

The background of the cover is a close-up, low-angle shot of a person wearing a white and blue ski helmet and goggles. The goggles' lens reflects a bright, snowy mountain landscape under a clear blue sky. The person's face is partially visible on the right side of the frame. A large, semi-transparent blue circle is overlaid on the left side of the image, partially covering the helmet and the text.

# NOC

## ANTI-DOPING EDUCATION GUIDEBOOK





# Anti-Doping Guidebook for National Olympic Committees

This NOC Anti-Doping Education Guidebook is designed by the International Testing Agency (ITA) in collaboration with the International Olympic Committee (IOC) and with support from the World Anti-Doping Agency (WADA) for you to prepare your athletes and Athlete Support Personnel to compete clean at the Olympic Winter Games Beijing 2022. We also hope that the principles of the guidebook support your education activities for future Major Events and your general anti-doping education program.

Collaboration and cooperation are vital for clean sport. The ITA would like to thank the expert advisors for their input and review of this guidebook:

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Sai Fei  
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## National Anti-Doping Organisations

Drug Free Sport New Zealand (DFSNZ)  
Japan Anti-Doping Agency (JADA)  
United States Anti-Doping Agency (USADA)

## WADA Advisors

Amanda Hudson  
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## IOC Advisors

Laura Schoch  
Rida Ahmed

## Contact the ITA Education Team

If you have any questions about this guidebook or anti-doping education in general, you can contact us at [education@ita.sport](mailto:education@ita.sport).

IN COLLABORATION WITH



WITH SUPPORT FROM



# How to use this guidebook

Information, activities and resources presented in this guidebook are in line with the World Anti-Doping Code (Code) and the International Standard for Education (ISE).

To make the application of the Code and ISE as practical as possible, each activity is introduced with a set of icons which highlight key information such as cost, target groups, languages and the monitoring tools available.

The icons presented on the righthand below side identify how you can access each resource.

For more information and guidance on anti-doping education, please refer to the [International Standard for Education](#) and the [WADA Guidelines for Education](#).

 <b>Type of resource</b>	 <b>Download resource</b>
 <b>Cost</b>	 <b>Go to website</b>
 <b>Target groups</b>	 <b>Play video or audio</b>
 <b>Languages</b>	 <b>Go to app</b>
 <b>Monitoring tools</b>	 <b>Go to link</b>
 <b>Education components</b>	



A message from Olya Abasolo Ovtchinnikova, OLY  
ITA Education Manager

Not sure what education components are? [Check out this page](#) for more info.



# Beyond the guidebook

This guidebook is the most efficient way to reach all National Olympic Committees preparing their delegations for the Olympic Winter Games Beijing 2022, but it is only a part of the International Testing Agency's work.

To achieve the overall objective that all NOCs have the tools to plan and deliver anti-doping education in the lead up to the Games, the ITA has distributed a survey to all delegations who have qualified. This survey is designed identify any gaps and support that is required. Therefore, in addition to this guidebook, NOCs that have requested support for anti-doping education planning and/or delivery through the survey will be contacted with the offer of additional assistance.

**Contact us anytime at [education@ita.sport](mailto:education@ita.sport).**





# Everything is here

<b>1</b>	Online resources for planning and developing	<b>13</b>	<b>5</b>	Communication strategy to raise awareness	<b>50</b>
<b>2</b>	Online resources for education provision	<b>23</b>	<b>6</b>	Monitoring and evaluation	<b>56</b>
<b>3</b>	Face-to-face education	<b>37</b>	<b>7</b>	Prevention of competition manipulation	<b>62</b>
<b>4</b>	Educators and Athlete Ambassadors	<b>45</b>	<b>8</b>	Checklists	<b>66</b>



# First things first

## Why?

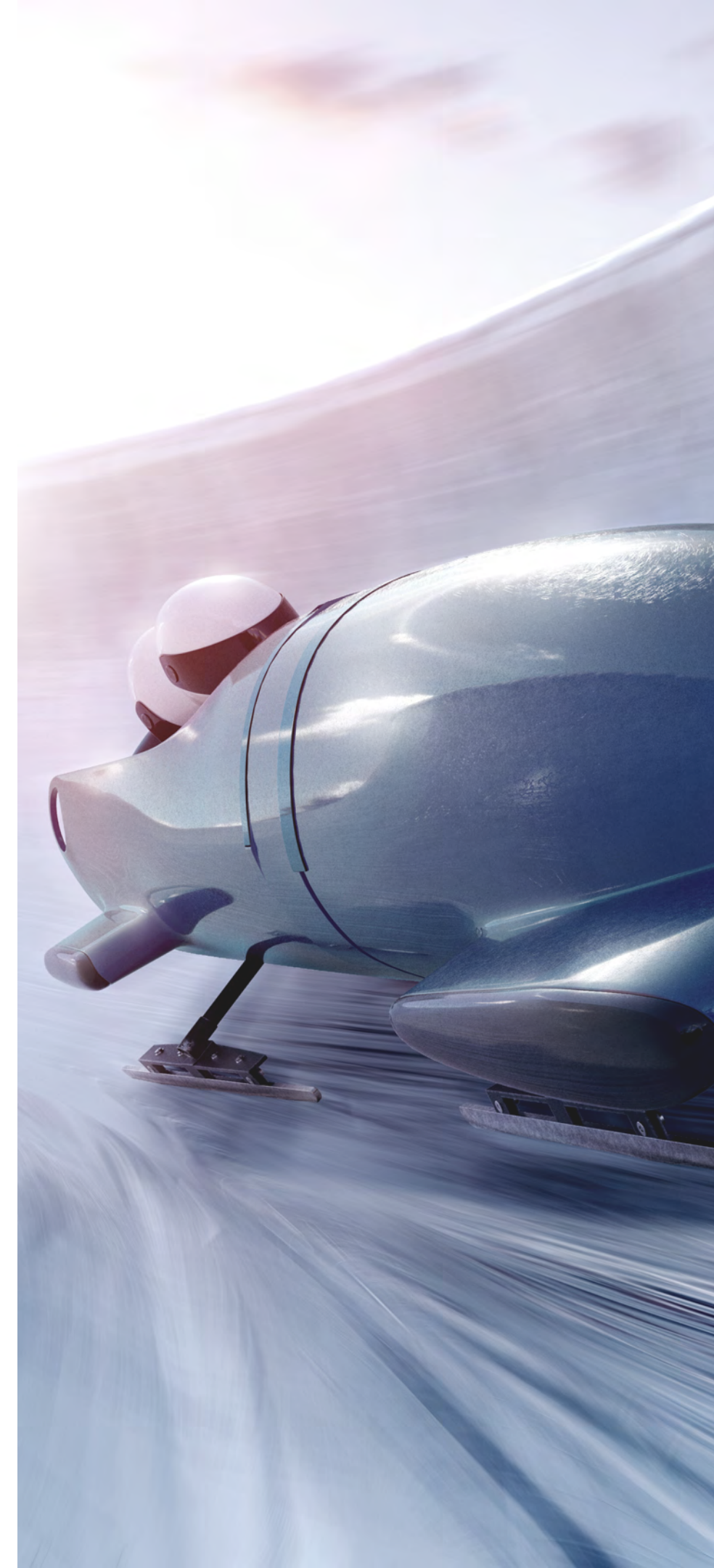
National Olympic Committees are Signatories of the World Anti-Doping Code, which means that you have a responsibility to plan, implement, evaluate and promote anti-doping education.

Furthermore, the International Standard for Education (ISE) states that all athletes and Athlete Support Personnel selected to participate in the Olympic Games shall receive education prior to the event. This requirement applies to the Olympic Winter Games 2022. But beyond having an obligation, it is also simply the right thing to do.

Education is a vital prevention strategy for both intentional and unintentional doping in sport, and it is a fundamental component of any anti-doping program. Education supports the preservation of the spirit of sport and helps foster a clean sport environment.

## How?

Planning and delivering education does not need to be complicated, expensive and overwhelming. This guidebook was prepared to support you in developing and implementing a pre-Games education program that prepares your athletes to compete clean and enables your Athlete Support Personnel to also play their key role in clean sport.



Athlete's first experience with anti-doping  
should be through Education rather than  
Doping Control.

International Standard for Education



# Who does what

## Major Event Organisation (IOC)

Major Event Organisations ensure the provision of education activities at events that are directly under their authority, and the Olympic Winter Games Beijing 2022 are under the authority of the IOC.

Just like in testing, in education this includes activities taking place in the lead up to the Olympic Games.

## Delegated Third Party (ITA)

The IOC has delegated the anti-doping program for the Olympic Winter Games Beijing 2022 to the ITA, and this includes education.

Within the context of this delegation, the ITA's aim is to ensure that every athlete receives education before they are tested at the Games – and this why you have this guidebook in front of you.

## National Olympic Committees (NOCs)

NOCs have a specific responsibility around Major Events, and that is to educate athletes and Athlete Support Personnel selected to participate in the Olympic Games.

In addition, where a National Anti-Doping Organisation does not exist, the National Olympic Committee shall be the authority on education in their country.

## National and Regional Anti-Doping Organisations (NADOs and RADOs)

National Anti-Doping Organisations (NADOs) and Regional Anti-Doping Organisations (RADOs) are the authority on education as it relates to clean sport within their respective countries. It is very important that all NOCs closely collaborate with their NADO or RADO in all aspects of pre-Games education planning and delivery.

For the purpose of this guidebook, only the NADO acronym will be used throughout the resource with a reference to both types of organisations.

# Components of an education program

Clean sport education comes in many forms, shapes and sizes and there is no one way to educate your athletes and Athlete Support Personnel. However, there are some great guidelines in place that can help you make sure that you are structuring your activities well and giving them a purpose.

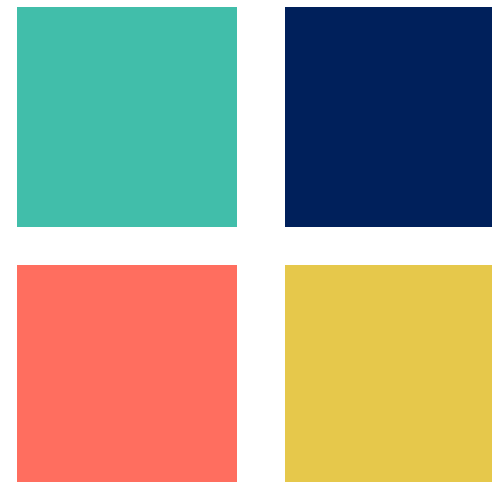
One such guideline relates to the components of education, and these are described below. It is important to note that each one is not a stand-alone component, and they often overlap. An education activity can also have more than one focus. For example, a webinar course can contribute to both anti-doping education and values-based education.

## Values-Based Education

Activities that emphasise development of an individual's personal values and principles. It builds the learner's capacity to make decisions to behave ethically.

## Awareness Raising

Highlighting topics and issues related to clean sport. Here you share or highlight information, possibly for the first time, or as a reminder, to prompt participants to seek more information or remember to do something.



## Information Provision

Developing content, keeping it up to date and making it available and accessible. The content could be presented in a range of formats such as website, emails and social media.

## Anti-Doping Education

Delivering training on anti-doping topics with the aim of increasing knowledge, promoting clean sport behaviours and helping your target groups make informed decisions.

Source: WADA Guidelines for Education

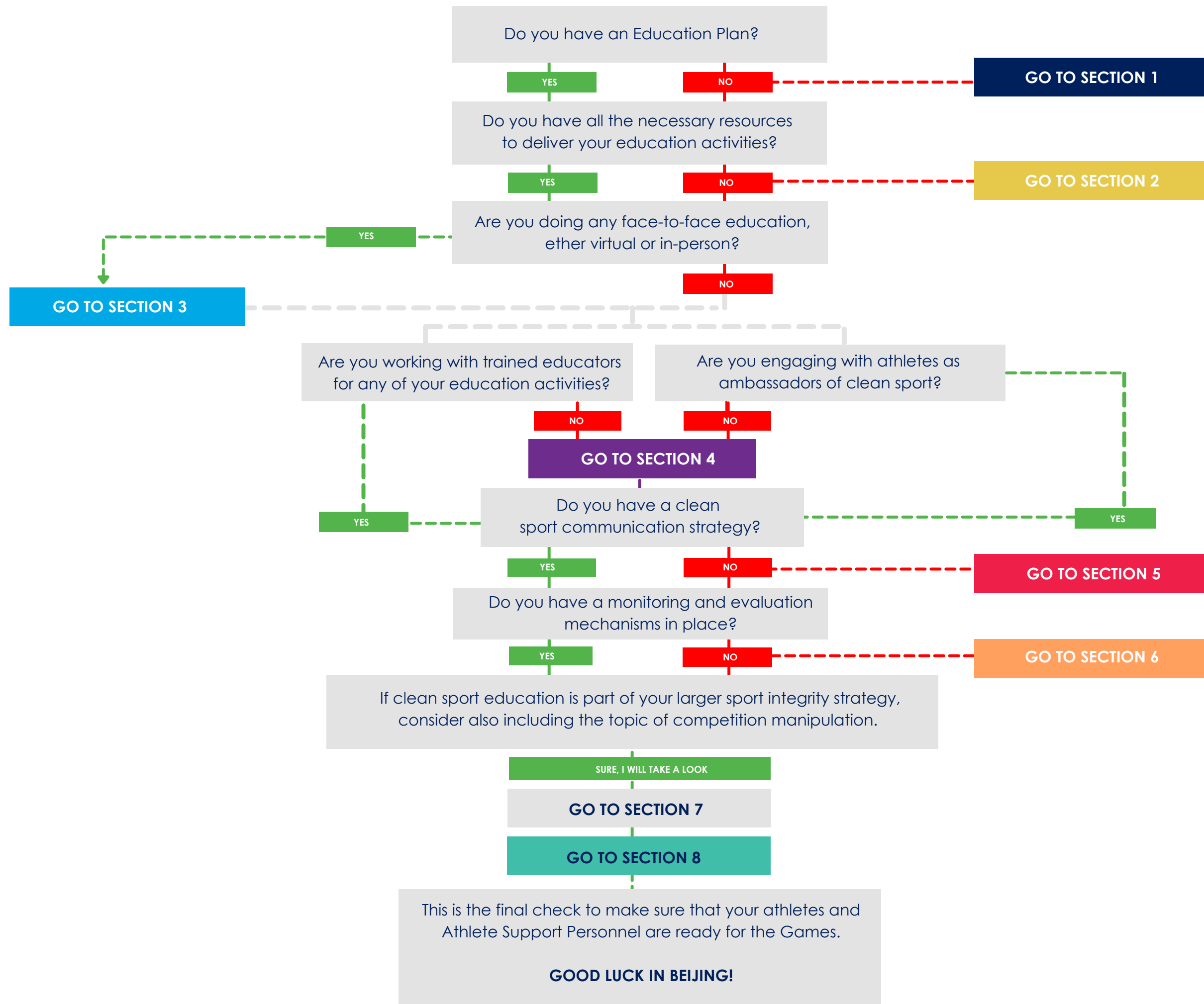
As you navigate through this guide, you will see that education activities are accompanied by an icon identifying which education components are the focus. We recommend that you select a few activities for your education program so that you cover all four education components.



Education is 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.

International Standard for Education

# GETTING STARTED





# ONLINE RESOURCES FOR PLANNING AND DEVELOPING



# 1

## ONLINE RESOURCES FOR EDUCATION PLANNING AND DEVELOPING

Planning your clean sport education program is the first step of the process. In this section, you will find all the necessary tools to get you started on your Education Plan, as well as guidance on how to make the best use of the free WADA resources that are available to you.

[1.1 Creating an Education Plan](#)[1.2 ADEL by WADA](#)[1.3 CISP](#)[1.4 How to make a translation request](#)[1.5 Power User](#)



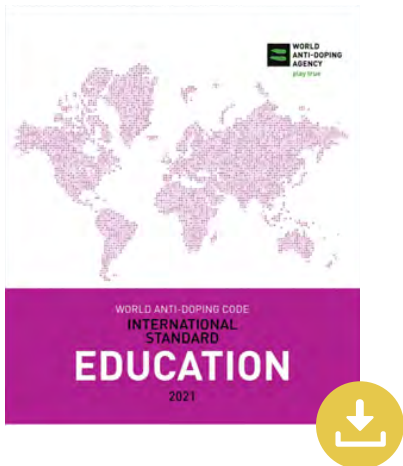
# 1.1

# CREATING AN EDUCATION PLAN

We recommend creating an Education Plan before delivering anti-doping education activities. At this point in your preparation for the Games, you may have already started educating athletes and other groups, and you can incorporate these activities in the plan even after they have taken place.

## What do I do next?

The process of creating an Education Plan does not need to be complicated, and this section of the guidebook aims to simplify this work for you. On the following pages you will find a step-by-step guide with simple and direct actions that will help you build your own Education Plan from scratch. Following that, an Education Plan template is presented. You are free to use it and expand with your own list of topics, objectives, activities and monitoring mechanisms. Here, each section refers to a different place in this guidebook where more information can be found.



International Standard for Education (ISE)



Guidelines for the International Standard for Education (ISE)

The information and templates presented in this section are based on the WADA Guidelines for Education.



# Education Plan: Key steps



## 1. Identify whom you want to educate

Suggested target groups are presented in the Education Plan template on [page 18](#).



## 2. Set an overall program aim

Suggested overall program aim is presented in the Education Plan template on [page 18](#).



## 3. Check if the National Anti-Doping Agency has an Education Plan

If your NADO has a plan in place and it covers your target groups and program aims, you are set! If you do not have an active NADO or if the NOC acts as a NADO in your country, you can follow the steps outlined below. You can also complete this process in cooperation with and guidance from your NADO.



## 4. Plan education activities

How do you plan to deliver education? Do you have capacity to organise your own events, will you rely on existing tools such as ADEL e-learning or ITA webinars, or is it a combination of different activities? If you are not sure, [see sections 2 and 3](#).



## 5. Set program objectives

Set smaller program objectives that contribute to the overall aim of your program but relate to each individual activity that you are planning. Here are some examples:

- Setting a goal for the in-person event or webinar attendance (i.e., 100% of team doctors attend a webinar on the Prohibited List)
- Setting a goal for the e-learning course completion rates (i.e., 100% of athletes complete the ADEL Beijing 2022 Olympic Games course)
- Aiming to send a certain number of anti-doping communications before the Games (i.e., one communication per month containing anti-doping information is sent to National Federations)



## 6. Define topics that you want to cover

All the topics that should be included in an Education Program are outlined in section 5.2 of the International Standard for Education. It is also recommended to include Games-specific information in your Education Program. This guidebook provides resources on all these topics, go to [section 2](#).



## 7. Set learning objectives

Once you have a list of topics that you want to cover, think of what you want to achieve for each one of them. For example, you may want athletes to understand their rights and responsibilities during doping control or for them to know how to check their medications. A few examples of learning objectives are presented in the education plan template on the next page.



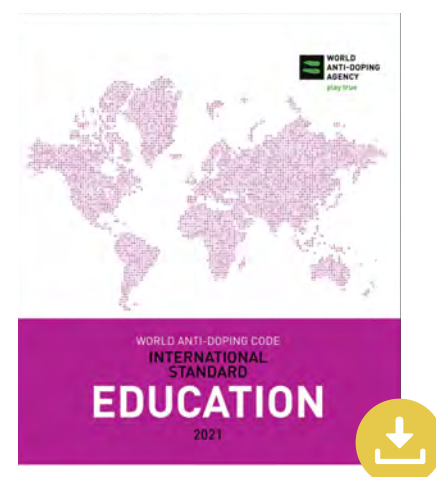
## 8. Plan your monitoring and evaluation

Check out [section 6](#) for all the necessary guidance, tools and resources to evaluate your program.



## 9. Share your plan

We recommend sharing the Education Plan with your NADO and with the National Federations sending delegations to the Games. You are also welcome to share it with the ITA team who will pass the information on to the IOC and the relevant International Federations. And, of course, this plan will help you be prepared for the [WADA Code Compliance process](#).



International Standard for Education (ISE)





# Education Plan template

## EXAMPLE

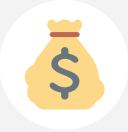
TARGET GROUPS	<ul style="list-style-type: none"><li>Athletes attending the Olympic Winter Games Beijing 2022</li><li>Athlete Support Personnel attending the Olympic Winter Games Beijing 2022</li></ul>		
PROGRAM AIM	To ensure that all the Athletes and Athlete Support Personnel (ASP) planning to participate in the Beijing 2022 Winter Olympic Games receive anti-doping education before the event.		
EDUCATION ACTIIVITY	Webinar		
PROGRAM OBJECTIVES	100% of athletes attend the ITA Beijing 2022 Anti-Doping Program webinar.		
TOPICS	Games testing program	Key dates	Games-time TUE process
LEARNING OBJECTIVES	Athletes are familiar with the testing program for the Games.	Athletes know the key dates related to anti-doping and the Games (i.e., in-competition period).	Athletes know how to apply for a TUE during the Games.
MONITORING AND EVALUATION	Monitoring: Attendance statistics by role and sport (quantitative) and questions asked during the Q&A (qualitative). Evaluating Learning: Survey questions measuring the level of agreement with various statements.		

1.2

# ADEL BY WADA



E-learning



Free



Athletes and Athlete support personnel



Different languages available




Monitoring with a Power User account





Anti-doping education  
Information provision  
Values-based education

ADEL is WADA’s education and learning platform. It is a central hub for education programs, courses and resources for athletes, their support personnel and other stakeholders. It provides education solutions that Anti-Doping Organisations can use to educate athletes, administrators, coaches, medical professionals and other Athlete Support Personnel. The platform contains courses, quizzes, videos and webinars that cover a wide range of anti-doping topics. This platform is completely free to use - learners just need to create an account.

ADEL is also available through the ‘ADEL by WADA’ mobile app which can be downloaded from Google play and iTunes. This app allows users to download and complete education courses offline where Wi-Fi connections are difficult. Once completed, progress is synced to the user's account once they are connected to Wi-Fi again.

VISIT WEBSITE

GET ON GOOGLE PLAY

GET ON THE APP STORE



Introducing ADEL by WADA



ADEL factsheet

EXPERT TIP

KADY TOUNKARA  
WADA EDUCATION COMMITTEE





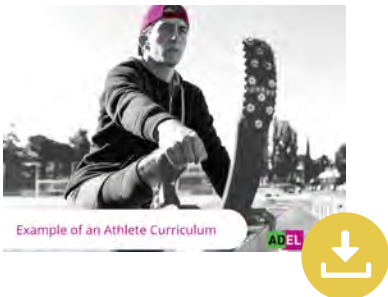
1.3

# CODE IMPLEMENTATION SUPPORT PROGRAM

-  Online support material
-  Free
-  Administrators
-  Different languages available

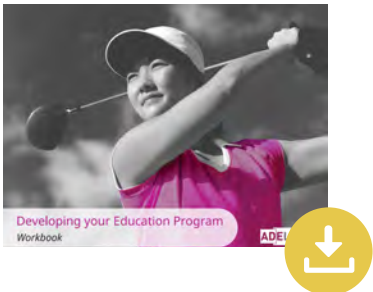
WADA offers a range of resources for organisations to support them in the development of their anti-doping education programs. Go to the CISP Resource Channel on ADEL to find useful tools and guidance to develop your Education Plan and programs in line with the ISE.

Here are the resources that we recommend:



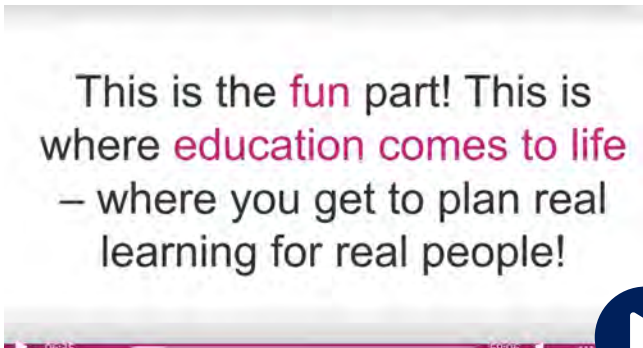
### Athlete Curriculum

Specifically the sections relating to what International-level athletes need to know, understand and do.



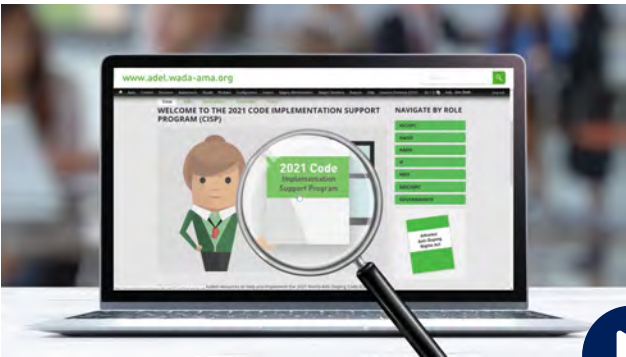
### Developing your education program

Support tool to assist with developing your Education Pool, Plan and Program, including all relevant components.



### Webinar Athlete Curriculum and Education Plan Workbook: 2021 ISE support tools for ADOs

A resource to explain how to use the Athlete Curriculum and workbook tools to support your Education Plan and Program.



### Code Implementation Support Program

## 1.4

# HOW TO MAKE A TRANSLATION REQUEST

Any organisation can make a request to translate an existing ADEL education program or information resource. This process is completely free for the NOCs and any other ADOs requesting translation. Note that WADA has a one-language policy which means that all materials and courses will only be translated to one language.

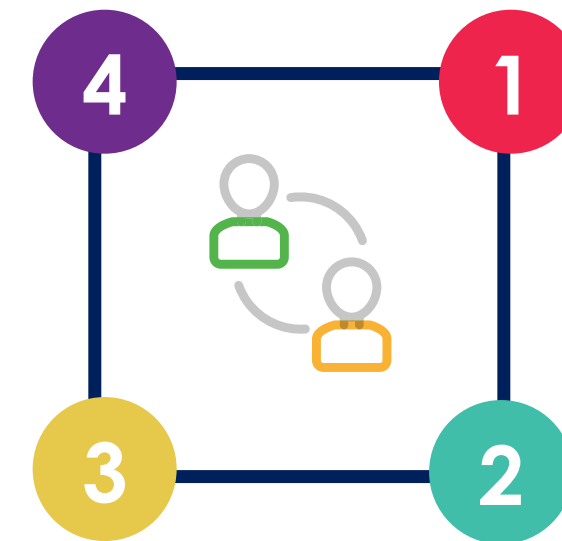
### Steps of the ADEL translation process

If you have an ADEL account, you can submit your translation request via the ADEL Helpdesk. If you do not currently have an account on ADEL, you can email WADA at [ADEL@wada-ama.org](mailto:ADEL@wada-ama.org).

Make sure you note exactly which education courses or materials you want to translate and into which language.

Once WADA receive the signed MOU, you will then be set up on the machine translation platform – Smartling. The machine will undertake the first translation, which will then need to be checked and possibly amended or tweaked by your nominated human reviewer.

Before the translation process starts, an MOU will be sent for signing and you will need to provide the details of the person who will be responsible for the human translation.



Check if the course in that language has, or is, in the process of being translated – there will only be one language version supported to maximise everyone's efforts to translate courses and to minimise any duplication.

If the course is not available in that language, WADA will arrange a brief overview meeting with you to outline the translation process and what you need to do.

## 1.5

# POWER USER

ADOs can monitor the activities of their education pool by becoming a Power User. A Power User can enroll members of their Education Pool in different learning activities and view enrollment statistics, course completion rates, progress and scores of the members. Organisations must be either Code Signatories or have delegated education responsibilities to a third party authority.

- 1 First, you must be authorised by the organisation. In other words, your NOC must confirm that you are the right person to request a Power User account.
- 2 You also need to make sure that you have an ADEL account. Creating one is quick and easy – use the link at the bottom of this page to go to ADEL and register.
- 3 The next step is to request to be upgraded to an administrative account via the ADEL Helpdesk which is available directly on the platform once you log in.
- 4 WADA must then validate the identity of the requestor.
- 5 Once your identity is validated, WADA will send a contract to your NOC to be signed by a senior officer who has the legal capacity to sign such contracts.
- 6 All new Power Users must complete a training – this step is key when dealing with personal information of athletes and other members of your team using ADEL.
- 7 You will then be granted Power User rights on behalf of your NOC – you can start monitoring your team's education progress!

GO TO ADEL 

POWER USER FAQ 



# ONLINE RESOURCES FOR EDUCATION PROVISION

# 2

## ONLINE RESOURCES FOR EDUCATION PROVISION

Need resources to deliver your education program? Take a look at this section- there are e-learning courses, video tutorials, slide decks and a wealth of other resources that are free for you to use for your activities.

2.1 Beijing 2022 course

2.2 ITA Beijing 2022 Website

2.3 ITA Webinars

2.4 ITA Tutorials

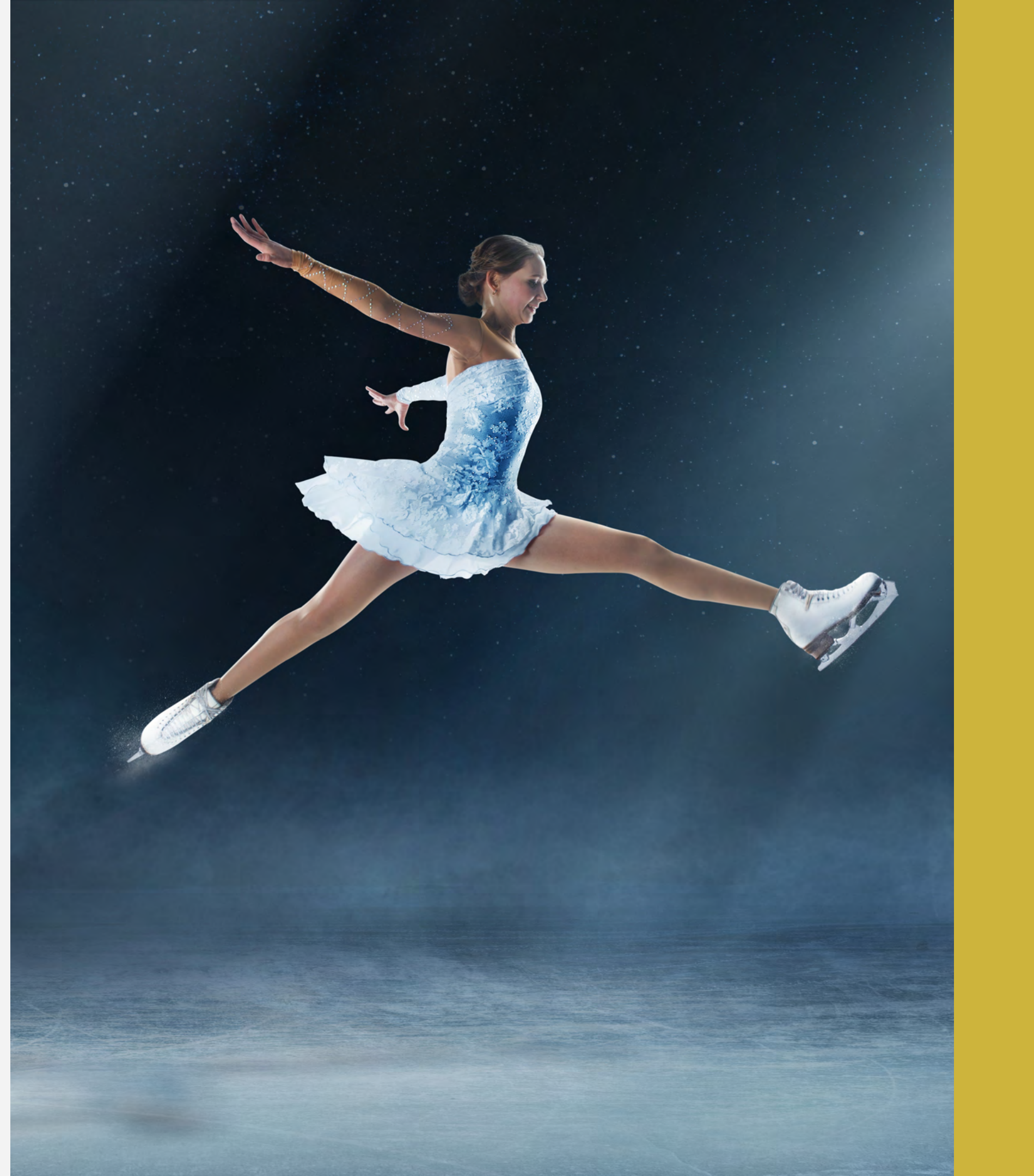
2.5 ITA Slide Decks

2.6 ITA Athlete Hub

2.7 ITA Resource page

2.8 Other ADO resources

2.9 Athlete365



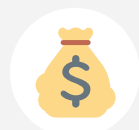
## 2.1

# BEIJING 2022

## ANTI-DOPING EDUCATION COURSE



E-learning



Free



Athletes and Athlete Support Personnel



Different languages available and options to translate



Monitoring rates with a Power User account



Anti-doping education  
Information provision

ADEL Olympic Winter Games Beijing 2022 Anti-Doping Education course is a great free e-learning tool for all NOCs sending a delegation to the Games. It will help athletes and coaches gain an understanding of the specificities of the anti-doping rules, procedures and requirements, including how to check medications or apply for a Therapeutic Use Exemption (TUE). It also explains how to provide whereabouts information during the Games and what the athletes' rights and responsibilities during the testing process are.



A module designed for athletes and coaches participating in the Olympic Winter Games Beijing 2022



Factsheet on glucocorticoid by injection which will take effect on January 1st, 2022



A course completion certificate and a learning experience survey

Click to enroll in the ADEL for Olympic Winter Games Beijing 2022 in:

ENGLISH

abc

FRENCH

abc

SPANISH

abc

GERMAN

abc



## 2.2

# ITA BEIJING 2022 WEBSITE

-  **Free**
-  **Athletes and athletes support personnel**
-  **English**
-  **Information provision**

The ITA is leading an independent anti-doping program for the Olympic Winter Games Beijing 2022 on behalf of the IOC. This page will be regularly updated with the latest information on the Beijing 2022 anti-doping program, including:



Key dates including in-competition and out-of-competition periods



General information about the testing program at the Games



Important documents and regulations, including the Anti-Doping rules



Information on how to obtain a TUE during the Games



Where to report intelligence or suspicions of doping



List of ADRVs and sanctions published after the Games

VISIT WEBSITE



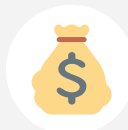
If you have any questions about the anti-doping program at the Games, please do not hesitate to contact the ITA.

2.3

# ITA WEBINARS



**Webinar education**



**Free**



**Athletes, Athlete Support Personnel,  
administrators**



**Arabic, English, French  
Russian, Spanish**



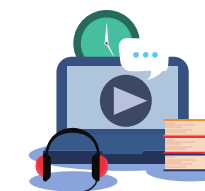
**Monitoring and Evaluating data available  
upon request**



**All education component levels**

Diverse and current topics from the anti-doping world are discussed monthly with leading experts, complemented by the experiences of athlete guests. The webinars are free and anyone can join. The series makes information accessible for athletes and Athlete Support Personnel as they are available in English with simultaneous translation to four additional languages. The webinars are interactive and provide an opportunity to ask the experts any questions.

Additional languages are Arabic, French, Russian and Spanish.



## Upcoming webinars:

- The Prohibited List & TUEs – Overview and Changes for 2022  
November 18, 2021 2 PM CET
- Beijing 2022 Anti-Doping Program  
December 16, 2021 2 PM CET

**REGISTER NOW**



**REGISTER NOW**



We recommend that you:

- Tune in every month to enhance your own knowledge and level of expertise
- Promote these webinars on your organisation's website and social media to encourage all athletes and Athlete Support Personnel to participate. You can simply re-post the promotional banners that will be available on ITA platforms approximately two weeks before each webinar:

**ATHLETE HUB**



**INSTAGRAM**



**FACEBOOK**



**TWITTER**



**Reach out to the ITA if you would like to receive attendance statistics for your country.**

## 2.3 PREVIOUS ITA WEBINARS

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**DOPING CONTROL -  
BE PREPARED FOR  
ANY SCENARIO**

**PRESENTERS:**  
Jasmina Glad-Schreven  
International DCO and Trainer  
Janice Lyn  
Professional Muaythai Athlete

**MODERATOR:**  
Olya Abasolo, OLY  
ITA Education Manager

**Taja Petric**  
International DCO

**FEBRUARY 25<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**REVEALING  
DOPING IN SPORT**

**PRESENTERS:**  
Toby Atkins  
Former Professional Cyclist  
Kelsey Erickson, PhD  
Executive Director of Athlete Health  
& Wellness at USA Cycling

**MODERATOR:**  
Olya Abasolo, OLY  
ITA Education Manager

**François Marclay, PhD**  
Intelligence & Investigations Manager  
ITA Cycling Unit

**MARCH 23<sup>RD</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**NUTRITION AND  
DIETARY SUPPLEMENTS**

**PRESENTERS:**  
Abby Raymond  
Weightlifting Athlete, USA  
Terence O'Rorke  
Business Development Manager,  
Informed Sport

**MODERATOR:**  
Mairi Irvine  
ITA Education Officer

**Professor Ron Maughan**  
University of St Andrews & Director  
of the IOC Diploma program in Sports Nutrition

**APRIL 27<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**THE LEGAL SIDE OF ANTI-DOPING:  
FRAMEWORK AND RESULTS  
MANAGEMENT OF ADRVs**

**PRESENTERS:**  
Andréanne Morin, OLY  
Olympic Rowing Medalist  
Canadian Olympic Team Ombudsperson

**MODERATOR:**  
Olya Abasolo, OLY  
ITA Education Manager

**Dominique Leroux**  
ITA Head of Legal Affairs

**MAY 28<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**TOKYO 2020  
ANTI-DOPING PROGRAM**

**PRESENTERS:**  
Matteo Vallini  
ITA Head of Testing  
Dr. YaYa Yamamoto  
Senior Manager of Education  
Japan Anti-Doping Agency

**MODERATOR:**  
Olya Abasolo, OLY  
ITA Education Manager

**JUNE 30<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**DOPING CONTROL AT  
THE PARALYMPIC GAMES  
& ACCESSIBLE TESTING**

**PRESENTER:**  
James Sclater  
IPC Anti-Doping Director

**MODERATOR:**  
Mairi Irvine  
ITA Education Officer

**JULY 20<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**NUTRITION AND  
DIETARY SUPPLEMENTS  
ALL YOUR QUESTIONS ANSWERED**

**PRESENTERS:**  
Prof. Louise Burke  
Australasian Catholic University  
Director, IOC Diploma program  
- Sports Nutrition

**MODERATOR:**  
Mairi Irvine  
ITA Education Officer

**Prof. Ron Maughan**  
University of St Andrews  
Director, IOC Diploma program  
- Sports Nutrition

**AUGUST 25<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

ITA

Now with simultaneous translation:  
العربية | español | français | русский

**WEBINAR SERIES**

**INTEGRITY OF COMPETITION  
CHEATING IN SPORT: PREVENTING  
COMPETITION MANIPULATION  
AND DOPING**

**PRESENTERS:**  
Laura Schoch  
Awareness-raising Team  
Olympic Movement Unit on the Prevention of the Manipulation of Competitions

**MODERATOR:**  
Olya Abasolo, OLY  
ITA Education Manager

**Rida Ahmed**

**SEPTEMBER 28<sup>TH</sup>, 14-15<sup>30</sup> CET**

#KEEPINGSPORE

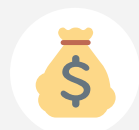


## 2.4

# ITA VIDEO TUTORIALS



Video tutorials



Free



Athletes and Athlete Support Personnel



English



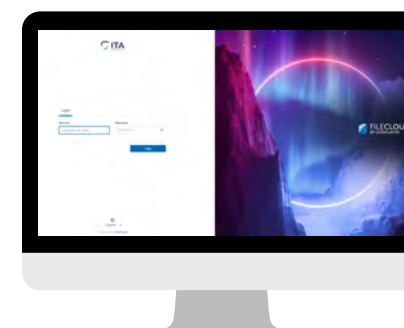
All education component levels

The ITA has prepared a series of video tutorials and clips that are free for you to use for your education activities. A few examples of the available videos are on the next page, and here is how you can access them:

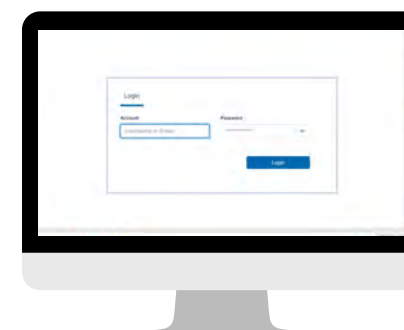


Step 1: Go to the video resources section on the ITA website.

[CLICK HERE](#)



Step 2: Click on "access the videos here".

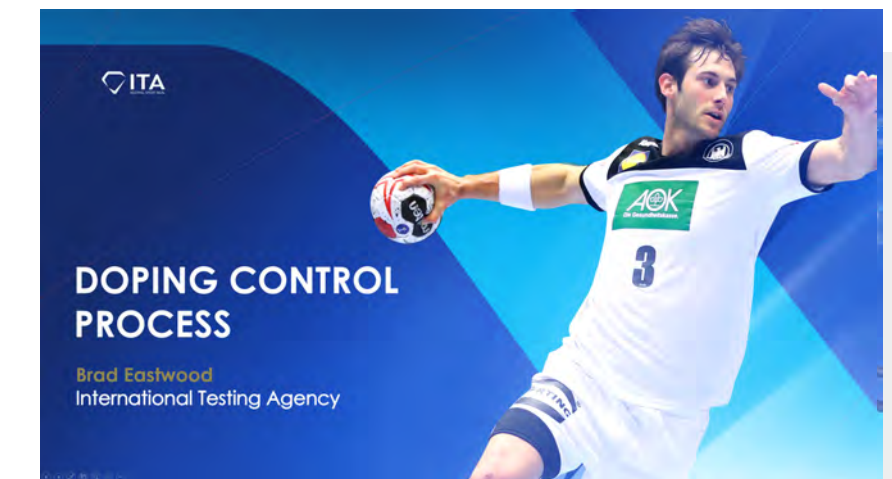
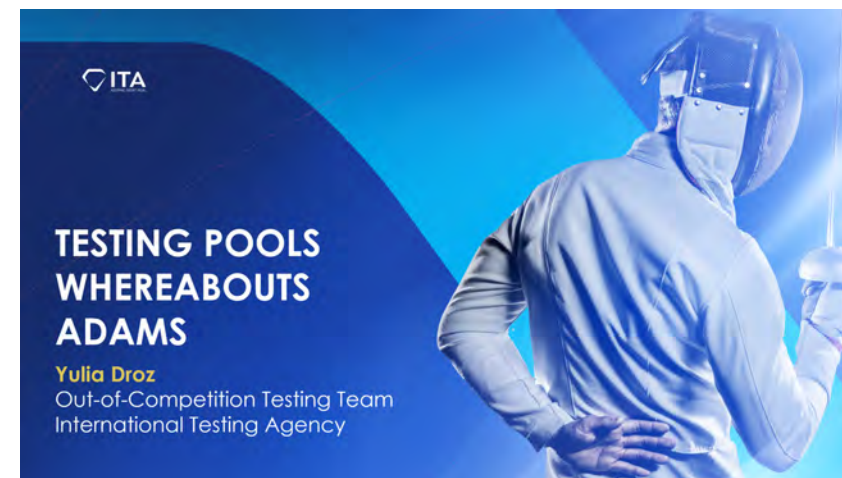
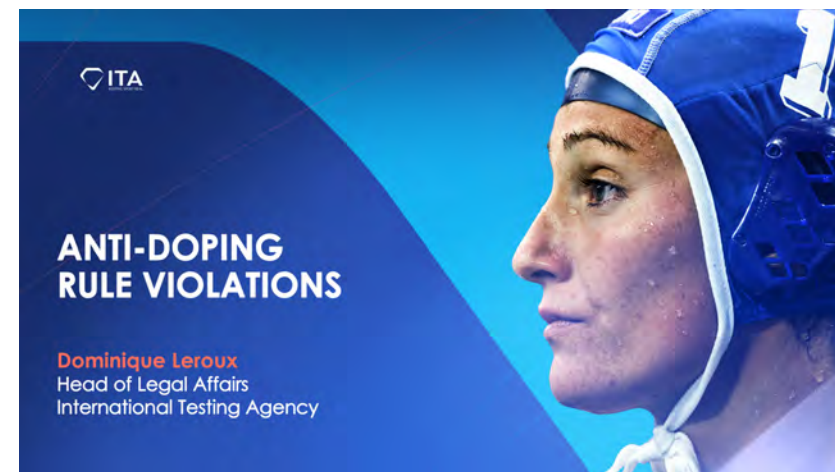


Step 3: Enter your username and password and download the selected resource(s).



If you did not receive your username and password, or if you are having any issues logging in, please contact us at [education@ita.sport](mailto:education@ita.sport).

## 2.4 ITA VIDEO TUTORIALS



ACCESS THE VIDEOS HERE



2.5

# ITA SLIDE DECKS

-  **Presentation materials**
-  **Free**
-  **Athletes and Athletes Support Personnel**
-  **English**
-  **All education component levels**

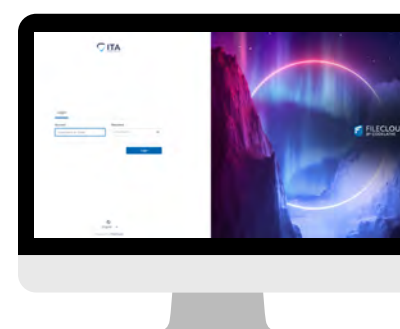
The ITA slide decks cover all key anti-doping education topics as outlined in the Code and ISE. These can be used for both in-person presentations and webinars. There are many slides and the decks are quite long, and we therefore recommend selecting a limited set of highest-priority topics for your presentations.

Here is what you need to do to access the library of available decks presented on the next page:

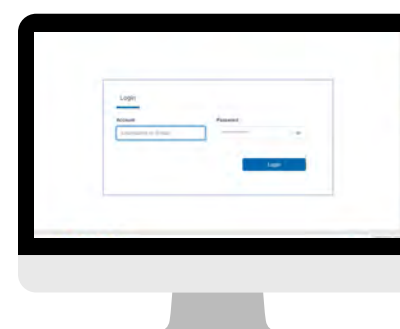


Step 1: Go to the presentation resources section on the ITA website.

[CLICK HERE](#)



Step 2: Click on "access the presentations here".

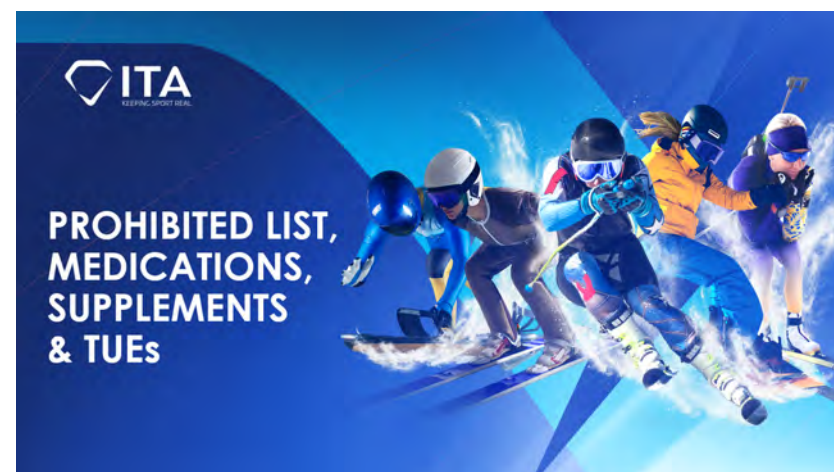


Step 3: Enter your username and password and download the selected resource(s).

Note that although each slide deck could be delivered as it is presented, we recommend adjusting it to your audience and event format. Furthermore, having an educator with a deep understanding of the topics is also beneficial, especially to be able to elaborate on key topics and to respond to questions from the audience.



## 2.5 ITA SLIDE DECKS

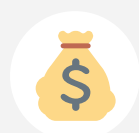


ACCESS THE DECKS HERE



2.6

# ITA ATHLETE HUB



Free



Athletes, Athlete Support Personnel,  
administrators



English



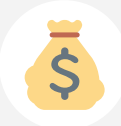
Information provision  
Anti-doping education  
Awareness raising

The ITA Athlete Hub helps athletes understand their rights and responsibilities, supports them with important administrative tasks such as submitting a TUE or a retirement form, and gives access to a comprehensive collection of resources. It is a dynamic page - the ITA posts new articles regularly to help athletes keep up to date with the latest on anti-doping news and developments from the ITA education team.



2.7

# ITA RESOURCES PAGE



Free



All stakeholders



Different languages available



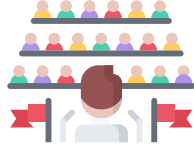
Information provision

This ITA page is a comprehensive collection of anti-doping resources. Use the advanced search option to filter by type of document, intended audience, language and date to find what you are looking for.



Document

- Academic
- Research
- Education
- Prevention
- Awareness



Audience

- Administrators
- Athletes
- ASP
- DCOs
- Educators



Language

- Spanish
- German
- French
- English
- Other



Type

- Checklist
- Document
- E-learning
- Newsletter
- Infographic



Date

- 2021
- 2020
- 2019
- 2018
- 2017

If you want to add your educational materials and resources to this page, we would be happy to work with you on getting them online. Do not hesitate to contact us!

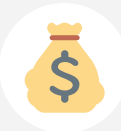
VISIT WEBSITE





2.8

# OTHER ADO RESOURCES



Free



All stakeholders



Different languages available



Resource dependent

Before creating any new materials of your own, we recommend checking what has already been made available by other ADOs. Many resources are right here in this guidebook, but this section presents just a few more examples of additional resources from other Anti-Doping Organisations.

Courtesy of JADA

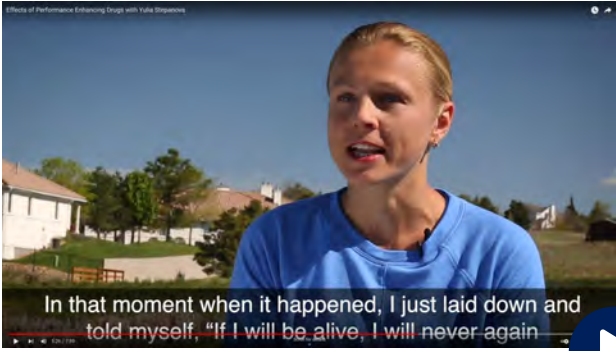


JADA video MANGA Doping Control Procedure

Courtesy of USADA



Effects of Performance  
Enhancing Drugs with Tyler  
Hamilton



Effects of Performance  
Enhancing Drugs with Yulia  
Stepanova



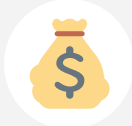
Andreas Krieger: Heidi's  
Farthest Throw



If your NADO does not have all the materials and resources that you are looking for, don't hesitate to contact other ADOs. Many will be happy to let you use their educational materials for your programs at no cost, with a simple acknowledgement of the information source. If the primary language spoken in your country is also spoken in another part of the world, we strongly encourage you to reach out and make a connection with an ADO in that region.

2.9

# ATHLETE365



Free



Athletes



Arabic, Chinese, English, French  
Russian, Spanish



Information provision

Athlete365 has a dedicated Olympic Winter Games Beijing 2022 web page. We recommend that you regularly visit this website and direct your athletes to the Athlete365 social media accounts for the latest updates on the Games:

WEBSITE 

INSTAGRAM 

FACEBOOK 

TWITTER 



Link the Athlete365 page to your organisation's website.



Include links to Athlete365 in your pre-Games communications to athletes, National Federations and other stakeholders.



Promote this page to athletes and Athlete Support Personnel during pre-Games education activities.



Encourage your athletes to join the Athlete365 community.

# FACE-TO-FACE EDUCATION



# 3

## FACE-TO-FACE EDUCATION

The ability of your NOC to deliver face-to-face anti-doping education will depend on several factors, including the level of access that you have to your target groups but also to resources, expertise and budget. If you are considering face-to-face education, check out this section to determine whether in-person sessions or webinars would fit your NOC's education program.

3.1 In-person education

3.2 Workshops and presentations

3.3 Webinar education

3.4 Making learning interactive

3.5 ITA Education services



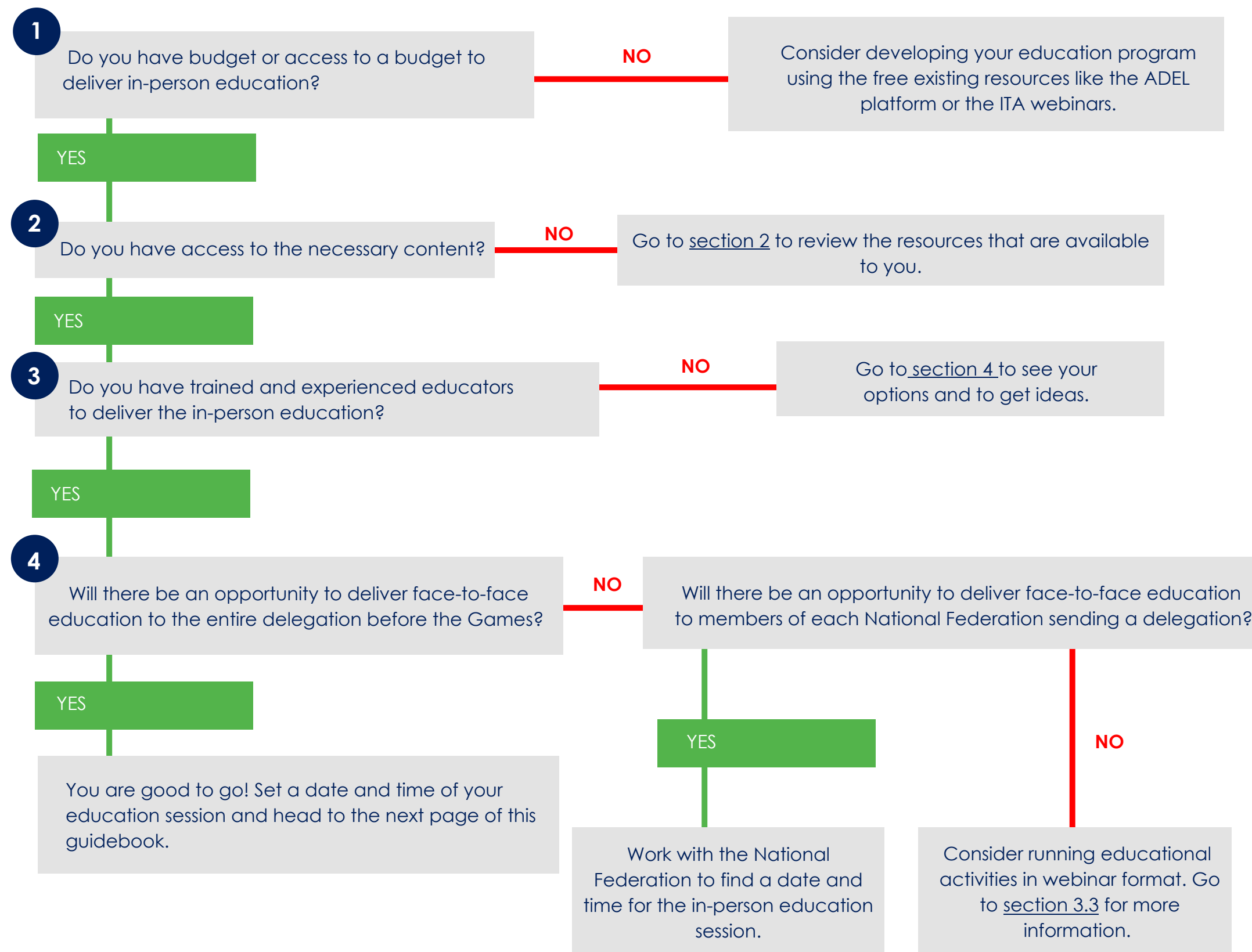


## 3.1

# IN-PERSON EDUCATION

First and foremost, we recommend that you work with your NADO on the planning and delivery of in-person education. Many NADOs have trained educators and the necessary tools and resources to help you deliver these activities.

If this is not an option, you can deliver your own education sessions. If you have never organised education activities before, start by going through this decision-making tree to make sure that you have considered all aspects of in-person education planning and delivery.

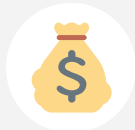


## 3.2

# WORKSHOPS AND PRESENTATIONS



Face-to face education



At cost



Your target audience



Your target language



Monitoring and evaluating learning suggested



All education component levels

There are many ways to deliver education activities. These are just two of the suggested formats.

### Workshop

Best suited for:

- Smaller groups
- Groups with the same or similar roles (i.e., all athletes or all team doctors)
- Addressing specific topics in more detail (i.e., demonstration of the doping control process or how to check medications, values-based activities etc.) and case scenario work



### Presentation

Best suited for:

- Larger audiences
- A combination of different target groups (i.e., coaches and athletes)
- Addressing a larger number of different topics in less detail



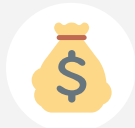


## 3.3

# WEBINAR EDUCATION



**Webinar education**



**At cost**



**Your target audience**



**Your target language**



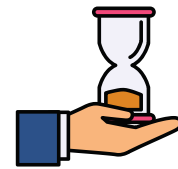
**Monitoring and evaluating learning suggested**



**All education component levels**

Webinars are a great way to provide education as they are time efficient and convenient for participants. Below are some tips to help you plan and deliver a webinar.

### Logistics



#### Timing

Select the date and time carefully and consider delivering multiple sessions



#### Presenters

Choose people with good presentation skills and consider including an athlete



#### Briefing

Set up a call with presenters and ensure they know what is expected of them



#### Technical

Add information to the webinar platform and select registration fields to help you monitor



#### Invitations

Short but impactful. Tell participants why they need to take part



#### Participants

Choose communication method based on whether or not you have direct contact with the intended audience



#### Registration

Monitor registration rates and follow up where appropriate



#### Best practice

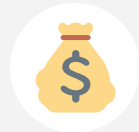
Good lighting, fast internet connection, branded (real or virtual) background, talk slowly and pause between sections

## 3.3

# WEBINAR EDUCATION



**Webinar education**



**At cost**



**Your target audience**



**Your target language**



**Monitoring and evaluating learning suggested**



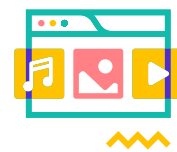
**All education component levels**

## Delivery preparation



### Agenda

Choose the topics you will cover and the amount of time for each one.



### Content

Prepare slides, videos, photos and key messages.



### Engagement

Consider polls and chat functions to keep audience actively involved.



### Rehearse

Practice the presentation and do a timing and technical check in advance.



### Technical

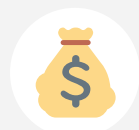
Have good internet connection, lighting and background. Wear headphones for better sound.

## 3.4

# MAKING LEARNING INTERACTIVE



**In-person or webinar education**



**Free**



**Your target audience**



**Your target language**



**Evaluating learning suggested**



**Anti-doping education  
Values-based education**

Interaction is an important part of learning. If participants are actively engaged, it not only keeps their attention, but it helps them retain information. Interactive activities can be done individually or in groups and include things like role plays, group discussions, written exercises and self-reflection. It is important to remember to add interaction to webinars as well as in-person activities.

Here are a few ideas, along with practical examples and resources:



VIDEO EXAMPLE



### Doping Control demonstration

Aim: To demonstrate key steps of doping control while covering rights and responsibilities  
How: Role play or demonstration at in-person events; demonstration in a webinar setting  
Time: 10 minutes



VIDEO EXAMPLE



### Know your values

Aim: To learn how personal values help make clean sport decisions  
How: Individually or in groups (self-reflection for webinars, with the chat function used to share values)  
Time: 10-15 minutes

DOWNLOAD VALUES CARDS

Click on "access the templates here"



VIDEO EXAMPLE



### Medications Game

Aim: To learn how to check if products are safe to take  
How: In groups or individually (via a poll function for webinars)  
Time: 10 minutes



### Case scenarios

Aim: To prepare administrators and delegation officials for different scenarios that can occur during the Games  
How: In groups (use the chat function to share ideas for webinars)  
Time: 10-15 minutes

DOWNLOAD CASE SCENARIOS

Click on "access the templates here"

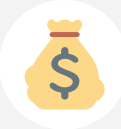


3.5

# ITA EDUCATION SERVICES



In-person or webinar education



Contact the ITA



Your target audience



English, various languages upon request,  
simultaneous translation



Monitoring, evaluating learning  
and program evaluation



All education component levels

The ITA provides in-person and webinar education services to any organisations requiring support. Note that these services are provided for a fee, so we strongly recommend that you explore all other options outlined in the earlier pages of this section first. Remember, this guidebook provides all the necessary materials and resources that you need to build your own education session, and your NADO may be able to assist. If you decide that you need education services or if you simply have any questions, you can contact the ITA at any time.



(C) GAMMA

Mairi Irvine  
ITA Education Officer

Make a request  
for webinar education

GO

Make a request  
for in-person education

GO

Meet ITA  
Education Ambassadors

GO

# EDUCATORS AND ATHLETE AMBASSADORS



# 4

## EDUCATORS AND ATHLETE AMBASSADORS

An educator is someone who has been trained to plan, deliver and monitor education activities. Athlete ambassadors, on the other hand, are role models who can easily and quickly be engaged in educational activities to inspire athletes and bring key messages to life.

Educators and athlete ambassadors have different roles in anti-doping education, but they are equally valuable. Check out this section to find out more about why and how you can engage with these groups.

4.1 Educators

4.2 Athlete ambassadors

4.3 Creating an agreement





## 4.1

# EDUCATORS

Beyond being knowledgeable and trained in anti-doping education, an educator must have good presentation and organisational skills, as well as an understanding of how people learn. There is a good chance that if you are reviewing this document, you may be an NOC educator yourself.

Educators can be involved in many parts of your education program:



Planning education activities such as presentations and workshops.



Delivering these education activities.



Developing resources for your website/communications or content for education activities.



Monitoring and evaluating the education program.



Training other educators.

(ISE Section 4, Chapter 12, Part 3)

Section 4 of the WADA Guidelines for Education is dedicated to educators and gives tips on how to recruit, organise, train and authorise them. While you can do this yourself, it may be challenging in the final months before the Games. You may therefore wish to seek external help from your NADO, the ITA or other ADOs.

The ITA has an engaged network of global ambassadors who act as anti-doping educators. If you are interested in working with one of the ITA educators or simply have any questions, do not hesitate to get in touch with us.

Contact the ITA

GO

Meet ITA  
Education Ambassadors

GO

## 4.2

# ATHLETE AMBASSADORS

Involving athlete ambassadors is a fantastic way of delivering peer-to-peer education and generating rapport.

While the main role of an educator is to provide anti-doping education and information, the right ambassadors can help you with raising awareness and values-based education.

If you do not have an athlete ambassador with in-depth anti-doping knowledge, consider appointing someone who is a good communicator, and who has publicly demonstrated their commitment to clean sport. Educators can quickly and easily be involved in your education program – sometimes all you need to do is reach out to get them engaged.

Here is what athlete ambassadors can help with:

- Creating social media content focused on clean sport values
- Providing information and education from an athlete's perspective

VIDEO EXAMPLE



VIDEO EXAMPLE



Testimonials of doping, whether intentional or inadvertent, can be the most powerful values-based education tool. You may want to consider engaging with different types of athlete ambassadors – not just those with clean sport journeys. Here are a few more ideas:

- Providing testimonials for social media and other use
- Sharing their story during in-person or webinar education

EXAMPLE

VIDEO EXAMPLE



## 4.3

# CREATING AN AGREEMENT

Whenever you work with educators and athlete ambassadors, you may want to sign an agreement outlining not only the individual's role and key tasks, but also their clean sport responsibilities. This agreement can be a formal contract, but you can also have a much simpler arrangement – an e-mail confirmation is often enough. In this section, we have provided some suggested language for this purpose.

Suggested text for all educators and athlete ambassadors working with your organisation:

[Insert educator/ambassador name] shall disclose whether they have perpetrated, been involved, or been sanctioned for any previous or current anti-doping rule violations, disciplinary, ethical, or criminal offenses. The [insert NOC name] will not consider previous run-ins with the law or anti-doping regulations, in of themselves, as a disqualifying status. That said, the [educator/ambassador] understands and agrees that, given the scope of the services, it is paramount for the [NOC] to be aware of the existence of the [educator's/ambassador's] criminal, ethical, and/or anti-doping records, if any.

We also suggest adding the following paragraph for active athletes:

In addition, and in all of their activities, the [educator/ambassador] shall act in accordance with the World Anti-Doping Code and the core principles and values of clean sport-both on and off the field of play. The [educator/ambassador] shall therefore, immediately notify the [NOC] of any allegation of an anti-doping rule violation levied against them.



**And remember, both clean athletes and those who have been sanctioned can support your education activities. An agreement simply protects your organisation and ensures that you are aware of an educator's or ambassador's doping history, if there is any.**



# COMMUNICATION STRATEGY TO RAISE AWARENESS

# 5

## COMMUNICATION STRATEGY TO RAISE AWARENESS

Information provision and awareness raising are two key components of anti-doping education, and a good communication strategy can greatly contribute to your NOC's success in delivering the right information to the right audiences. In this section, we focus on three key areas: website content, e-mail communication and social media. We have provided ready-to-use templates for each of these channels, alongside a few tips and next steps.

5.1 Communication strategy

5.2 Website Anti-Doping Section

5.3 E-mail campaign

5.4 Social media campaign





## 5.1

# COMMUNICATION STRATEGY

The final months before the Games are a critical time to communicate anti-doping information to your delegation. The good news is that you do not need to be a communication expert to put an effective strategy in place. All you have to do is a little bit of planning – ask yourself the questions listed on this page, choose the most effective communication platform(s) and decide on the frequency of your communications. And since it's the content that takes the most time, that has already been done for you – feel free to use any of the templates provided in this section.

A communication strategy has many benefits. These include:



Reaching a wide audience



Reinforcing key messages



Raising awareness



Opportunity to present information in your language

Key points to consider to get the most benefit from your communication strategy for the Games:



How do you communicate with your Beijing 2022 team members (athletes and Athlete Support Personnel)?



Do you communicate with them directly or through the National Federations? This will provide the basis for your anti-doping communication strategy.



Do you currently provide regular updates to your Beijing 2022 team members that could include anti-doping topics?



Can you engage any athletes as ambassadors to support the delivery of key messages? These can be current or former athletes or Athlete Committee members. Refer back to [section 4](#) for more information.

**EXPERT TIP**

**DR KELSEY ERICKSON**  
USA CYCLING




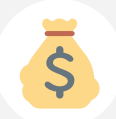




ITA





## 5.2

# WEBSITE ANTI-DOPING SECTION

-  **Website guidelines**
-  **Free**
-  **Athletes and Athlete Support Personnel**
-  **English, translation may be required**
-  **Monitoring page visits, clicks and downloads**
-  **Information provision  
Anti-doping education**

All NOCs, as World Anti-Doping Code signatories, must have anti-doping information on their websites.

To support you with this, the ITA has developed website content guidelines that cover all the obligatory anti-doping requirements as listed in the World Anti-Doping Code Art. 18.2.



There are many sections of the content guidelines where you can simply copy the relevant text onto your website. We would encourage you, however, to modify the text to best fit the needs of your organisation and to check that all areas are relevant to your particular anti-doping responsibilities.

You can download the guidelines by clicking on the icon below.

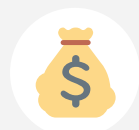


## 5.3

# EMAIL CAMPAIGN



**E-mail templates**



**Free**



**Administrators, athletes, Athlete Support Personnel**



**English, translation may be required**



**Monitoring e-mail open rates and clicks**



**Information provision  
Awareness raising**

The purpose of regular anti-doping communication in the lead up to the Games is to provide key information, remind athletes and Athlete Support Personnel of any education requirements and to build your relationship with your team.

Athletes and Athlete Support Personnel should know who their main NOC contact for anti-doping matters is. This will help your team feel more comfortable to ask questions and more importantly, give them the confidence and knowledge to compete clean.

We have prepared email content for your use for this purpose. As with the website guidelines, you can simply copy-paste , but we recommend adapting these texts for your country. These communications can be sent to your athletes and Athlete Support Personnel directly or through their National Federation.



**DOWNLOAD EMAIL CAMPAIGN TEMPLATE**

Click on "access the templates here"



Don't forget to check in with your NADO and see what communications they have planned. This will help reduce duplication and may even free up your time to focus on other educational activities.

# 5.4

## SOCIAL MEDIA CAMPAIGN


 Social media post template

 Free

 All your stakeholders

 English, translation may be required

 Monitoring post views, likes, shares, etc.

 Information provision  
Awareness raising

Clean sport social media campaigns are an effective way to reach athletes and Athlete Support Personnel, and are a recommended communication tool in the International Standard for Education.

Most often, social media campaigns contribute most to awareness raising and information provision, but you can also incorporate anti-doping education and values-based messages in your posts. For ideas and inspiration, check out [section 4.2](#).

**Here are a few quick and easy things that you can do:**

1. Repost and share existing content. The ITA communication channels can be a great place to start:

WEBSITE 

INSTAGRAM 

FACEBOOK 

TWITTER 

WADA communication channels:

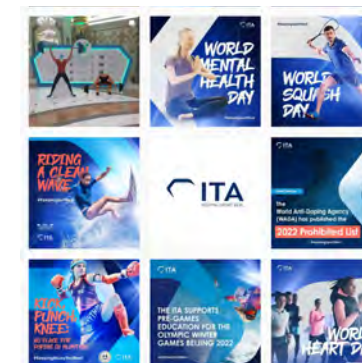
WEBSITE 

INSTAGRAM 

FACEBOOK 

TWITTER 

2. Create your own content – we have prepared social media posts for you for this purpose. All you need to do is copy, paste and post!



DOWNLOAD SOCIAL MEDIA  
CAMPAIGN TEMPLATE

Click on "access the templates here"



# MONITORING AND EVALUATION



# 6

## MONITORING AND EVALUATION

In order to gather enough information on whether your educational activities are effective, it is important that you monitor and evaluate them. This section is based on the WADA Guidelines for Education and provides practical tools and resources that you can use to make sure that you have effective monitoring and evaluation procedures in place.

6.1 Monitoring your activities

6.2 Evaluating learning

6.3 Evaluating your program

6.4 Determining impact





6.1

# MONITORING YOUR ACTIVITIES

Monitoring means observing the progress of your education program. You aren't deciding if you've been successful at accomplishing a program objective or at making an impact at this point – you are just collecting information. This information and data, collected regularly and in the same way over time, will help you determine progress, make comparisons and see trends.

Here are some examples of monitoring activities:

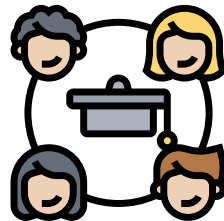


Number of education activities

- Event based
- In-person
- Webinar

Example:

One webinar session for coaches, one workshop for athletes and two conference calls with National Federations were held between November 2021 and February 2022.

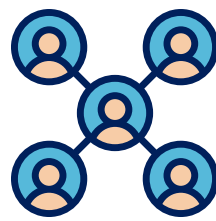


Participation metrics

- Attendance rates by role or by sport
- E-learning course completion rates

Example:

A representative of each National Federation was present during both conference calls. 80% of athletes currently qualified attended the workshop.



Communication metrics

- Clicks
- Likes
- Shares
- Downloads
- E-mail open rates

Example:

The National Federation conference call included a case scenario activity to prepare NFs for the Games. Webinar session for coaches covered the topics of TUEs and the Prohibited List.



Content

- Topics covered
- Types of learning activities

Example:

The National Federation conference call included a case scenario activity to prepare NFs for the Games. Webinar session for coaches covered the topics of whereabouts, TUEs and the Prohibited List.

EXPERT  
TIP

DR YAYA  
YAMAMOTO

JAPAN ANTI-DOPING AGENCY

ITA

JADA



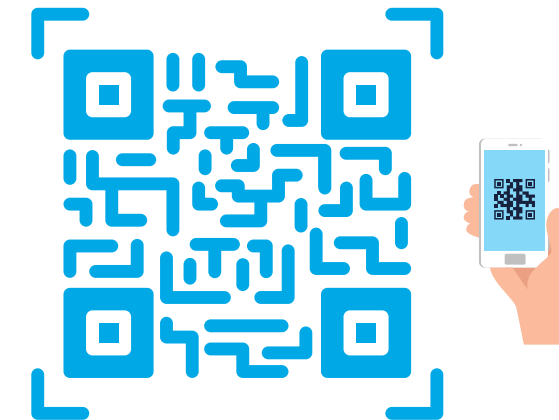
## 6.2

# EVALUATING LEARNING

Evaluating learning involves determining whether your participants have learned something and gathering feedback to determine the quality of their experience. You should evaluate learning during or at the end of your educational activities.

The process of evaluating learning does not need to be complicated. The easiest way to evaluate learning is to allow your target groups to do a self-evaluation.

For this, you can build a survey online using one of the freely available tools and distribute it as a link or a QR Code. You can also hand out printed surveys at in-person events.



To help you with this task, we have prepared a list of survey questions for different topics. Simply find the topic(s) that you are covering in the template document, and copy-paste them for your programs.



DOWNLOAD SURVEY TEMPLATE

Click on "access the templates here"

## 6.3

# EVALUATING YOUR PROGRAM

A requirement of the ISE is to evaluate your program annually. This allows you the opportunity to reflect on your program and consider its effectiveness. In other words, are you achieving what you set out to do?

This can be a simple process of gathering the data that you captured while monitoring your education activities and evaluating learning. Here, you can refer back to the aims and objectives set in your Education Plan and report on whether they have been achieved or not.

1

Combine all the data gathered during your activities (course completion rates, webinar attendance, email open rates, social media views, likes and shares, etc.)

2

Make note of any qualitative feedback (questions asked during webinar, comments made in the evaluation forms, etc.)

3

Go back to your program and learning objectives, evaluate whether you were able to achieve them.

4

Consider the resources used in the delivery of your program and whether they were worth the investment. In case human, financial or material resources limited your ability to deliver the program, make note of this for the next Olympic cycle.

5

Reflect on your program (specific activities and/or the overall plan) and consider what improvements could be made for the future.

6

Make sure you capture this process on paper and share with any relevant organisations (NADO, National Federations, etc.)

## 6.4

# DETERMINING IMPACT

You have now completed your program evaluation, a process that has hopefully given you some insight into the effectiveness of your program. However, you may want to go one step further and examine whether your education program has had a wider impact.

Here are some questions that you can start asking yourself now and after the Games:



**WAS THERE A DECREASE IN THE NUMBER OF ADVERSE ANALYTICAL FINDINGS AND/OR ANTI-DOPING RULE VIOLATIONS? HOW DOES IT COMPARE TO PREVIOUS EDITIONS OF THE GAMES?**

While a decrease in this number cannot be attributed to education alone, it is still important to analyse. It can also be put into context. For example, a decrease in the number of ADRVs may be partially attributed to education efforts if the testing numbers remain the same.



**WAS THERE A CHANGE IN THE TYPES OF SUBSTANCES FOUND IN SAMPLES? IS THERE A CHANGE IN THE NUMBER OF SPECIFIED AND NON-SPECIFIED SUBSTANCES FOUND?**

A lower number of specified substances may mean that education is contributing to a reduction in the number of inadvertent doping cases.



**ARE ATHLETES MEETING DEADLINES TO SUBMIT WHEREABOUTS INFORMATION? DID ALL YOUR TEAM MEMBERS FULFIL THEIR ANTI-DOPING RESPONSIBILITIES DURING THE GAMES? WERE THERE ANY ISSUES WITH YOUR ATHLETES AND THEIR ACCOMPANYING PERSONS DURING DOPING CONTROL?**

While these observations may be difficult to quantify and assess objectively, keeping a general anti-doping issue tracker during the Games can help you understand the overall situation during the Games and whether there are any trends or knowledge gaps.



You may be able to compare this to data collected at previous Games or this may be the first time you have completed monitoring and evaluation of activities and your program. Whatever stage you are at, it's not too late to start. Simply remember to write down all your observations and refer back to them at the start of the next Olympic cycle.



# PREVENTION OF COMPETITION MANIPULATION



## 7

# PREVENTION OF COMPETITION MANIPULATION

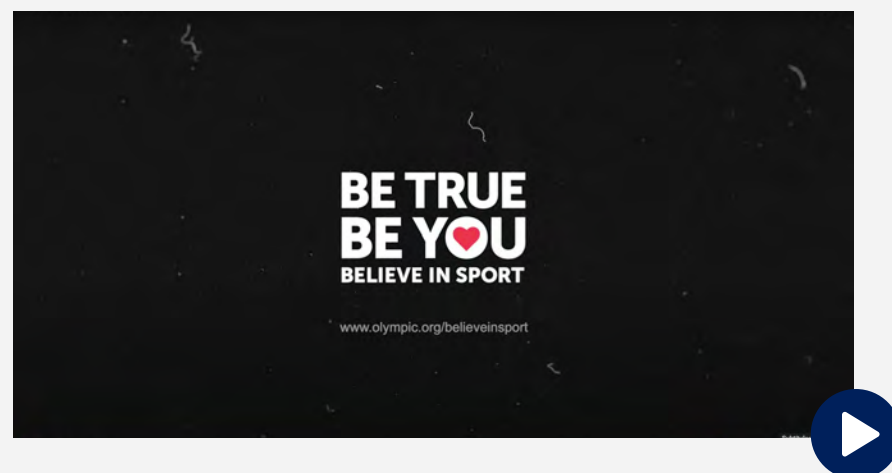
Doping is often not a stand-alone problem, but a combination of existing issues in the athlete's environment. Therefore, any organisation addressing the topic of doping may choose to also cover the wider topic of sport integrity. Check out this section provided by the Olympic Movement Unit on the Prevention of the Manipulation of Competitions for information on competition manipulation, and for resources that you are free to use in your programs.



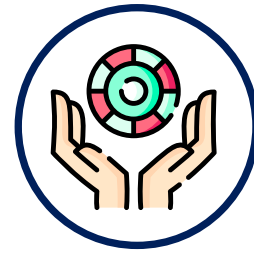


# COMPETITION MANIPULATION

Unlike other parts of this guidebook, this section is not about developing and implementing an anti-doping education program. Here, we have included important information on competition manipulation – we encourage you to read it and to communicate it to your National Federations, administrators, athletes and Athlete Support Personnel.



**What is competition manipulation?**

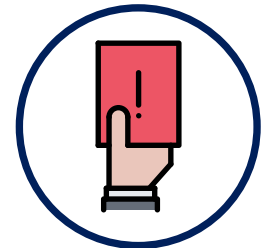


## What is competition manipulation?

Competition manipulation is the act of intentionally altering the course of a match or competition. This could include, for example, an athlete losing a match on purpose to face an easier opponent in the next round, or a referee knowingly making an incorrect call to win in on a bet.

## Risks of competition manipulation

Breaching the rules on competition manipulation can be subject to heavy sanctions, including a sports ban, a fine, loss of sponsors, serious damage to your reputation, and may even lead to a prison sentence.



## The Code of Conduct

The Code of Conduct on preventing competition manipulation consists of four key rules that applies to all athletes, entourage, and accredited participants at sporting events.

## Raising awareness

In order to protect their athletes and entourage, it is important that NOCs raise awareness and educate their sporting community. The Olympic Movement Unit on the prevention of the manipulation of competition is available to support you in each of these efforts and provides an array of resources to spread the message.





# COMPETITION MANIPULATION

Here are five ways to educate your athletes and Athletes Support Personnel about Competition Manipulation. If you are interested in including any of the above activities in your awareness-raising plan, or want to know more, please contact the Olympic Movement Unit on the Prevention of Competition Manipulations to see how they can help [omunitpc@olympic.org](mailto:omunitpc@olympic.org).

Display and distribute posters and flyers around sporting and NOC venues, and at athlete events e.g. training camps, youth events, Athletes' Commission meetings and Uniform Distribution days.

Deliver an educational webinar for your athletes with interactive activities such as poll questions or hypothetical scenarios. Use the existing presentation templates, speaking notes and quiz questions.

Spread the message to your athletes and entourage via your communication channels including Facebook, Instagram, Email Newsletters etc. There is a large collection of social media assets and digital content ready for you to use!

Engage with the network of Athlete Ambassadors to raise awareness amongst your athletes at in-person events including sporting competitions or delegation meetings.

Participate in the Athlete365 e-learning course on Preventing Competition Manipulation and encourage your athletes to complete the course.

BELIEVE IN SPORT  
EDUCATIONAL TOOLBOX

GO

CODE OF CONDUCT

GO

PREVENTING COMPETITION  
MANIPULATION COURSE

GO





# 8

## CHECKLISTS

The ITA developed pre-Games checklists for athletes and Athlete Support Personnel based on the education topics outlined in the Code (Article 18: Education). You can use these to make sure that all topics are covered in your education programs. If you are short on time, you can even distribute these checklists to your delegation before or during the Games. This can help you to quickly identify any gaps in knowledge, and perhaps to even address them right on the spot.

8.1 Anti-doping knowledge checklist for athletes

8.2 Anti-doping knowledge checklist for Athlete Support Personnel





## 8.1

# ANTI-DOPING KNOWLEDGE CHECKLIST FOR ATHLETES

- ☒ ☐ I know my values and what I stand for
- ☒ ☐ I know where to find the Prohibited List
- ☒ ☐ I know how to check a medication
- ☒ ☐ I know how to make good decisions about supplement use
- ☒ ☐ I know what to do if I need a Therapeutic Use Exemption from January 4 and through to the end of the Games period
- ☒ ☐ I know the 11 Anti-Doping Rule Violations
- ☒ ☐ I understand the principle of Strict Liability
- ☒ ☐ I am aware of the potential consequences of an Anti-Doping Rule Violation for both myself and my team
- ☒ ☐ I know my rights and responsibilities as an athlete
- ☒ ☐ I know what to expect in Doping Control, both for a urine and a blood test
- ☒ ☐ I know my responsibilities as an athlete included in a Registered Testing Pool
- ☒ ☐ I know my whereabouts requirements and will update my information for the Games-time period
- ☒ ☐ I know the important dates of the Games and I understand the difference between in-competition and out-of-competition periods
- ☒ ☐ I know where to go to report doping or any suspicious activity
- ☒ ☐ I know where to go to for more information and to ask questions

## 8.2

# ANTI-DOPING KNOWLEDGE CHECKLIST FOR ATHLETE SUPPORT PERSONNEL

- ☒ ☐ I know our team values and what we stand for
- ☒ ☐ I know where to find the Prohibited List
- ☒ ☐ I know how to support my athletes when they need to check a medication
- ☒ ☐ I promote good decision-making when it comes to supplement use
- ☒ ☐ I know what to do if one of my athletes needs a Therapeutic Use Exemption from January 4 and through to the end of the Games period
- ☒ ☐ I know the 11 Anti-Doping Rule Violations and the 7 that apply to me
- ☒ ☐ I understand the principle of Strict Liability
- ☒ ☐ I am aware of the potential consequences of an Anti-Doping Rule Violation for myself, my athletes and the rest of my team
- ☒ ☐ I know my rights and responsibilities as Athlete Support Personnel
- ☒ ☐ I know the Doping Control process, both for a urine and a blood test
- ☒ ☐ I know the important dates of the Games and I understand the difference between in-competition and out-of-competition periods
- ☒ ☐ I know my role if a doping-related situation should arise in the lead up to or during the Games
- ☒ ☐ I know where to go to report doping or any suspicious activity
- ☒ ☐ Both my athletes and I know where to go to for more information and to ask questions



We would like to thank you for investing your time and resources in educating the athletes and Athlete Support Personnel who will represent your nation at the Olympic Winter Games Beijing 2022. We hope that this NOC Anti-Doping Education Guidebook and the accompanying resources are useful to you and your colleagues in this process.

**If you have any questions, comments or feedback, please do not hesitate to contact the ITA Education Team at [education@ita.sport](mailto:education@ita.sport).**



