

Draft Education cum awareness plan on anti doping in sports in line with WADA International Standard for Education (ISE)

1. Key features of WADA International Standard for Education (ISE)

The objective is to establish mandatory standards which support Signatories in the planning, implementation, monitoring and evaluation of effective Education Programs.

A key underpinning principle of the ISE is that an *Athlete's* first experience with anti-doping should be through *Education* rather than *Doping Control*.

The overall guiding purpose of the *International Standard for Education* is to support the preservation of the spirit of sport as outlined in the *Code* and to help to create a clean sport environment.

2. Objectives of ISE

- To establish an Education Pool that shall at a minimum, include *Athletes* in the *Registered Testing Pool* and *Athletes* returning from a sanction.
- To consider the benefits of educating a wider population through Values-Based Education programs to instill the spirit of sport and foster a clean sport environment.
- To engage and leverage the resources and expertise of others, including governments, researchers and educational institutions.

3. Component of IE

1. Values-Based Education: Delivering activities that emphasize the development of an individual's personal values and principles. It builds the learner's capacity to make decisions to behave ethically.
2. Awareness Raising: Highlighting topics and issues related to clean sport.
3. Information Provision: Making available accurate, up to date content related to clean sport.

4. Anti-Doping Education: Delivering training on anti-doping topics to build competencies in clean sport behaviors and make informed decisions.

4. Creating Education Pool

Keeping in view of participation level of athletes in various national / international sporting events, the following may be identified in education pool of NADA for the purpose of continual education:

Priority group

- Athletes identified in NADA's RTP
- Athletes selected for major events/ Target Olympic Podium Scheme (TOPS)/

Development Group

- Athlete Support Personnel (ASP) of Team selected for major games
- Athletes serving ineligibility / returning from a sanction
- Athletes training in National Centre Of Excellence (NCOE)
- Young athletes identified at Khelo India Academies (KIAs)

Others core group

- University/ college / school students
- Physical education teachers
- Sports administrators / coaches and supports staff
- Doctors and medical staff
- Lawyers and Media personnel

5. Key stakeholders of the Campaign:

- National Sports Federations (NSFs)
- Sports Authority of India (SAI)
- Universities/Colleges/Schools/Boards
- Sports Educational Institutions/ Universities/ Colleges and Schools
- Professional Sports Associations like NGOs etc.
- Medical & Para Medical Institutions
- Govt. Health Care Authorities

- State Sports Authorities

6. Types and nature of Awareness Programs:

Out of competition/Training Camps

- The awareness seminars and structured training workshops will be conducted during out of competition or training camps or any requested locations.
- Keeping in view of Pandemic COVID-19, the awareness sessions will be conducted online.

In competition/events

Anti doping awareness session/ outreach program will be conducted before/ during the championship/ events in following events:

- Junior/ Sub Jr. level championship
- State level events (Jr. and Sub Jr.)

Athlete outreach program:

The WADA outreach model will be adopted. The computer based 'Play True Quiz' questions on anti doping shall be used to create awareness among athletes. As 'Play True Quiz' is designed to reward the athlete based on results of the quiz, NADA may adopt the similar strategy.

7. Awareness through digital and print campaign (Play fair campaign)

Anti doping posters and leaflets:

Developing of anti doping pamphlets/ posters and leaflets based on the template available on WADA website and translation of the same into regional languages to have better understanding for athletes.

Social media outreach:

- Engagement of athletes through social media platform such as facebook, twitter and instagram etc. and encouraging them to adopt clean sports.

- Compilation of athletes / ASP database for regular bulk messaging via mobile SMS, whatsapp and email.
- Information and awareness through website and anti doping quiz.

Short video content/ clips on anti doping:

To develop short and catchy video clips/ content with info graphics for youth and school level athletes.

8. Education delivery method

- Face-to-face sessions through seminar/ workshops,
- e-Learning through online sessions
- Anti doping course through ADeL module of WADA
- Distribution of anti doping information brochures/ leaflets, posters etc.
- Awareness through Outreach booths (In-competition)
- Query resolution through NADA helpline
- Information through websites, social media, email etc.,

9. Structure of Training Module for Identified Target Groups:

Delivery of value based *education* programs

As per the ISE, values-based *education* should be a focus, particularly in children and youth through school and/or sports club programs, and in cooperation with the relevant public authorities and other stakeholders.

- Principles and values associated with clean sport,
- Athletes', Athlete Support Personnel's and other groups' rights and responsibilities under the Code,
- The principle of Strict Liability,
- Consequences of doping, for example, physical and mental health, social and economic effects, and sanctions,
- Anti-doping rule violations,
- Substances and Methods on the Prohibited List,

- Risks of supplement use,
- Use of medications and Therapeutic Use Exemptions,
- Testing procedures, including urine, blood and the Athlete Biological Passport,
- Requirements of the Registered Testing Pool, including whereabouts and the use of ADAMS,
- Speaking up to share concerns about doping.

10. Monitoring & Evaluation of the education/ awareness plan

Impact of Anti doping awareness cum education for priority groups will be monitored via pre and post assessment of anti doping knowledge of participants of the priority groups. Feedback will be obtained from other core participant groups after delivery of anti doping session.

The progress and delivery of the education plan will be tracked by the constituted expert committee to ensure steady progress within the timeframe specified. A regular review of the plan may be required to grow and develop the plan to ensure efficacy in achieving the objectives.

Template for Monitoring and evaluation

What	Collecting data to check progress.	Gathering feedback to determine the quality of the learning experience.	Check if the program objectives have been met.
When	During education activities.	At the end of the education activities.	Annually.
How	Data analytics; Number of completions of eLearning; Social media hits/likes; Numbers of leaflets handed out. Scenarios, Quizzes. Games to check learning; Questionnaires to check changes in knowledge levels.	Feedback form;	Analysis of data through evaluation learning; Baseline surveys at the start and end of our program;