

While deterrence through testing plays an important role in the fight against doping in sport, WADA believes that the long-term solution is effective values-based education programs that promote fair and ethical sport.

For this reason, educating elite and young athletes, as well as their coaches, doctors, trainers, and parents, about the dangers and consequences of doping is a top priority for WADA.

WADA does this by leading and coordinating effective prevention programs, as well as assisting in building knowledge and capacity among stakeholders to carry out their own education activities. WADA's goal is to provide a mechanism to empower athletes and youth to make informed decisions to protect the integrity of sport.

The cornerstones of WADA's education coordinating activities include:

» **Social Science Research Program**

WADA's Social Science Research Program fosters understanding of attitudinal and behavioural aspects of doping to enhance doping prevention strategies.

» **Youth Program**

In order to reach youth populations, WADA offers guidance and material for integrating anti-doping messages into the school curriculum. Following the success of the Athlete Outreach Program and Model, the Play True Generation Program reaches young athletes during multi-national, multi-sport youth events.

» **Education Seminars and Workshops**

The Agency's Education Seminars and Workshops, hosted in key regions of the world in partnership with Regional Anti-Doping Organizations (RADOs), help raise understanding about anti-doping efforts among stakeholders and offer guidance to initiate or enhance doping prevention programs worldwide.