

Understanding (non-)adherence to the World Anti-Doping Code in Athletics: Building capacity and amplifying voices in Ethiopia and Kenya

Researcher: Laurie Patterson

Tier: 2

The Athletics Integrity Unit (AIU) have identified Ethiopia and Kenya as "Category A" nations. This means they have been deemed by the AIU to present the highest doping risk to the sport. As such, the AIU has been seeking to understand the "Doping Crisis" in African Athletics. The current project aims to aid them in this mission by investigating (non-)adherence to the World Anti-Doping Code (WADC) in Kenya and Ethiopia through a systematic consideration of the lived experience of athletes, athlete support personnel (ASP) and anti-doping/sporting organisation staff. By amplifying African voices in track and field and road running, this project will offer unique insights into geographical regions that are under-served in anti-doping research. In turn, these insights will provide a much-needed evidence base to inform anti-doping programmes in these contexts.

The project is underpinned by an established theoretical framework that has informed other successful clean sport projects (e.g., Patterson et al., 2018; Erasmus+ Clean Sport Alliance RESPECT and RESPECT-P). Specifically, the Behaviour Change Wheel (BCW) and the Capability, Opportunity, Motivation Model of Behaviour (COM-B) (Michie et al., 2014; Michie et al., 2011) will guide a step-by-step process of understanding behaviours and behavioural determinants that are affecting (non-)adherence to the WADC in Ethiopian and Kenyan athletics. There is an urgent need to understand and define the problem of doping in Kenya and Ethiopia in behavioural terms. Therefore, this two-year project will utilise multiple methods, including desk-based sanction analysis, focus groups with athletes and ASP, and a Delphi online survey process across the Athletics community. The specific research questions are:

- What behaviour(s) are Ethiopian and Kenyan athletes and ASP undertaking, or not undertaking, that are contributing to (non-)adherence to the World Anti-Doping Code (WADC)?
- Amongst the behaviours identified as impacting (non-)adherence to the WADC, which should be prioritised for future intervention?
- To impact upon the priority behaviour(s), what and who needs to change? (i.e., what are the factors influencing the priority behaviour(s)?)

The Athletics Integrity Unit (AIU) wish to enhance their understanding of Kenyan and Ethiopian contexts to inform their actions (i.e., changes to policy, programmes, practice). There is an absence of quality research work in these two countries, barring some sporadic efforts disconnected from practitioners. Therefore, the project will make a significant and original contribution to the field. Importantly, the impact of this work will be realised in real time through the collaborative and participatory nature of the research, which enables

programme/policy development through the lifecycle of the project. The transdisciplinary project team involves three anti-doping organisations (Athletics Integrity Unit (AIU), Anti-Doping Agency of Kenya (ADAK) and the Ethiopian Anti-Doping Organisation (ETH-NADO)) and three universities (Addis Ababa University (Ethiopia), the University of Nairobi (Kenya) and Leeds Beckett University (UK)). Building researcher capability in Africa through research training and mentoring is an important aim of this project, which is in line with WADA's Strategic Plan and focus on capacity building within the anti-doping community.