



## EDUCATION AND AWARENESS: THE CORNERSTONES OF SUCCESSFUL ANTI-DOPING PROGRAMS

**ATHLETES WHO ARE AWARE OF, OR INFORMED ON, THE MANY ASPECTS OF ANTI-DOPING RULES AND PROCESSES AND WHO IN TURN RESPECT THEIR OBLIGATIONS UNDER THESE SAME ANTI-DOPING RULES ARE ETHICAL – AND CLEAN – ATHLETES.**

**ATHLETES WHO WISH TO PROTECT THEIR HEALTH, THEIR CAREERS AND THEIR INTEGRITY AND TAKE ALL NECESSARY PRECAUTIONS TO DO SO ARE VIGILANT – AND CLEAN – ATHLETES.**

**ATHLETES WHO WANT NOTHING MORE THAN TO COMPETE IN AN EVEN PLAYING FIELD AND WHO UNDERSTAND THEIR RESPONSIBILITIES IN THIS REGARDS ARE HONEST – AND CLEAN – ATHLETES.**

**ACCORDINGLY, AS THE ONGOING COMMITMENT TO PROTECT CLEAN ATHLETES CONTINUES, IT IS CLEAR THAT EDUCATION IS THE CORNERSTONE OF ANY SUCCESSFUL AND TRULY MEANINGFUL ANTI-DOPING PROGRAM.**

### THE 2015 ANTI-DOPING EDUCATION SYMPOSIUM

Because all World Anti-Doping Code Signatories have similar, ever-growing, responsibilities and obligations with regards to education and awareness programs, last October 2 and 3, 2015, the Canadian Centre for Ethics in Sport, in partnership with the World Anti-Doping Agency (WADA), welcomed experts from the anti-doping industry to a values-based education conference in Ottawa, Canada aimed at improving global anti-doping education initiatives.

Representatives from 61 National Anti-Doping Organizations (NADOs), 18 International Federations including the ISSF, 4 Regional Anti-Doping Organizations (RADOs) and 17 researchers from 50 countries attended the event to examine how anti-doping organizations could advance initiatives on a global level by utilizing the collective knowledge of Anti-Doping Organizations and researchers worldwide. One hundred and fifty-one people from an additional 26 countries participated in the conference through its live streaming.

The purpose of the conference included examining research on the need for robust education programs and discussions on how to implement these programs effectively as well as focusing on how the anti-doping community could use the research to plan education strategies around the world.

*“WADA and industry experts recognize that collaboration is paramount to the success of the clean sport campaign,”* stated Rob Koehler, then WADA Senior Director,

Education and NADO/RADO Relations (now WADA Deputy Director General). *“The Conference was the ideal forum to discuss ways of addressing global issues, with local sensitivities, with the goal of implementing effective information and education programs. There is a clear message that all leaders must invest in values-based education to ensure that we have more effective research-based education going forward. Effective education has the power to prevent doping and, in so doing, effect positive change on society as a whole,”* he added.

After examination, discussion and careful consideration of conference presentations and viewpoints, all the conference participants committed to adopting the following key resolutions, among others:

- WADA, NADOs, RADOs and IFs must devote more financial and human resources to values-based anti-doping education programs.
- Research must inform, guide and further enhance all education programs.
- Anti-Doping Organizations and researchers must continue to collaborate to further guide and enhance values-based education.
- Effective values-based education and prevention programs must be implemented in order to significantly reduce doping in sport.
- NADOs and RADOs must evaluate their anti-doping education programs and ensure that they reflect a values-based approach to enhance their effectiveness.

### HOW THESE RESOLUTIONS IMPACT THE ISSF

A values-based education and awareness plan is how the ISSF is now further striving to develop, maintain and support clean athletes who hold strong values and ethics.

Focused on educating athletes rather than simply providing them with information, values-based education advocates prevention and risk minimization which allows for a two-way discussion on why something is wrong, why it should not be done and how athletes can protect themselves against it.

In a perfect world, the ISSF could ensure that adequate values-based education and awareness programs are provided to all its athletes, regardless of where they live, at what level they compete or their age. Logistically and practically, this is impossible.

Shooting athletes should benefit from the same anti-doping education as all other athletes: they have the same responsibilities and obligations as all athletes, and their health and careers are just as important as that of other athletes. But, the reality is that national-level and junior shooters are not benefiting from optimal values based anti-doping education because shooting is generally deemed a “low-risk” sport by many NADOs who are responsible for implementing national anti-doping education programs within their respective countries.

This shortcoming needed to be addressed and rectified.

## THE ISSF'S 2016 EDUCATION AND AWARENESS PLAN

The ISSF Anti-Doping Rules state that the ISSF and each of its Member Federations shall, within their means and in cooperation with each other, as well as other Code Signatories, and WADA, plan, implement, evaluate and monitor information and value based-education programs for doping-free sport at all levels in order to preserve the spirit of sport. Cooperation is imperative because notwithstanding its efforts, as previously mentioned, the ISSF is simply unable to reach all athletes of all levels who participate globally in its sport.

At the end of 2015, the ISSF started implementing a phased plan to foster better dialogues between its member federations and their respective NADOs (or RADOs).

### 1. PHASE 1

In December 2015, a circular letter was sent to all ISSF member federations seeking their collaboration and cooperation in the ISSF's education plan.

In that letter, the ISSF underlined Article 17.5 of the ISSF Anti-Doping Rules which states that *All National Federations shall be required to conduct anti-doping education in coordination with their National Anti-Doping Organizations (NADO)*. As such, cooperation was not only paramount, it was required.

The ISSF requested firstly that the Member Federation identify one individual within its administration who would become the contact person responsible for anti-doping education ("Anti-Doping Education Officer"). Then, the ISSF requested that a short form be filled out providing basic information that might allow the ISSF to better assess the educational needs of each Member Federation. Finally, the ISSF invited the nominated Anti-Doping Officer to directly contact his or her respective NADO (or RADO) to open communication lines with them in regards to anti-doping education. Every Member Federation was assured that these should not be very time consuming tasks and that their value and benefit would be long lasting.

In sum, the main objective was for the ISSF to identify a contact person within the Member Federation in order to facilitate communications with their respective NADO. The idea was that NADOs could then provide each relevant Anti-Doping Education Officer various education materials and values-based educational activities that would be aimed, among others, at educating national level shooters -including juniors- on the dangers of using prohibited substances and on their responsibilities as athletes.

Simultaneously to that letter being sent to its Member Federations, a circular letter was sent out via iNADO to all NADOs and RADOs (hereinafter NADOs for brevity). This letter equally encouraged NADOs to reach out to their national shooting federations in order

to open the communication lines for the purposes of anti-doping education.

iNADO is the international member body for National Anti-Doping Organizations and their staff and promotes best anti-doping practices by NADOs, and is their international voice.

It was explained to NADOs that each ISSF national federation should have identified one individual within their administration who would be the contact person responsible for anti-doping education ("Anti-Doping Education Officer"). It was further explained that the ISSF was trying to facilitate an initial contact between NADOs and their national shooting federations so that NADOs could contact the nominated Anti-Doping Education Officer and eventually liaise with him or her in their respective language on how to implement educational strategies with their country.

Again, the potential positive impact of these initiatives, notably the protection and integrity of the clean athlete, were underlined as being the focal reason for the ISSF's undertaking.

The initial response to the first phase of this plan was overwhelming.

To those who replied in a timely manner: thank you.

*However, the ISSF did not receive an answer from all its Member Federations it is still accepting replies. Therefore, those member federations who have not yet provided the ISSF with the required information are invited and encouraged to do so, because it is a regulatory requirement, and because it is for the benefit of your athletes.*

### 2. PHASE 2

The second phase of ISSF's values-based education and awareness plan began in early 2016.

The ISSF contacted its member federations' elected Anti-Doping Education Officer and their respective NADO/RADO's education manager by email and directly established communication lines between them so that they, in turn, could establish or strengthen their collaborative efforts with regards to value based anti-doping education and awareness programs.

That correspondence was a crucial step in ISSF's facilitation of the requisite initial contact between NADOs and their national shooting federations. Both these entities are best placed to reach national and regional level athletes by providing their respective nation(s)' shooting athletes with educational materials in their own language.

The ISSF initially played the role of intermediary and remains available to provide further assistance if and when needed. Yet, the desired outcome is for Member Federations and their NADOs to communicate amongst themselves in their language, and then to determine what educational initiatives would be most successful in their country and implement them without further direct guidance from ISSF.

The ISSF Member Federations and NADOs should be equally involved in this process. Indeed, they must be proactive in contacting one another and vigilant in maintaining open communication lines with each other in order for all shooting athletes to truly benefit from this education plan both in a short and long term basis.

The development of these ideally ongoing values-based national anti-doping education and awareness initiatives will of course be monitored and supported by the ISSF. Needless to say, the ISSF is proud of this endeavor and is confident that it will be successful.

## ADDITIONAL ELEMENTS TO THE 2016 ISSF EDUCATION PLAN

As directed by its Anti-Doping Rules and above noted international resolutions, and in addition to its national-level education plan, the International Shooting Sport Federation continues to be committed to the implementation of its anti-doping education and awareness program, including on-line materials, Outreach education booths and seminars and of course these the bi-monthly publication of IPOD articles. The ISSF is also in the process of expanding its communications mediums to include more social media and athlete ambassador involvement.

Some other concrete examples of initiatives under the ISSF's 2016 education plan include:

- Additional use of social media (Facebook, Twitter etc)
- Increasing number of interactive Athlete Outreach programs at various World Cup and Continental Championships.
- The increased involvement of Athlete Ambassadors as spokespersons and role models for clean sport.
- The development of an ISSF Clean Sport video, starring many of our elite athletes, including juniors.
- Additional education materials available on the website aimed at coaching and medical staff.

All these additional initiatives are currently being developed and will be carried out as time and budgeting permits.

### CLOSING WORDS

We are all responsible for becoming knowledgeable and respecting our various responsibilities under the ISSF Anti-Doping Rules and the World Anti Doping Code. Knowledge is power.

Let's equally empower our athletes, their coaching, support and medical staff, as well as their entourage by enabling the dissemination of crucial anti-doping educational materials.

There is no greater or more elemental manner of making a pledge to the protection of clean athletes and clean sport than that of seeking out and/or imparting knowledge and information.

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