



**WORLD CONFERENCE
ON DOPING IN SPORT**
KATOWICE 2019 | 5-7 NOVEMBER

SESSION #10

International Standard for Education

Karri Dawson

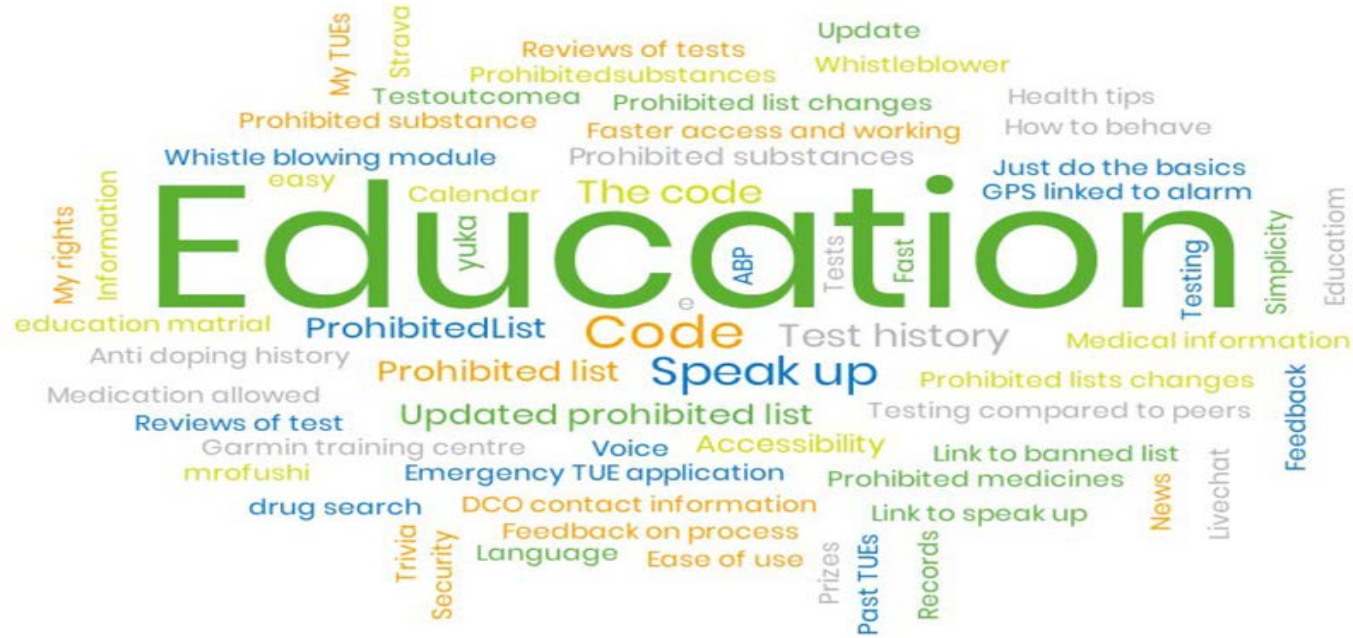




Education
is the most powerful weapon
which you can use to
change the world.

- Nelson Mandela

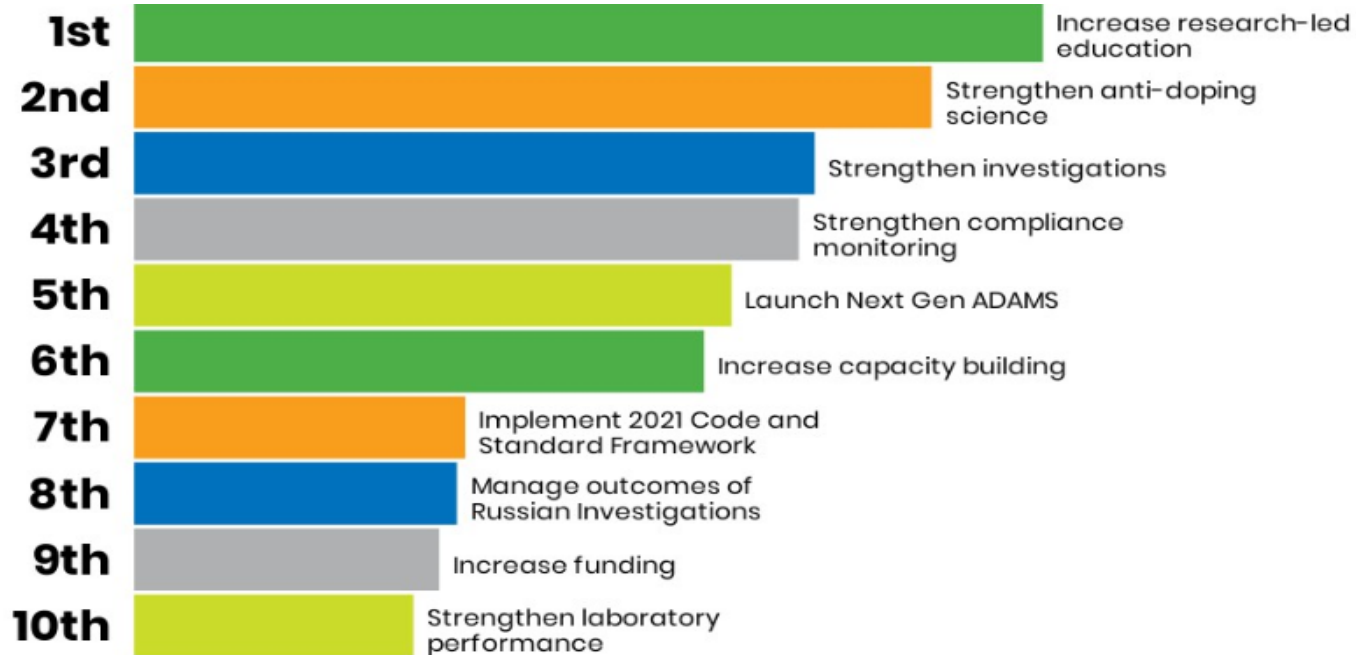
What do athletes want from Anti-Doping?



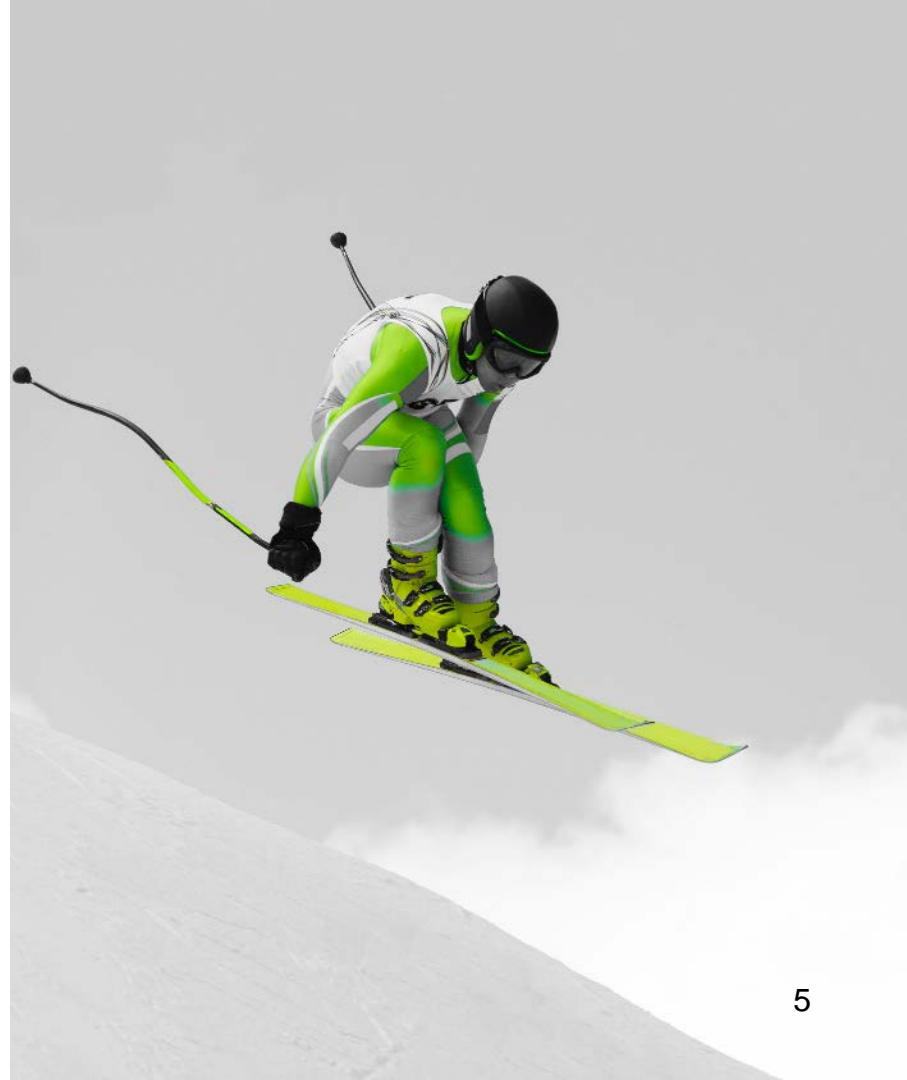
'If you could access other information via ADAMS, what would it be?'

Mentimeter Poll, WADA Athlete Forum, June 2018 3

What WADA priorities do ADOs believe will most positively impact global anti-doping?



Challenges



What is the Purpose of the ISE?

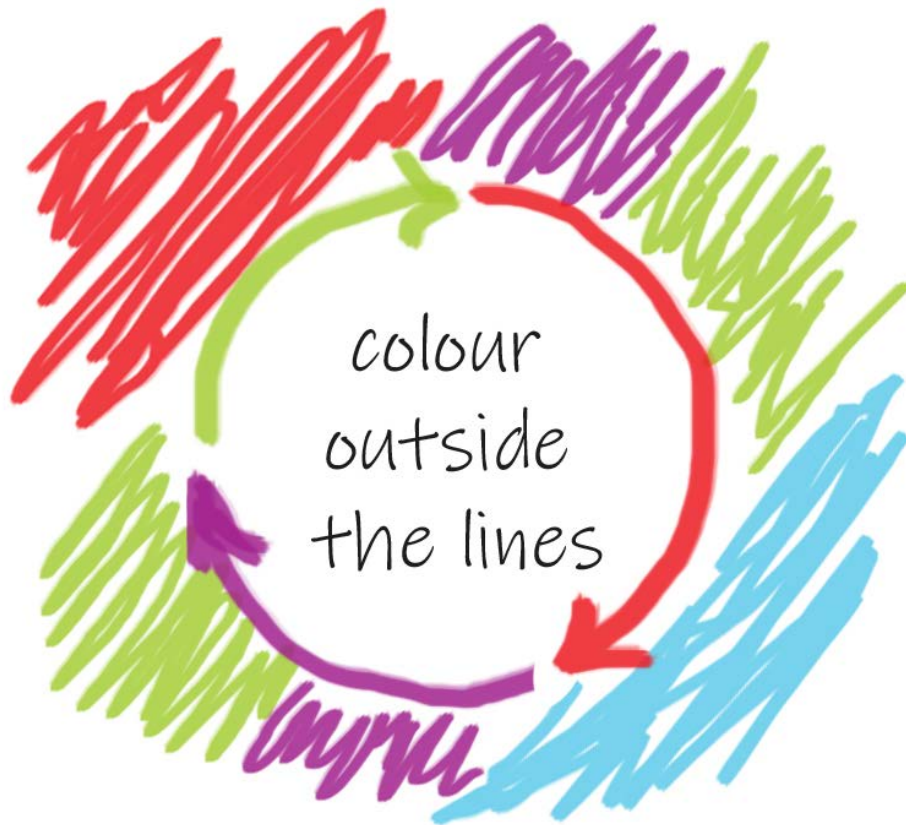


- help preserve the spirit of sport
- help foster a clean sport environment
- support athletes who wish to compete clean

Guiding Principles

- Education first
- Majority of athletes are clean
- Positive language & messaging
- Clarity on what is mandatory
- Streamline efforts
- Not one size fits all







International Standard for Education

Objectives of the ISE



- Support the planning, implementation, monitoring and evaluation of effective education programs
- Provide definitions of terminology in the education field and provide clarity on roles and responsibilities for all Signatories
- Help Signatories maximize the use of their resources

*What processes
need to be followed?*

*What does that mean?
Who needs to do what?*

*Who is the target audience?
How can we avoid duplication?*

Sections of the ISE



- #1 : Introduction, Code Provisions and Definitions
- #2 : Standards for Education
- #3 : Roles & Responsibilities, Cooperation & Accountability of Signatories

Section 1:

The process of learning to instill values and develop behaviors that foster and protect the spirit of sport, and to prevent intentional and unintentional doping.

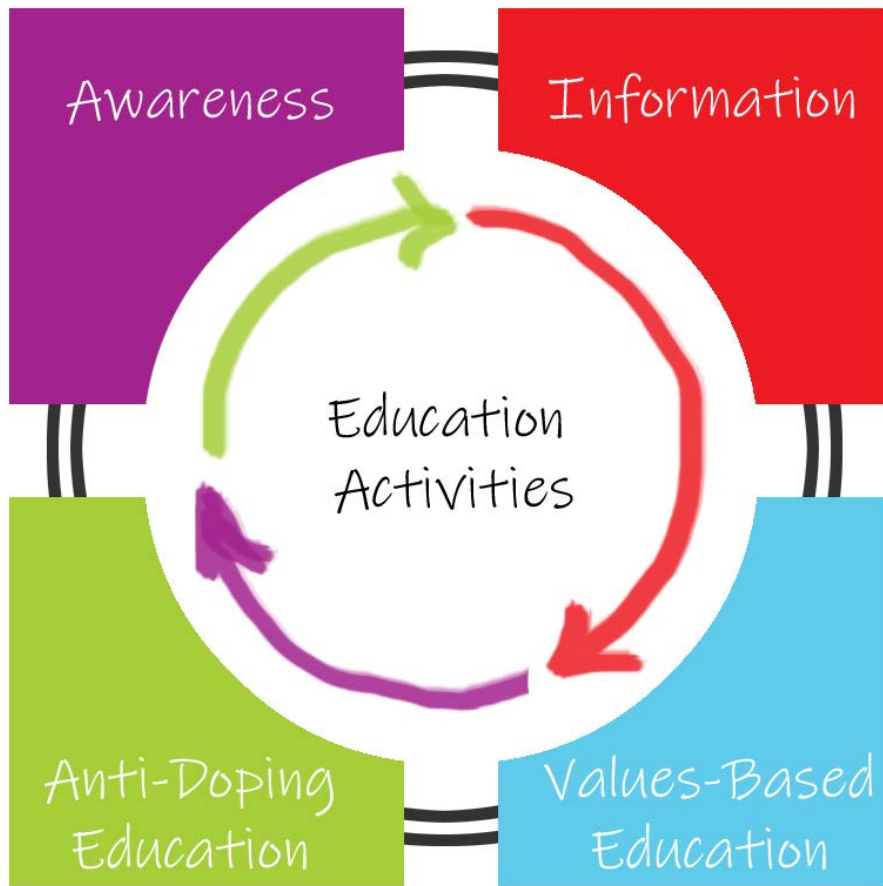


Section 2: What Signatories have to do

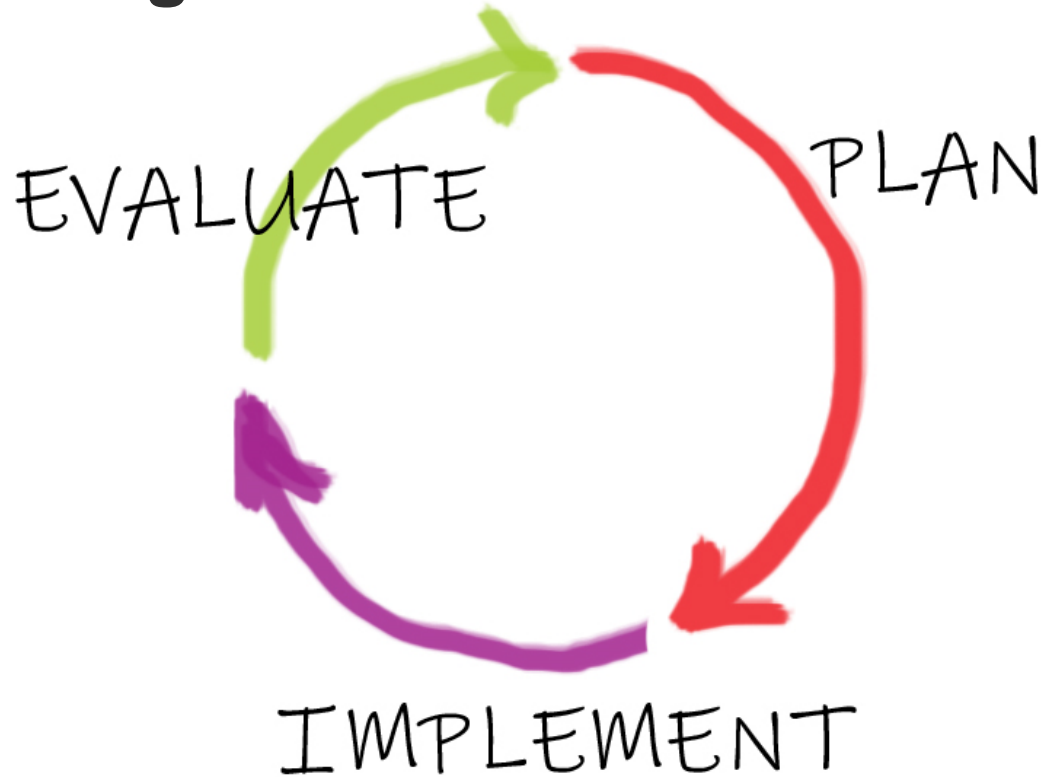


Education Program Considerations

- Recognize cultural and sport contexts and the needs of the learners
- Ensure all activities are complementary, underpinned by values, and foster and protect the spirit of sport
- Have a clear vision for the Education Program that informs the objectives set out in the Education Plan



Education Programs

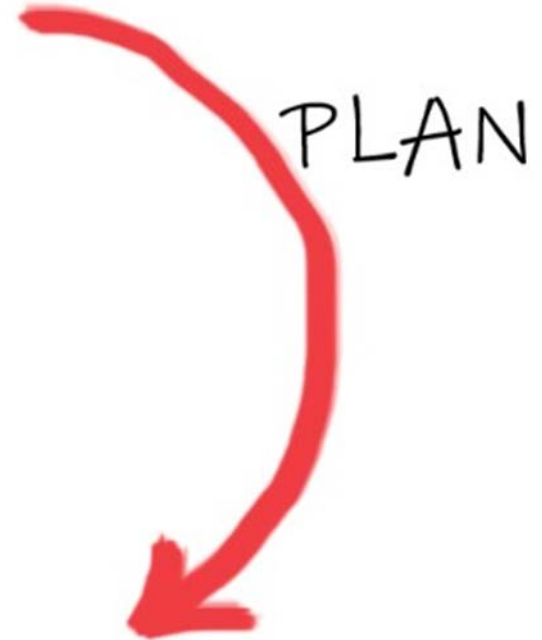


Planning Education Programs



- assess the **current situation**
- establish an **Education Pool**
- set clear **objectives** for activities
- **monitor** procedures

Write it down!





Implementing Education Programs

Signatories shall:

- include topics outlined in Article 18.2 of the Code
- identify learning objectives for each target group
- tailor Education for learners with impairments or specific needs

Signatories should:

- focus on values-based education
- include Athletes in the planning, development and delivery



Evaluating Education Programs

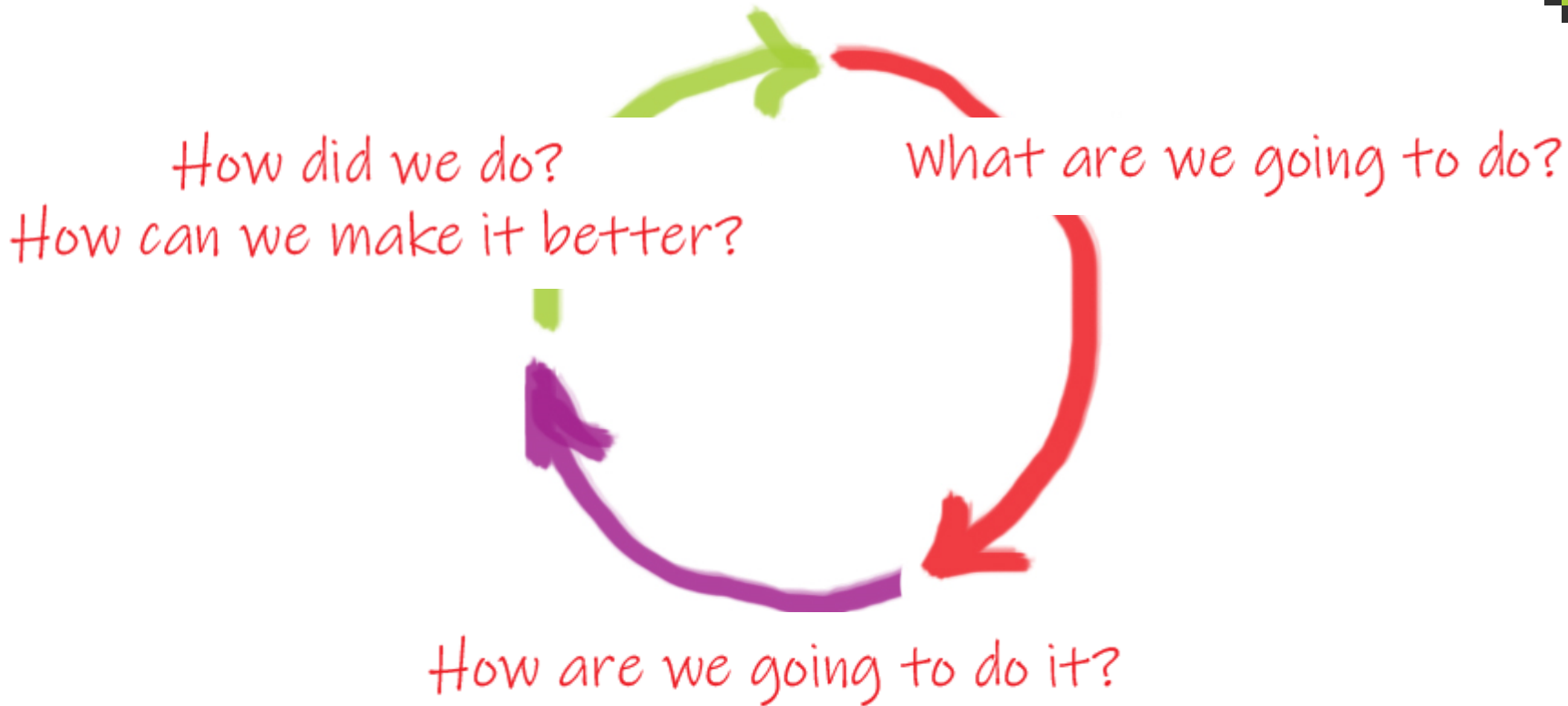


- annually
- evaluation information and monitoring data should inform future work
- are objectives being met?

EVALUATE



- ideally in partnership with academics or research institutions
- available upon request



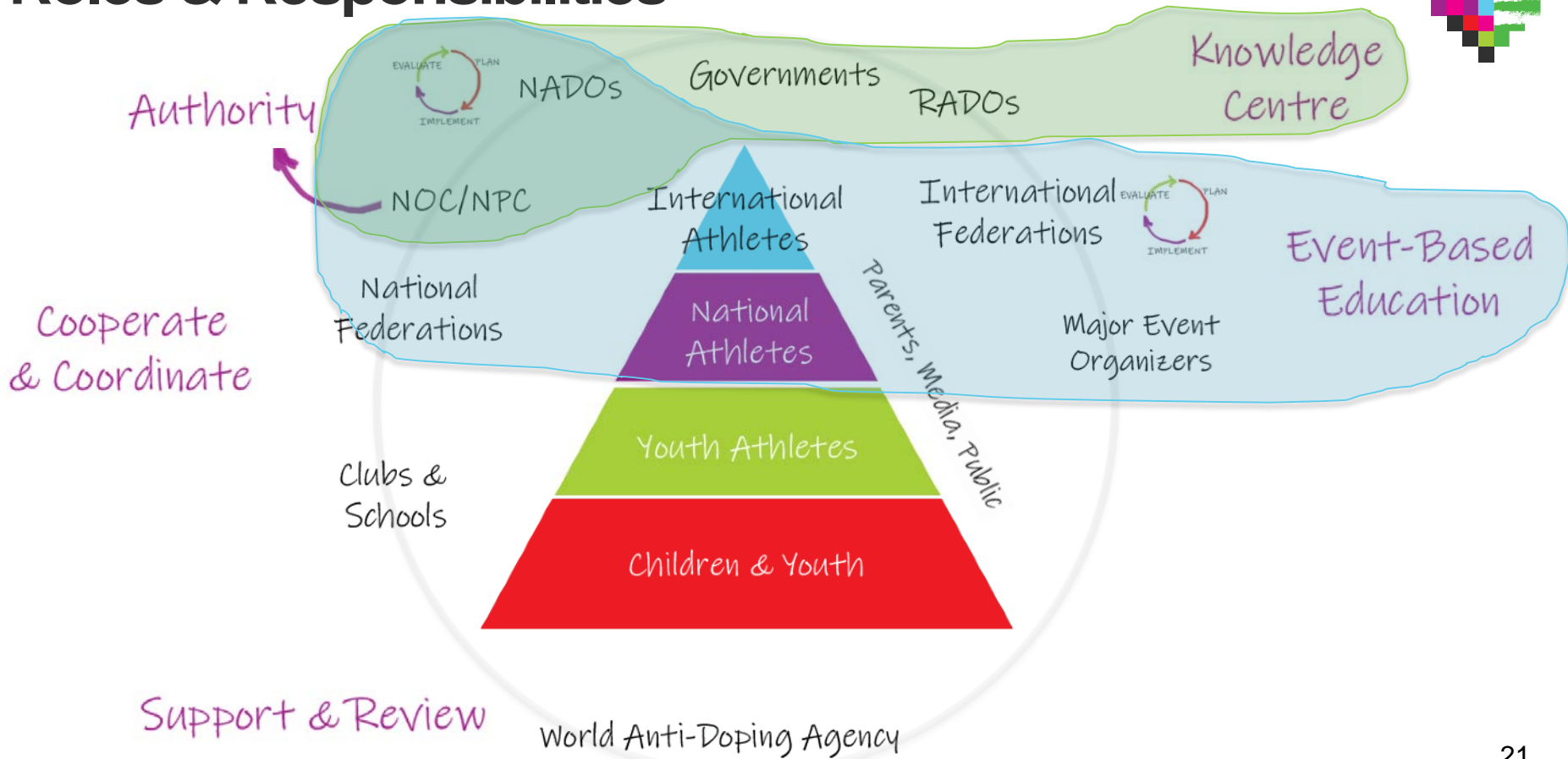
Section 3: Who does what?



Objectives

- provide clarity on responsibilities
- outline how cooperation can minimize duplication and maximize efforts
- summarize accountability of ISE requirements

Roles & Responsibilities



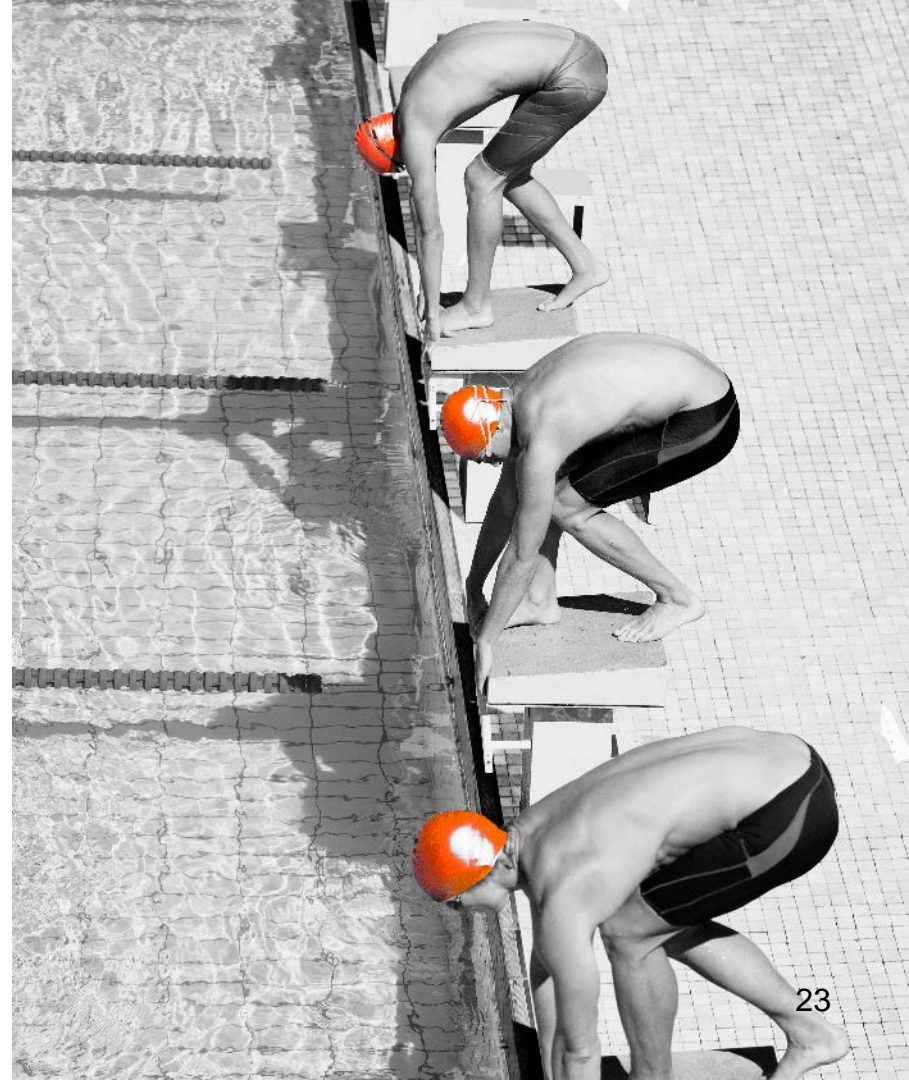
Cooperation & Recognition



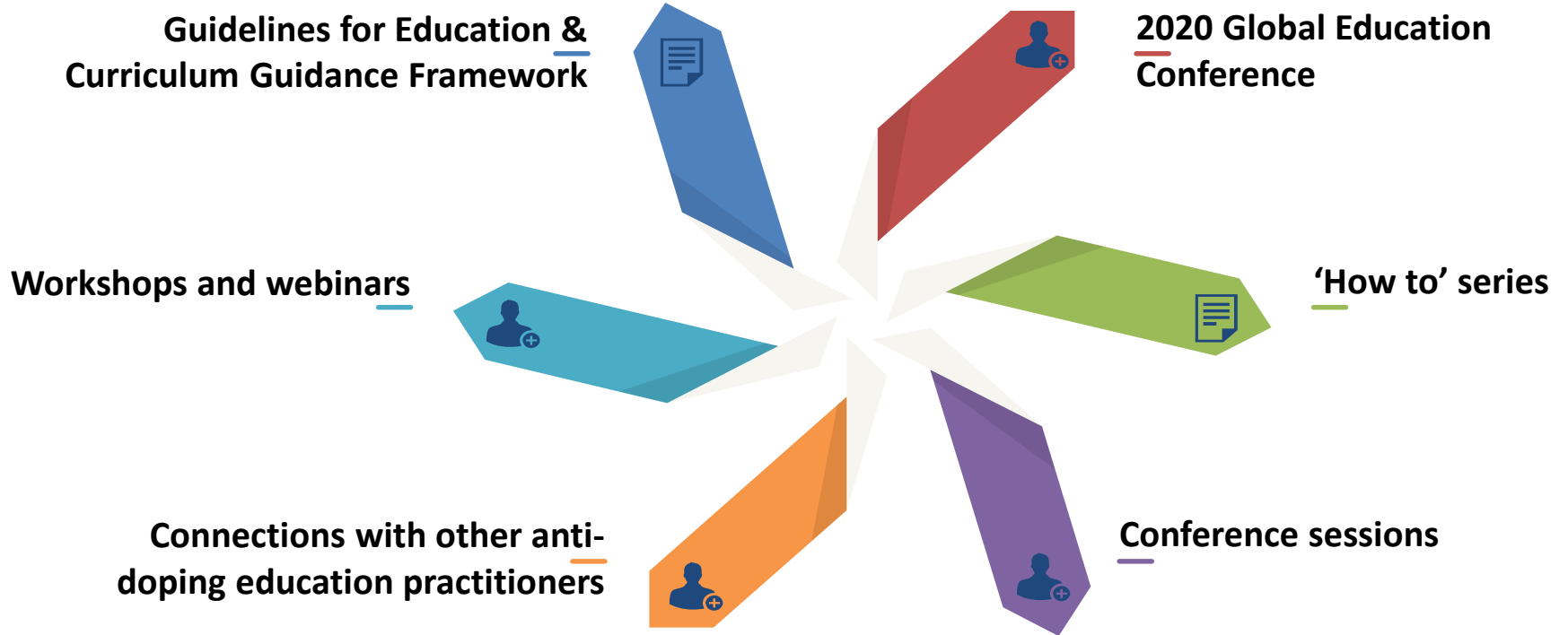
- **consult** when planning Education Activities
- **agree** on Event-based Education roles and responsibilities
- **share** Education Plans
- **acknowledge** the Education Programs of other Signatories

Accountability

- Education Plan – write it down!
- Evaluation – do it annually!
- Code compliance – know the process



Support





Why This Matters



Kady Kanouté Toukara
WADA Athlete Commission

Our current and future athletes deserve our help.



We need to;

- remind ourselves that the majority of athletes are clean and want to remain that way and that;
 - an athletes first experience of anti-doping should be through education.
- increase our efforts and **investment in education** to re-balance our anti-doping programs, shifting from reacting to preventing.
- work together to build an education system that **preserves** the spirit of sport, **promotes** ethical sporting behavior and **protects** those who train and compete clean.

Working Group



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Questions