



Education Strategy

2023-2026

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THE LANDSCAPE

Within our sport there are many tens of thousands of athletes, coaches, officials, support personnel and family members. This sporting landscape presents a significant challenge in relation to the identification of who, when and where to target for Clean Athletics education. Globally, we are subject to decisions, rules and policies of the World Anti-Doping Agency (WADA) World Athletics and World Para Athletics including the Athletics Integrity Unit (AIU). The International Olympic Committee (IOC), the International Paralympic Committee (IPC) and the International Testing Agency (ITA). The British Olympic and Paralympic Associations (BOA and BPA), European Athletics (EA) and the Commonwealth Games Federation (CGF).

Previous Strategies have been delivered, and this Strategy developed, during a period of increased focus and interest in the Global Anti-Doping fight. Many factors have contributed to the thinking and decision making within this Strategy document..

In January 2017 the UKA Anti-Doping department became the UKA Clean Athletics department. Clean Athletics is more than a simple rebrand, it is an aspiration, and it is our aim, supporting Clean Athletics is our role.

The UKA Clean Athletics department places Education at the heart of its approach. Our aim is to provide Athletes, Coaches and Athlete Support Personnel with the necessary information and education to allow them to make their decisions, informed decisions.

In previous UKA Education Strategies, all UKA athletes in receipt of funding were prioritised for Clean Athletics education. This prioritisation succeeded in providing funded athletes with a good base level of Clean Athletics knowledge however it had become clear that more work was needed with athletes who were just below the funding level and are also likely to be subject to testing. The 2013-2017 and 2018-2022 Strategies continued the good work already underway with funded athletes and looked to extend that work to others, helping to ensure that athletes subject to testing have all the information that they need to reduce and limit the risk of inadvertent doping.

It is easy to identify those athletes who are funded and relatively easy to identify their coaches and support networks. What is much more difficult is to identify the funded athletes of the future. Going forward UKA will continue to offer Outreach education at events where the most talented young athletes are competing, but we will also seek alternative methods of identifying those in most immediate need of education. The Home Countries will continue to have an

integral part to play in the identification of athletes in need of information and education and we will also look to the Forum to provide both guidance and new ideas to ensure that progress is made towards achieving our goals.

Any athlete can be tested at any time, in, or out, of competition. Bearing this fact in mind, the potential scale of our educational provision remains huge. The long-term goal must be to ensure that everyone within our sport is equipped with the necessary information to make an informed decision. Doing so will reduce their risk of inadvertent doping. To continue the work towards this goal, this document will outline the approach that UKA will be undertaking over the coming years. It continues to build on previous Strategies and looks to increase the reach of the key messages.

At the heart of this approach is the belief that being “clean” and winning “clean” is not just something to aspire to, it is also something to be proud of. This core belief is not just something for athletes but should be a fundamental principle upheld and promoted by all of those involved in our sport (e.g., coaches, officials, medics, physios, support staff, team management, parents, etc.). The environment surrounding the athlete is crucial to shaping future behaviour and its importance cannot be overlooked.

VISION

To create a generation of athletes who have confidence in their ability to succeed in Athletics without resorting to the misuse of Prohibited Substances or Prohibited Methods.

To create a generation of support personnel who understand that the athletes they work with can achieve their goals without resorting to Prohibited Substances or Prohibited Methods, and who embrace their obligations within the Clean Athletics principles.

To create a generation of Athletics supporters who are sensitive to issues of doping in sport to increase their receptivity to prevention messages so that they can play their part in fostering Clean Athletics.

MISSION

UKA values the contribution that sport can make to health, self-development, social development, and national pride when fostered within a strong ethical environment. UKA identifies communication, integrity, quality, respect, and accountability as values essential to meaningful success in sport. Fundamental to sport being enjoyed by all is sporting conduct and the way sport is played. UKA commits to playing their part, along with our partners, in ensuring that standards are set for fair play and drug-free sport and then promoted through the provision of effective education and information.

The basic principle of UKA's Clean Athletics education and information programme shall be to protect the spirit of sport from being undermined by doping and to establish an environment which promotes and reinforces doping-free behaviour among participants, supporting athletes who wish to compete Clean. WADA identifies that "The spirit of sport" is the celebration of the human spirit, body and mind, and is characterized by the following values:

- Ethics, fair play and honesty.
- Health.
- Excellence in performance.
- Character and education.
- Fun and joy.
- Teamwork.
- Dedication and commitment.
- Respect for rules and laws.
- Respect for self and other participants.
- Courage.
- Community and solidarity.

While a comprehensive testing programme plays a fundamental part as a deterrent and preventative measure against doping, UKA acknowledges that it has a duty to provide athletes and support personnel with the information and technical advice they need to make informed and responsible choices in compliance with UKA's anti-doping (AD) regulations.

UKA is committed to working in partnership with UK Anti-Doping (UKAD), the IPC, the IAAF, the Athletics Integrity Unit (AIU), the BOA and the BPA in ensuring that all possible support is provided to fully prepare athletes and support personnel, particularly in the lead up to major events.

UKA recognises the important role that the Home Countries and regions play in providing effective Clean Athletics education and information and the essential role athlete support personnel play in providing ethical support and guidance to athletes.

OBJECTIVES

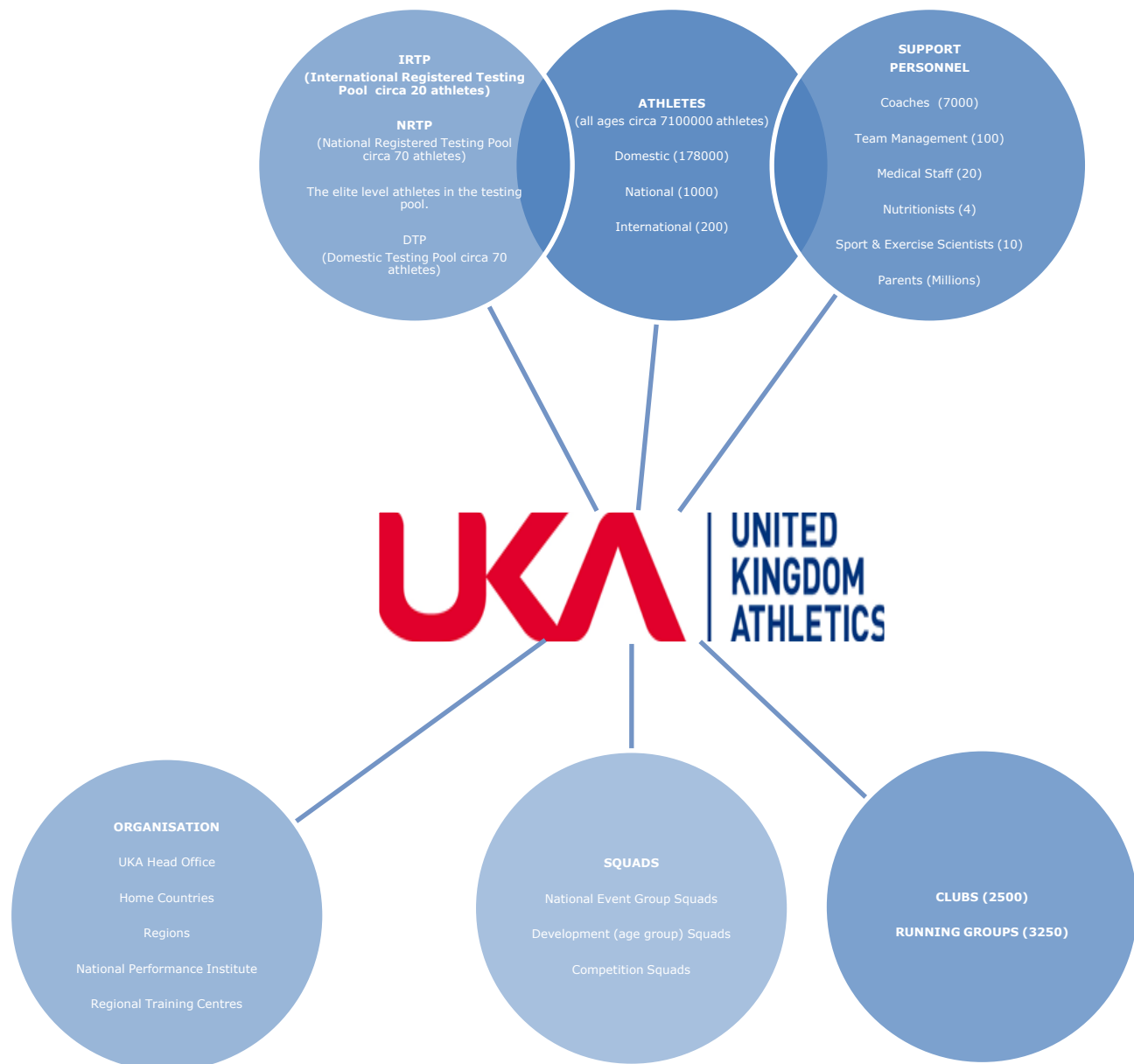
UKA is committed to implementing, monitoring, and evaluating this long-term education and information strategy so that successive generations of Athletes have the necessary tools to make informed decisions. We will work with UKAD, the AIU and other partners to encourage our sport's community to engage and participate in Clean Athletics education programmes. UKA has identified the following objectives to enable our vision to be realised:

1. Promote Clean Athletics behaviour to positively influence athletes' beliefs, attitudes and behaviours towards doping in Athletics and to establish a generation of young athletes who have confidence in their own ability to succeed in athletics without doping.
2. Provide a range of relevant and up-to-date information and education to athletes to enable them to make informed and responsible decisions, to minimise their risk of inadvertent doping, to remain doping free and to comply with their sport's anti-doping regulations.
3. Provide a range of relevant and accurate information to athlete support personnel to help them understand the importance of doping free sport and empower them to help their athletes make informed and responsible decisions so they do not misuse Prohibited Substances or Prohibited Methods.
4. Promote a culture of drug-free sport within and beyond the organisation by reinforcing the message that everyone in the Athletics community has a role to play in preventing doping in sport.
5. Raise awareness of UKA's Clean Athletics education programme and effectively deliver key messages through a range of communication channels, including social media.
6. Lead, support and collaborate with others in the development of Clean Athletics initiatives particularly those initiatives identifying evidence-based approaches.

The Operational Plan section of this document, combined with a separate Annual Implementation Plan, set out how these Objectives will be achieved.

TARGET GROUPS

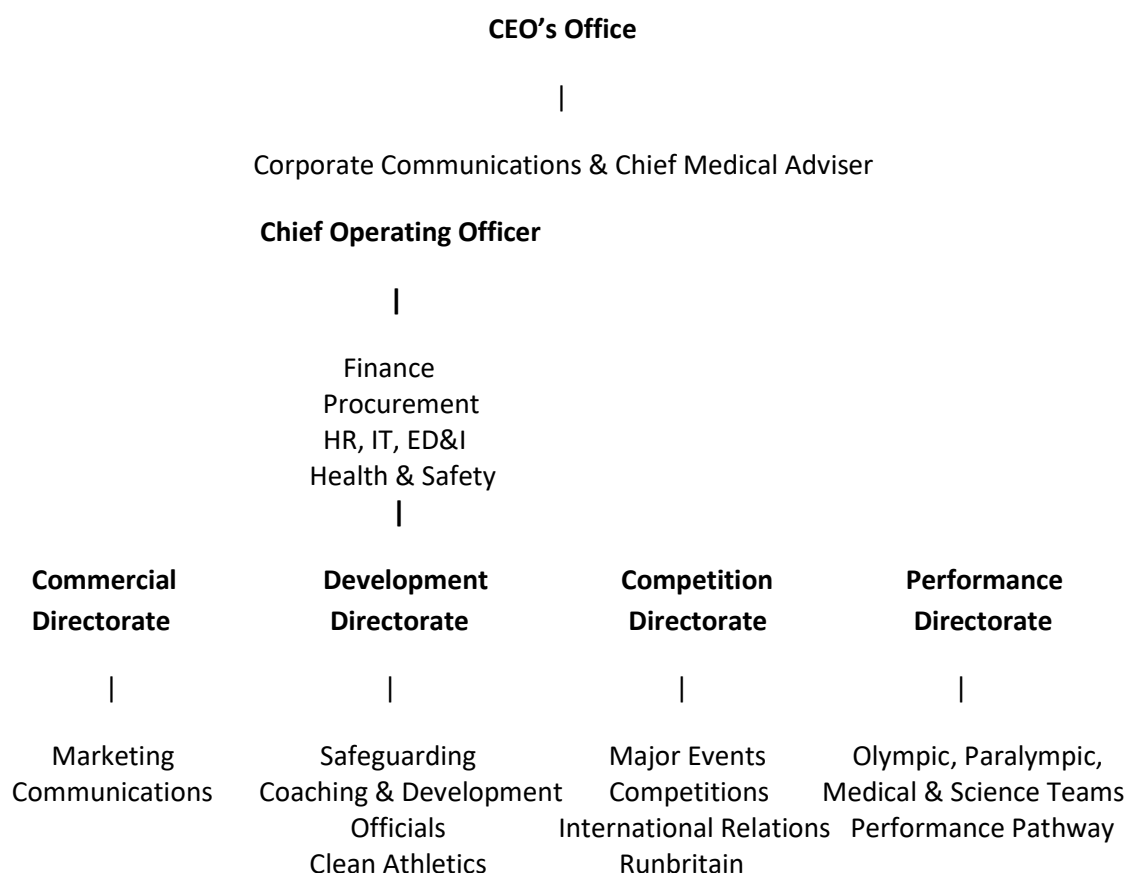
UKA is committed to providing all members of the athletic community with access to Clean Athletics education and resources. However, the education strategy outlined will deliver programmes specifically targeting the following groups:



WADA has identified some mandatory education topics for athletes. In the table below, we outline the way in which we will meet those requirements by each Mandatory Group.

TOPICS	Mandatory Groups					
	Testing Pool Athletes	WCP Funded Athletes	Futures Athletes	Major Games Athletes	Employed Athlete Support Personnel	Team Athlete Support Personnel
Principles and values associated with clean sport	Understand	Understand	Understand	Understand	Understand	Understand
Athletes, Athlete Support Personnel's and other groups rights and responsibilities under the code	Understand	Understand	Understand	Understand	Understand	Understand
The principle of Strict Liability	Understand	Understand	Understand	Understand	Understand	Understand
Consequences of doping (physical, mental health, social and economic and sanctions)	Understand	Understand	Aware of	Understand	Understand	Understand
Anti-doping rule violations	Understand	Understand	Understand	Understand	Understand	Understand
Substances and Methods on the Prohibited List	Understand	Understand	Aware of	Understand	Understand	Understand
Risks of supplement use	Understand	Understand	Understand	Understand	Understand	Understand
Use of medications and Therapeutic Use Exemptions	Understand	Understand	Understand	Understand	Understand	Understand
Testing procedures (urine, blood and the Athlete Biological Passport)	Be capable of doing	Be capable of doing	Be capable of doing	Be capable of doing	Understand	Understand
Requirements of the Registered Testing Pool, including whereabouts and the use of ADAMS	Be capable of doing	Aware of	Aware of	Be capable of doing	Understand	Understand
Speaking up to share concerns about doping	Be capable of doing	Be capable of doing	Be capable of doing	Be capable of doing	Be capable of doing	Be capable of doing

UKA STRUCTURE



UKA AND THE HOME COUNTRIES

UK Athletics (UKA) is the national governing body for the sport of athletics in the United Kingdom of Great Britain and Northern Ireland. It is responsible for several high-level functions, including the provision of world class performance athletics such as GB & NI international teams, rules and regulations for UK competition, licensing for coaches, competitions, officials and tracks, welfare and safeguarding, anti-doping and broadcasted events. UKA works in partnership with the Home Countries (Athletics Northern Ireland, England Athletics, Scottish Athletics and Welsh Athletics). The Home Countries are responsible for affiliation and membership, domestic competition opportunities, grass roots running and athletics and development of talent pathways for athletes.

UKA has responsibility for GB & NI Teams whilst the Home Countries have responsibility for their own National Teams right up to the Commonwealth level. There is considerable crossover here as athletes will represent their Home Country and GB & NI in the same period.

The Home Countries, in their Implementation Plans, will identify additional groups of Athletes and Support Personnel who they oversee and support. These Groups will be different from, and additional to, the Target Groups identified in this document. They will be unique to each Home Country, and they will identify how they will implement messaging,

support, and education to those groups. They will further identify how they will both evidence and measure progress against the objective that they set.

In terms of the UKAD Major Games Plan UKA has the responsibility to facilitate the education of athletes nominated for Olympic selection whilst the Home Countries have responsibility when it comes to the Commonwealth Games.

WHAT ELSE WILL WE DO?

TUE INFORMATION

Updates to the TUE process will be shared directly (email) with all Funded and Testing Pool athletes and employed Athlete Support Personnel (ASP). Additionally, this information will be highlighted on the website and using social media. We commit to do this annually.

PROHIBITED LIST UPDATES

Any updates to the WADA Prohibited List, specifically the annual January 1st update, will be shared with the sport. Funded athletes, Testing Pool Athletes and Employed ASP will be contacted directly with details of the updated information and links to appropriate resources. The website will also carry details of the update and social media will be utilised to increase the reach of this messaging. We commit to do this annually.

CODE UPDATE

Updates to the World Anti-Doping Code and the International Standards will be communicated directly to Funded athletes, athletes selected for Teams, Testing Pool athletes and employed ASP. This will be done by a combination of face-to-face sessions and direct communication (email). Additionally, we will use the website and social media channels to inform the wider sport of these changes. We commit to do this annually.

TUE Information, Prohibited List updates and Code Update information will also be shared and promoted to the Home Country Governing Bodies. We commit to do this annually.

ATHLETES RETURNING TO SPORT FOLLOWING A SANCTION

We maintain contact with athletes who are serving a period of ineligibility from the sport throughout their sanction. We contact them at the midpoint of their sanction and when they are six months from the end of their period of ineligibility. We highlight changes to the anti-doping rules and offer to meet with them to address any concerns and to ensure that their knowledge is current. We also ensure that they are offered the UKAD bespoke education package for athletes returning from a sanction.

TEAM MEMBERS

In addition to the specific education received by Funded athletes, Testing Pool Athletes and those covered by the UKAD Major Games Policy, we will ensure that those selected for other representative GB & NI Teams receive current, appropriate, Anti-Doping information prior to their departure for competition. The groups targeted for Education are clearly not exhaustive. We will use the Clean Athletics section of the website as a resource for those outside of the groups, to be able to access current information.

SWOT ANALYSIS

STRENGTHS

Dedicated full time Clean Athletics Team (2 people)

Established Educator workforce (8 people)

Free (UKA) Coach Education Module

Collaboration with Home Countries to achieve objectives

WEAKNESSES

Huge number of athletes

Mandatory education sessions by European and World Athletics

Ineffective use of digital channels

OPPORTUNITIES

Support and buy-in from the Board and Senior Management

Make use of free resources from partners (UKAD)

Gain equivalency for programmes such as “I Run Clean”

Expand Educator Network

Work with the Home Countries to extend reach

THREATS

Education fatigue from athletes

Lack of communication leading to missed opportunities

Difficulty in identifying those below the Elite level

Difficulty in mandating attendance at sessions by unfunded athletes (vast majority of athletes)

Very long Long Lists

Late Selection sport for Major Events leads to last minute education

OUR APPROACH

The Clean Athletics approach will continue to engage athletes and their support personnel using the following methods.

- One-to-one ADAMS whereabouts induction
- Regular presence of the Clean Athletics Team at training venues
- Major Games specific education
- Education offered to athletes new to funding
- Support and advice provided around the whereabouts submission deadlines
- Education provided to Squads and Teams
- Outreach at events

- Identifying and offering education to athletes who are not yet funded, but who are likely to encounter the testing process.
- Using Senior, experienced athletes in the delivery of education sessions
- Integrating positive role models in media message campaigns and in promoting a positive “competing clean” culture.
- Encourage the inclusion of Clean Athletics information on competition entry forms
- Delivering key Clean Athletics messages at competitions, in warm-up areas and at training venues using visual displays and announcements.

The UKA Athlete Commission will review these methods on an ongoing basis and to provide suggestions as to future practice

OPERATIONAL PLAN

In order to achieve the objectives, set out on page 6 UKA will undertake the following actions:

DELIVER A MINIMUM OF FOUR OUTREACH ZONES ANNUALLY

To provide Clean Athletics information to young athletes, their support personnel and families, UKA commits to delivering - in collaboration with UKAD - 100% me at the following events:

1. Indoor Age Group Championships (Under 15, Under 17 & Under 20)
2. Cross Country Event
3. Schools Track and Field Championships
4. British Senior Championships

In addition to the already familiar Outreach Zones, UKA will commit to use other media within these events to promote key Clean Athletics messages. These messages will be delivered via event programmes, scoreboards, advertising boards, social media, and Stadium announcements.

DEVELOP A NETWORK OF CLEAN ATHLETICS EDUCATORS

The Clean Athletics team at UKA will develop a UK-wide Network of Educators

5. A minimum of 8 Educators will be included in the Network. Each Educator will be required to remain an accredited UKAD Educator to remain an active member of the Network.

The Network will provide both Outreach and Education sessions at events highlighted previously and in formal sessions (for example, Major Games Education Sessions, etc.)

6. Each Educator will be required to run at least one event per year.

Educators will be expected to feedback common themes or queries to the UKA Clean Athletics department to identify areas of the education strategy that need to be developed to meet these needs.

FACE-TO-FACE SUPPORT FOR ELITE ATHLETES

British members of the International Registered Testing Pool (IRTP), National Registered Testing Pool (NRTP) and Domestic Testing Pool (DTP) athletes will have the opportunity to meet with the Clean Athletics at least once annually to provide them with the most up-to-date Clean Athletics information and to offer advice on how this affects them. This will allow those competing at the highest level to remain current in their knowledge of the Anti-Doping regulations, their rights, and their responsibilities. They will also form the Education Programme cohort.

All athletes newly in receipt of funding from UKA, and who are not members of the NRTP, will be invited to attend a compulsory Clean Athletics education session which will include how to check the status of medication, the sample collection process, an overview of the whereabouts system and information on the UKA Supplements Policy.

On average, at least once per week, the Clean Athletics Support and Education Officer will be available at the National Performance Institute at Loughborough University to offer support, advice and information to athletes, their support personnel and their coaches.

7. We will ensure that all IRTP, NRTP and DTP athletes will complete Clean Sport education sessions at least once every two years.
8. All newly funded athletes receive an “introduction to Clean Athletics” session.
9. Clean Athletics to have weekly presence at NPI.
10. All funded athletes to be advised to download the Clean Sport App and those not in a Testing Pool will receive a compliant Education session at least once every two years.
11. “Futures” athletes will receive a compliant Clean Sport education session at least once every two years.
12. Athletes selected for “Major Competitions” who have not received Clean Sport education aligned to the UKAD Major Games Programme will be required to complete formal, values based Clean Sport education in line with the agreed UKAD, BOA, BPA and Home Country Commonwealth Games Associations
13. We will encourage all athletes and support personnel to complete UKAD online education, appropriate to their role, via our website and social media channels at least twice per annum.
14. All athletes selected to represent Great Britain & Northern Ireland in events not classified as “Major Competitions” will be provided with an Information email highlighting Medication Checking, the UKA Supplement Policy and the Sample Collection process.

WHEREABOUTS SUPPORT

The UKA Clean Athletics Team will offer all newly identified testing pool members a one-to-one induction session for the ADAMS online whereabouts system. Support personnel and family members of athletes identified to be included as new members of the NRTP or DTP will be recommended to attend the induction meeting alongside their athlete and advised of the Clean Sport App. At least one day per week, the Clean Athletics Team will be present at the National Performance Institute at Loughborough University to offer support, advice, and information to athletes. Event group meetings and squad weekends will be offered the opportunity to include input from the Clean Athletics team to enhance the knowledge of attendees.

15. Face-to-face ADAMS inductions to all new testing pool athletes with the recommendation to include support personnel or family.
16. Clean Athletics to have a minimum of a weekly presence at NPI.
17. Each quarter, prior to the submission deadline for whereabouts, all members of the IRTP, NRTP and DTP will have their entries monitored and will be offered reminders and assistance to meet their obligations, in line with the agreed Standard Athlete Support Plan.

COACH EDUCATION

The Clean Athletics team at UKA will continue to advocate that the Clean Athletics education module within the formal coach education qualification pathway be made mandatory for all coaches.

The Clean Athletics Coach Education Module, including videos, will be placed on the Coach Education website. This site is accessible to all UK registered coaches free of charge.

UKA STAFF TRAINING

Each year, in addition to the induction education received by all new members of staff, at least 25% of staff employed by UKA and the Home Nations will be given Clean Athletics awareness training. This will allow staff members to keep their knowledge current and to allow the organisation to develop and maintain a knowledge-based Clean Athletics culture.

18. 25% of employed staff to receive Clean Athletics awareness training annually.
19. We will ensure that Team Staff receive education to enhance the availability of information for athletes and to promote and enhance the Clean Athletics culture within UKA. Those Team Staff who are required to complete Coaching or Introduction to Clean Sport training will have this monitored by the Clean Athletics Department.

CLEAN ATHLETICS INFORMATION

Maintain an up-to-date and accessible Clean Athletics section of the UKA website. For athletes to have a dedicated Clean Athletics Education contact within UKA, currently.

David Walsh (Clean Athletics Manager)

M: 07841 504310

E: dwalsh@cleanathletics.org.uk

20. Maintain an up-to-date and accessible Clean Athletics section of the UKA website (www.britishathletics.org.uk/cleanathletics/#)
21. Provide all Funded, National TUE Pool athletes, Support Personnel, and the general Athlete population with updates on TUE information, the Prohibited List and WAD Code changes.

ATHLETES RETURNING FROM A SANCTION

22. Maintain contact with athletes whilst they are serving a sanction. Offer contact, education on the current Rules and updates on the Prohibited List, TUE requirements and the WAD Code at regular intervals.

RESOURCES

UKA will make use of several available resources to inform athletes, coaches, parents and support personnel of their Clean Athletics Rights and Responsibilities. These resources will include.

- Clean Athletics branded promotional items
- Clean Athletics single message flyers
- Clean Athletics section of the UKA website (www.britishathletics.org.uk/cleanathletics)
- United Kingdom Athletics Social Media accounts
- Clean Athletics Coach Education Module
- Clean Athletics Supplement Policy material
- Global DRO promotional material
- Sample Collection Procedure Leaflets
- UKAD website (www.ukad.org.uk)
- Protect Your Sport promotional material
- "100% me" branded promotional goods
- UKAD Clean Sport App
- UKAD Introduction to Clean Sport resource

UKAD Coach Clean resource

UKAD Online Athlete resource

UKAD Educator training

WADA Coach True resource

KEY MESSAGES

UKA will ensure that the following key messages are included in delivery of education to all stakeholders.

Being “clean” is something to be proud of

Regularly check the Clean Athletics section of the British Athletics website for your sport’s latest information (www.britishathletics.org.uk/cleanathletics/#)

Check, and regularly recheck, your medication at Globaldro.com

Before using a supplement implement the Clean Athletics Supplement Policy guidance

Keeping our sport clean is everyone’s responsibility

MONITORING AND EVALUATION

In the month of December each year, a review will be conducted to identify the progress made against the 22 numbered objectives. A report will be compiled to show where these objectives have been achieved, where further progress against them is required and where objectives may need to be redefined to make them more effective.

UKA will ensure that this material is stored securely and will ensure that full compliance is evidenced. This information will be made available to UKAD upon request. Attendance registers relating to the Major Games Policy will be shared with UKAD as it becomes available.

As an organisation, we are continually examining how we monitor and evaluate both our performance against targets, and the continued relevance of those targets. We welcome and encourage ideas and suggestions from all stakeholders as to how we can improve both the reach and buy-in of the Clean Athletics message and these should be directed to the Clean Athletics Manager (contact details on page 11 of this document) in the first instance.

RESEARCH

Within this Strategy reference is made to, and importance placed upon, the delivery of evidence-based approaches. Currently the availability and breadth of this evidence is limited, and we recognise that we must play our part in addressing this. We welcome and encourage approaches from Researchers and have developed a Policy document to assist in the identification of appropriate Studies. This document is available to Researchers on request and serves to outline the type of research that we are looking to become involved with and to give guidance on what assistance and access we can provide. In recent years links have been developed with Researchers from Leeds Beckett, Birmingham, Canterbury Christchurch and Liverpool John Moores Universities.

David Walsh, UKA Clean Athletics Manager

January 2023