

A world map composed of small grey dots is centered at the top. A solid green horizontal bar spans the width of the slide, partially overlapping the map. The text 'play true' is written in a large, white, lowercase sans-serif font across the green bar.

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Young Athletes Say No to Doping: Which Initiatives Can Lead to Success?

EPAS Pro Safe Sport Workshop

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WHY DO WE FIGHT AGAINST DOPING?



**TO PROTECT EVERY ATHLETE'S
RIGHT TO PARTICIPATE IN
DOPING-FREE SPORT**



WORLD
ANTI-DOPING
CODE

2015



THE FRAMEWORK :

**THE WORLD
ANTI-DOPING CODE**

New 2015 Code Provisions Impacting Youth

- Increased focus on athlete support personnel / entourage, including on sanctioning those involved in facilitating doping
- Better protection of minors (no mandatory publication of sanctions, strong sanctions for doping facilitators, ADO investigation, etc.)
- Emphasis on the principle of proportionality
- Increased focus on prevention and values-based education (and not only provision of information)

2015 Code – Article 18

- “All signatories shall within their means and scope of responsibility and in cooperation with each other, plan, implement, evaluate and monitor information, education, and prevention programs for doping-free sport”
- “Education programs should focus on prevention. Prevention programs should be values-based and directed towards athletes and athlete support personnel with a particular focus on young people through implementation in school curricula”

Anti-Doping Education: Who For?

- Adult Athletes, Particular Focus on Young People
- Athlete Support Personnel
- Parents
- Sport Officials
- Coaches
- Medical Personnel
- Media

Multiple influences





EFFECTIVE EDUCATION PROGRAMS

KEY INGREDIENTS – MANY RECIPES

WADA Social Science Grant Program

- To better understand the many determinants of doping and provide evidence-based information for the development of education programs to be made available to the anti-doping community
- Close to 300 applications since program launch in 2005
- More than USD 2 million allocated
- More than 70 funded – about half in progress
- Open + targeted grants

WHAT HAVE WE LEARNT FROM FUNDED RESEARCH PROJECTS?



Key Outcomes from Research Projects (1)

- Rules/legislation are not enough to change behaviours
- Strong correlation between the level of knowledge and exposure to anti-doping education and doping attitudes/behaviours
- Morals, ethics and values are deterrent
- Critical moments of vulnerability
 - Changes in clubs/environment, return from injury, change in level (entering a high performance center, etc.), bad results, etc.

Key Outcomes from Research Projects (2)

- Four main elements are important ingredients for effective prevention programs if used together:
 - Information, education, health consequences, ethical elements
- These elements have a different impact depending on the target audience (elite athletes, youth, age groups, etc.)
- Youth is a crucial time for anti-doping education
 - To have an impact when the attitudes are still being forged and the decision to dope or not to dope has not yet been made

Key Criteria of an Education Program

For an education program to have a chance of being effective, it has to be:

- Tailored to the target population
- Interactive
- Long term and include booster sessions
- Multi-modal
(ex: school + community + family)



Major constraints in the field:

- Resources
 - Human
 - Financial
- Materials





WADA YOUTH PROGRAMS & MATERIALS FOR THE ANTI-DOPING COMMUNITY

Supporting Materials (1)

Model Education Guidelines

- Step-by-step process in developing education programs
- Worksheet to guide development
- Developed with the Council of Europe and currently revised. New version in the coming weeks

Tool Kits and Online Resources

- For coaches, sport physicians, education officers, etc.



Supporting Materials (2)

Development of resource kit to support teacher delivery of curriculum

- In cooperation between IOC, IPC, UNESCO, ICSSPE, CIFP, WADA

University E-textbook

- In cooperation between WADA, FISU and Gwangju 2015
- Curriculum pilot for universities integrating anti-doping in various areas of study
- Model to be made available to all universities in September 2015

Group Survey Tool (2015)

- To assess the attitudes and behaviours of a group based on major social, cognitive and market factors and tailor interventions to influence these



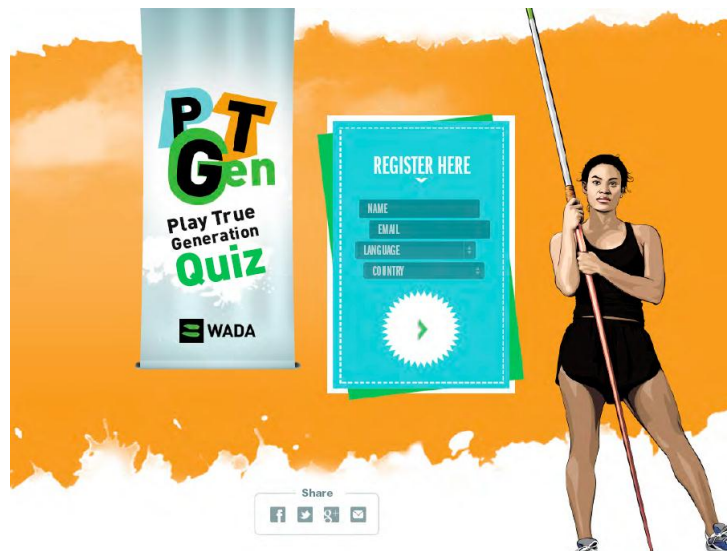
WADA Outreach & Play True Generation Programs

PRESENT AT MAJOR INTERNATIONAL YOUTH SPORT EVENTS

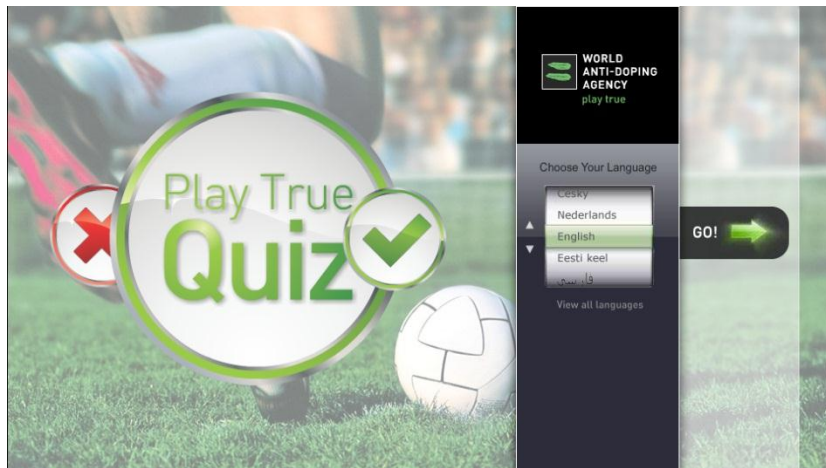
- Direct contacts with athletes and their entourage in Athlete Villages
- Relaxed and interactive setting with online games
- Athletes can show their support to clean sport (prize, pledge, etc.)
- Say NO! to Doping campaign



Play True Generation Program



Elite Athletes (Including Young Athletes)



Content

- Definition of Doping, Prohibited List, ADRVs
- The Doping Control Process
- Whereabouts
- Therapeutic Use Exemptions
- Results Management
- Medical Reasons not to Dope
(Includes Section on Risks of Nutritional Supplements)
- Ethical Reasons not to Dope
- Practical Help to Stay Clean
- How to Deal with Pressures to Dope





Intro

What is

Doping is using any of the s
List. [Click here to see the c](#)

A substance on the Prohibit
least two of the following c

- It is harmful to the h
- It is performance-en
- It is contrary to the

Doping is prohibited.

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1 2 3 4 5 6

EVALUATION

- Knowledge Pre- and Post-Test
- Measurements of attitudes and other variables before and after

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