



Education Strategy

2018-2022

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THE LANDSCAPE

Within our sport there are many 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.

The previous Strategy has been delivered, and this Strategy developed, during a period of increased focus and interest in the Global Anti-Doping fight. This period has seen the German broadcasters, ARD, report into alleged Russian Doping practice and the publication of both the Pound and McLaren reports.

Over recent years we as a department have been conscious of the negative perception of the Anti-Doping language and identity and have considered how we can best address this. 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 Strategy 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. In recent years, the Athlete Academy in Sporting Excellence (AASE) qualification has grown into a large programme within mainland Great Britain. This provides an opportunity to identify and inform talented young athletes of their Clean Athletics rights, responsibilities and provide them with relevant and up-to-date information. The Home Countries will continue to have a big part to play in the

identification of athletes in need of information and education and we will also look to the Policy and Support Team 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. In an effort to continue the work towards this goal, this document will outline the approach that UKA will be undertaking over the next four 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 in an effort 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.

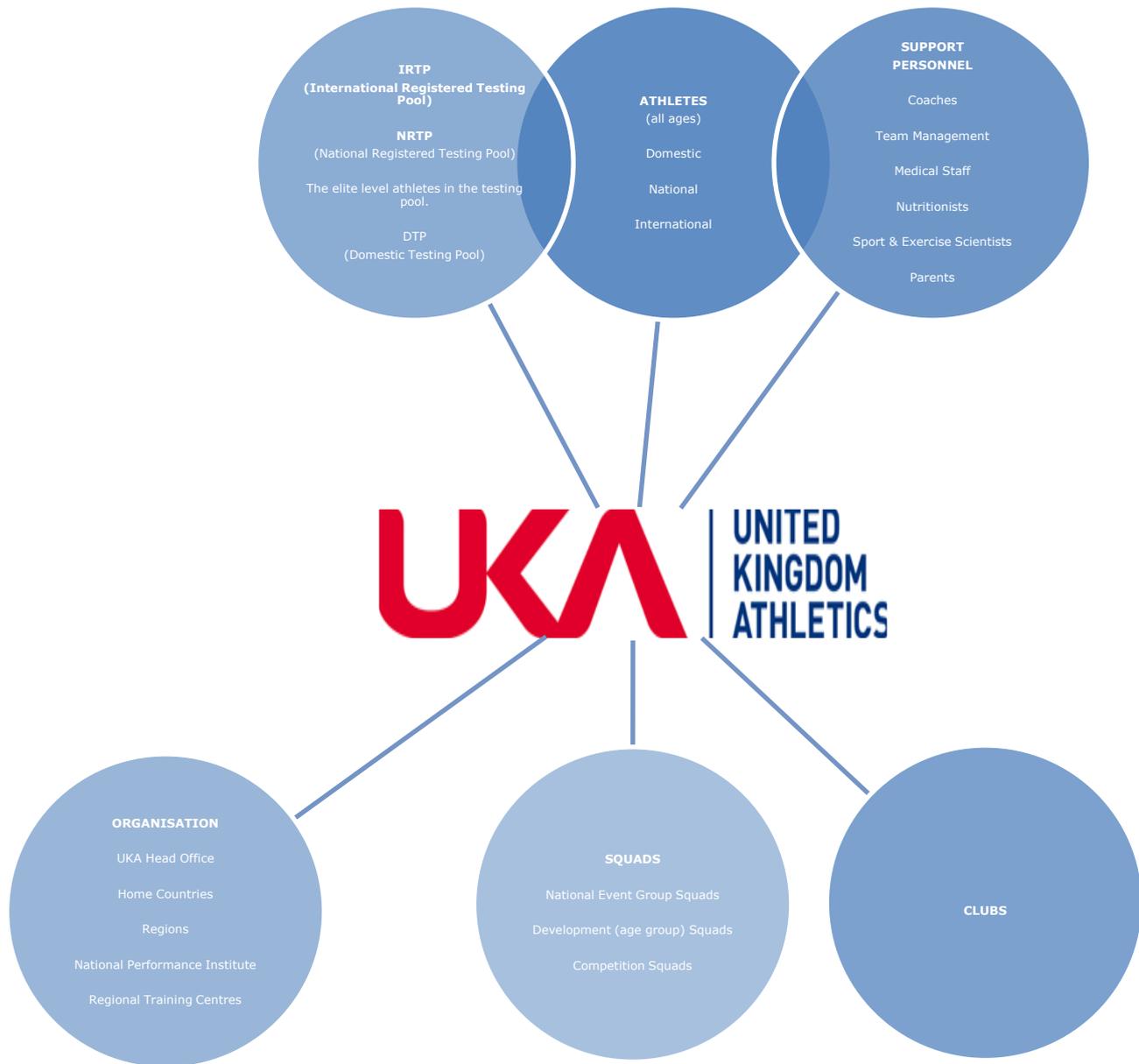
OBJECTIVES

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.

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:



REVIEW AND STAKEHOLDER CONSULTATION

The previous Strategy was reviewed annually and reports on progress against its targets have been presented to the Policy and Support Team. In addition, the views of athletes, coaches and support personnel have been sought to inform the development of the 2018-2022 Strategy.

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 Education Coordinator 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 come into contact with the testing process, particularly those high performing Under 17 Age Group athletes invited to participate in the AASE programme.
- 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 through the use of visual displays and announcements.

The Clean Athletics Athlete Sub-Group will be invited to 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. Schools Cross Country Championships
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. In 2018 a minimum of 8 Educators will be included in the Network. Each Educator will be required to remain an accredited UKAD Educator in order 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, the AASE programme, 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 in order to identify areas of the education strategy that need to be developed in order 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 Education Co-ordinator at least once annually in order 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.

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 Education Co-ordinator 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. All IRTP, NRTP and DTP athletes to be offered annual 1-2-1 Clean Athletics education sessions
8. All newly funded athletes receive an “introduction to Clean Athletics” session
9. Clean Athletics Education Co-ordinator to have weekly presence at NPI
10. All funded athletes to be advised to download the Clean Sport App
11. “Futures” athletes will be offered a Clean Athletics education session at their annual meeting
12. Athletes selected for “Major Competitions” who have not received Clean Sport education aligned to the UKAD Major Games Programme will be required to attend formal Clean Sport education in line with the agreed UKAD, BOA, BPA and Home Country Commonwealth Games Associations
13. Delivery of Clean Athletics sessions within the AASE programme
14. All athletes selected to represent Great Britain & Northern Ireland in events not classified as “Major Competitions” and who have either not attended a formal Clean Athletics Education Session or received an Information email in the previous 6 months, 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 Education Co-ordinator will be present at the National Performance Institute at Loughborough University in order 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 in order 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 Education Co-ordinator 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 in order 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 UCOACH and ULearn websites. 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. Team Staff will be offered education in order 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 Advisor 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 Education Coordinator)

T: 0121 7138481

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/#)

RESOURCES

UKA will make use of a number of available resources in order 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)
- British Athletics Social Media accounts
- UCOACH website
- Ulearn website
- Clean Athletics Coach Education Module
- Clean Athletics Supplement Policy material
- Global DRO promotional material
- Sample Collection Procedure Leaflets
- UKAD website (www.ukad.org.uk)
- Report Doping in Sport promotional material
- “100% me” branded promotional goods
- UKAD Clean Sport App
- UKAD Advisor training
- 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 March for each year of this policy, a review will be conducted to identify the progress made against the 20 numbered objectives. A report will be compiled and made available to show where these objectives have been achieved, where further progress against them is required and where objectives may need to be redefined in order to make them more effective.

The report will be presented during the April meeting of the UKA Clean Athletics Policy and Support Team.

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 of our 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 Education Coordinator (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 very 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 are able to provide. In recent years links have been developed with Researchers from Leeds Beckett, Birmingham, Canterbury Christchurch and Liverpool John Moores Universities.

CLEAN ATHLETICS POLICY AND SUPPORT TEAM

UKA recognises that when developing and managing a Clean Athletics programme it is necessary to consider many different aspects. For example, there is the medical aspect of prohibited substances and methods, the legal issues when dealing with results management and the education expertise needed to develop resources which inform and support athletes, to name just three.

The Clean Athletics Policy and Support Team (PST) brings together, on a voluntary basis, individuals who possess expertise in different areas of anti-doping, and who have a desire to ensure that our Clean Athletics systems are as effective and efficient as possible. The aim of the PST is to support the UKA Clean Athletics team by providing a forum where ideas can be generated and discussed and problems identified and resolved. The PST provides a pool of experts



who can work together to ensure that the Clean Athletics Department performs to the highest standard, on behalf of our sport.

The current membership of the Clean Athletics PST includes legal experts, a qualified doctor, a university lecturer, an athlete representative and representatives of the Home Countries and of UKAD. Athletes are central to our sport and the PST has had a history of consulting directly with athletes and inviting athletes to attend and participate in the meetings. In 2016 the Clean Athletics Athlete Sub-Group met for the first time. Twelve Athletes, chaired by the PST Athlete Representative will meet twice yearly in order to review content from the PST meetings and to consider items of interest for it.

The PST meets three times a year and the members of the PST give their time voluntarily. Any ideas or suggestions that you would like to be submitted to the PST for consideration at one of their meetings are most welcome. These should be submitted to me using the contact details on page 11 of this document or in writing to; Athletics House, Alexander Stadium, Walsall Road, Perry Barr, Birmingham, B42 2BE

David Walsh, UKA Clean Athletics Education Coordinator

January 2018