clean» with programmes aiming to achieve similar goals in other settings.
- (8) Further scientific research including longitudinal studies in conjunction with qualitative interviews and case studies should be conducted alongside the programme. In this manner the effectiveness of the programme can be measured appropriately.
- (9) Given the extent of the public health problems addressed, it is advised to ensure the sustainability of the programme over a longer period of time.**

5 Appendix

5.1 Annex 1: Members of the expert group

Name	Country	Function	Address / Telephone / E-Mail
Prof. Dr. Willem van Mechelen (Chairperson)	Holland	Head of the Department of Public and Occupational Health at the VU University Medical Centre.	VU University Medical Centre van der Boechorststraat 7 NL-1081 BT Amsterdam Tel: +31 20 4448410 E-Mail: w.vanmechelen@vumc.nl
Prof. Dr. Wolf-Dietrich Brettschneider	Germany	Professor at the University of Paderborn, Department of Sports and Health.	Universität Paderborn Warburger Str. 100 33098 Paderborn Tel: +49 5251 60 5305 E-Mail: Wolf.Brettschneider@uni-paderborn.de
Dr. Maud Corinna Hietzge	Germany	Sports sociologist at the University of Education Freiburg, Department of Sports Education and Sports.	Pädagogische Hochschule Freiburg Institut für Sportpädagogik und Sport Schwarzwaldstraße 175 D - 79117 Freiburg Anschriftsadresse: Zasiusstrasse 6 D-79102 Freiburg Tel: +49 7612 03 4580 E-Mail: hietzge@ph-freiburg.de
Dr. François van der Linde	Switzerland	President of the Federal Commission for Drug Issues, Switzerland.	Eidgenössische Kommission für Drogenfragen c/o Bundesamt für Gesundheit (BAG) 3003 Bern Private address: François van der Linde, MD, MPH Facharzt FMH für Prävention und Gesundheitswesen Forchstrasse 405 CH-8008 Zürich Tel/Fax: +41 43 497 90 77 E-Mail: f.vanderlinde@swissonline.ch
Dr. Anik Sax	Luxembourg	Head of the Department of Sport Medicine at the Ministry of Sports. Secretary General of the Luxembourg Anti-Doping Agency	66, rue de Trèves L-2650 Luxembourg Postal address: B.P. 180 L-2011 Luxembourg Tel: +35 2478 3410 E-Mail: anik.sax@sp.etat.lu

5.2 Annex 2: Authors of the external studies of «cool and clean

Studies	Name(s) of Authors	Institution	Address / Telephone / E-Mail
Study 1: "Impacts on young people"	Holger Schmid Béatrice Annaheim Matthias Wicki	Schweizerische Fachstelle für Alkohol- und andere Drogenprobleme SFA	Schweizerische Fachstelle für Alkohol- und andere Drogenprobleme Postfach 870 CH-1001 Lausanne (Switzerland) Tel. +41 21 321 29 53 E-Mail: bannaheim@sfa-ispa.ch
Study 2: "Impacts on coaches, teachers, instructors, parents"	Markus Lamprecht Hanspeter Stamm Michaela Studer	Lamprecht & Stamm Sozialforschung und Beratung AG	Lamprecht & Stamm Sozialforschung und Beratung AG Forchstrasse 212 CH-8032 Zürich (Switzerland) Tel. +41 44 260 67 60 E-Mail: markus.lamprecht@LSSFB.ch
Study 3: "Impacts on institutions"	Cornelia Furrer Manuela Oetterli Brigitte Schwab Ueli Haefeli	Interface Institut für Politikstudien	Interface Institut für Politikstudien Seidenhofstrasse 12 CH-6003 Luzern Tel. +41 41 226 04 26 E-Mail: furrer@interface-politikstudien.ch
Study 4: "Response from top athletes and the public"	Markus Lamprecht Hanspeter Stamm Michaela Studer	Lamprecht & Stamm Sozialforschung und Beratung AG	Lamprecht & Stamm Sozialforschung und Beratung AG Forchstrasse 212 CH-8032 Zürich (Switzerland) Tel. +41 44 260 67 60 E-Mail: markus.lamprecht@LSSFB.ch

5.3 Annex 3: Documents available to the experts

The following sources of information were available to the experts for their assessment:

- Quality management and evaluation concept of the Swiss prevention programme «cool and clean», written by Adrian von Allmen (Swiss Olympic Association), dated the second of June 2006.
- Self-evaluation reports of «cool and clean» programme management (2004/2005, 2005/2006 and 2006/2007).
- Final reports of the four «cool and clean» evaluations, including the executive summary in English.
- The Charter for Ethics in Sport
- Federal Council of Switzerland's report "The Swiss Federal Government's Concept for a National Sports Policy"
- Other material: DVD "be cool and clean", booklet "Spielformen", a variety of leaflets, stickers of «cool and clean», «cool and clean» pen, leaflet of the "Centro sportivo nazionale" in Tenero and News of the Talent Treff in Tenero 2007.

5.4 Annex 4: Experts review programme (in German)

Montag, 24. September 2007

Zeit	Was	Bemerkungen
Ab 19.00	Vorbesprechung Organisationsteam mit dem Chairman der Expertengruppe	Parkhotel Zug
	Individuelle Anreise der Experten und Expertinnen nach Zug	Parkhotel Zug
20.00	Gemeinsames Nachtessen im Hotelrestaurant	Experten und Expertinnen, Organisationsteam
	Übernachtung Parkhotel Zug	

Dienstag, 25. September 2007

Zeit	Was	Bemerkungen
Ab 07.00	Frühstück im Hotel	
09.00	Interne Sitzung für Experten und Expertinnen: Kennen lernen, Liste von zentralen Fragen, erste Einschätzung durch Experten und Expertinnen; Diskussion Struktur Schlussbericht	Experten und Expertinnen, Organisationsteam ² im Parkhotel Zug
10.00	Begrüssung der Experten und Expertinnen durch Herr Giger (Geschäftsführer Swiss Olympic)	
10.15	Vorstellung Gesamtprogramm «cool and clean» durch die Programmleiterin Rita Bürgi	
10.35	Rückfragen der Experten und Expertinnen an die Programmleitung	
11.00	Kurze Pause	Kaffee & Obst
11.15	Vorstellung des Teilprogramms «cool and clean» Jugendsport mit Schwerpunkt „Vernetzung“: - Referat Adrian von Allmen (Teilprogrammleiter Jugendsport) - Referat Kantonsvertretende	Kantonsvertretende und ihre Inputs: Cordula Ventura (Sportamt ZG) über Engagement des Kantons ZG und Matthias Meyer (Gesundheitsamt ZG) über die Vernetzung mit Präventionsstellen. Sowie C. Koch (Sportamt AG) zu den «cool and clean» Lager.
12.00	Rückfragen der Experten und Expertinnen	
12.30	Mittagessen (Buffet)	Experten und Expertinnen zusammen mit den Teilnehmenden des Morgens sowie den Evaluationsteams des Nachmittags
13.30	Präsentation der externen Studien durch die Evaluationsteams, inkl. Rückfragen der Experten und Expertinnen an die Evaluatorinnen & Evaluatoren	13.30 Präsentation Studie 1 13.45 Diskussion Studie 1 14.15 Präsentation Studie 2 14.30 Diskussion Studie 2 15.00 Präsentation Studie 3

² Das Organisationsteam steht den Experten und Expertinnen jederzeit für die Moderation und die Protokollierung von Diskussionen zur Verfügung. Auf Wunsch tagen die Experten und Expertinnen selbstverständlich auch ohne Organisationsteam.

Zeit	Was	Bemerkungen
		15.15 Diskussion Studie 3 15.45 Präsentation Studie 4 16.00 Diskussion Studie 4
16.15	Pause	Kaffee & Kuchen
16.30	Interne Sitzung der Experten und Expertinnen, erste Bilanz	
18.00-19.30	Präsentation Jugendsport vor Ort (Fussballclub Baar), inkl. Vorstellung Teilprogramm Sportstätten	Experten und Expertinnen haben die Möglichkeit mit den Anwesenden zu sprechen
20.30	Nachtessen im Restaurant Rathauskeller, Zug	

Mittwoch, 26. September 2007

Zeit	Was	Bemerkungen
Ab 7.00	Frühstück im Hotel	
8.00	Vorstellung der Teilprogramme Veranstaltungen, Sportstätten und „Sport rauchfrei“ (Wettbewerb, Rauchfrei an Veranstaltungen, etc.) Anschliessende Diskussion	Präsentation durch Karin Rauber (Teilprogrammleiterin «cool and clean» Veranstaltungen, Sportstätten und „Sport rauchfrei“)
9.00-11.00	Interne Sitzung, Bilanz	
11.30	11.32 Abfahrt mit Zug nach Tenero (Kanton Tessin) (Ankunft 13.59)	Mittagessen im Speisewagen
14.00	Eintreffen in Tenero	Transport Bahnhof zum Centro Sportivo
14.30	Begrüssung durch Bixio Caprara (Centro Sportivo)	Kaffee
14.40	Einführung durch Cornel Hollenstein (Chef Nachwuchsförderung Schweiz) Vorstellung «cool and clean» Talents durch Hanspeter Brigger (Teilprogrammleiter «cool and clean» Talents)	
15.00	Trainings schauen, Kontakt und Gespräche mit Talents und Trainern	
16.00	Pause	Kaffee + Kuchen
16.30-17.00	Rückfragen an die Verantwortlichen von «cool and clean» Talents	Sitzungszimmer Centro Sportivo
17.00-19.00	Interne Sitzung für Experten und Expertinnen, Bilanz	Sitzungszimmer Centro Sportivo
19.15	Nachtessen	Nachtessen im Centro sportivo mit den Jugendlichen
20.00-21.00	«cool and clean» Veranstaltung	
21.00-22.00	Interne Sitzung (eventuell)	Sitzungszimmer Centro Sportivo
	Übernachtung in der Pension Elisabetta, Tenero	

Donnerstag, 27. September 2007

Zeit	Was	Bemerkungen
Ab 7.00	Frühstück in Tenero und Lektüre des Berichtsentwurfes	Transfer Pension Elisabetta –Centro sportivo
8.30	Interne Sitzung der Experten und Expertinnen, inkl. Pause	Sitzungszimmer Centro Sportivo
10.00	Bus nach Locarno, Abfahrt Locarno 10.39 nach Zürich,	Transport Centro Sportivo nach Locarno,

	Ankunft in Zürich 13.51	Mittagessen im Speisewagen
14.45	Präsentation der Ergebnisse und Empfehlungen der Experten und Expertinnen durch den Chairman für den Tabakpräventionsfonds (TPF), die Trägerschaft, die Steuerungsgruppe und die Programmleitung	Hotel St. Gotthard, Zürich Begrüssung durch Trägerschaft Moderation: Andreas Balthasar
15.30	Diskussion der Ergebnisse mit den Teilnehmenden	
16.20	Abschluss und Dank durch Herr Giger (Geschäftsführer Swiss Olympic)	
ab 16.30	Apéro für alle Teilnehmenden	
16.30	Interne Sitzung für Experten und Expertinnen zur Organisation der Fertigstellung des Experten-Berichts	
17.30	Schluss des Experten-Reviews	
	Übernachtung in Zürich (freiwillig für ausländische Experten und Expertinnen)	