

# IFF ANTI-DOPING EDUCATION PROGRAMME

- Merita Bruun

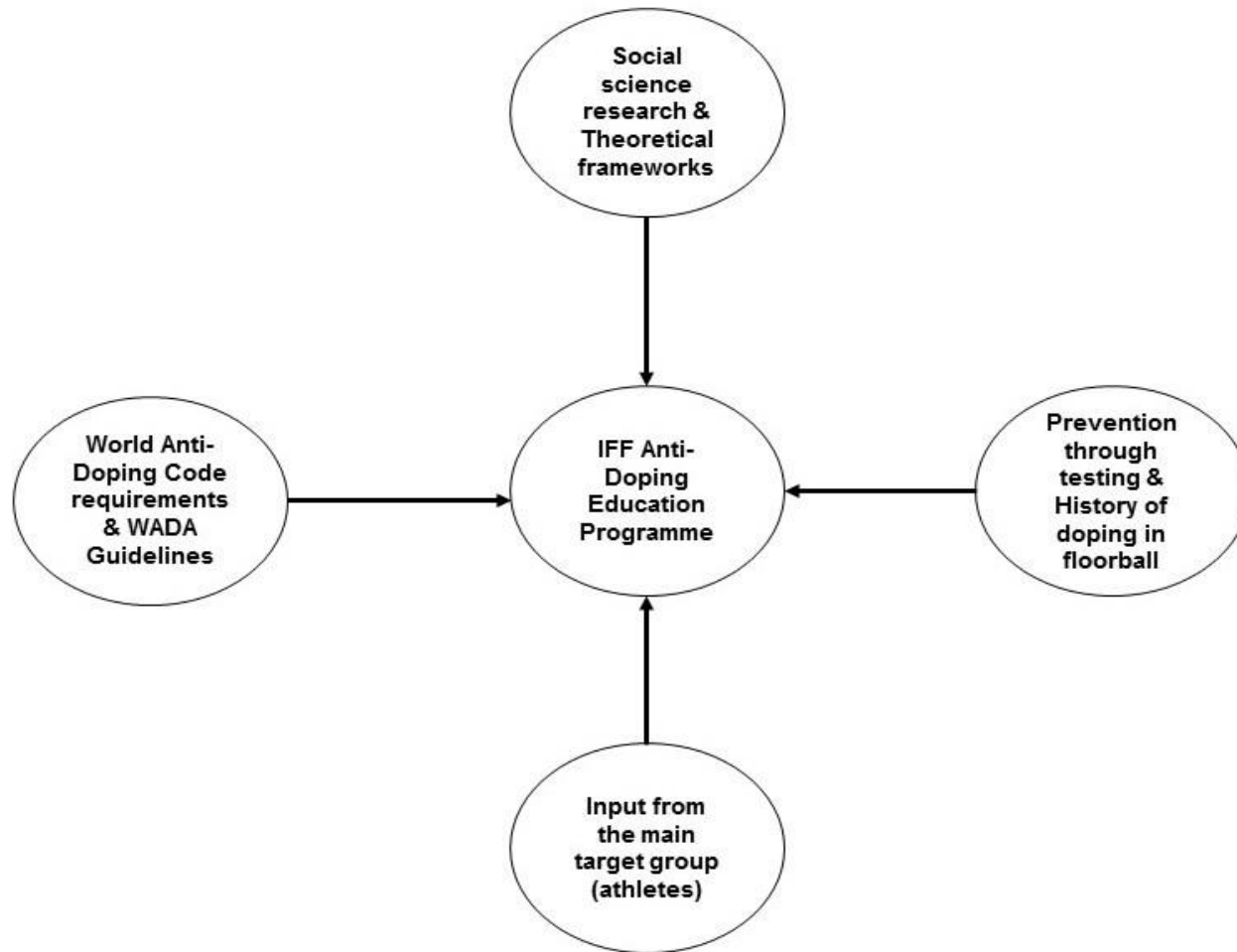
# Introduction & Background

- New requirements for anti-doping organisations (education mandatory)
- Other prevention strategies are expensive and have proved not to be effective enough (testing)
- Existing need of anti-doping education
- Protecting clean athletes

# Objectives

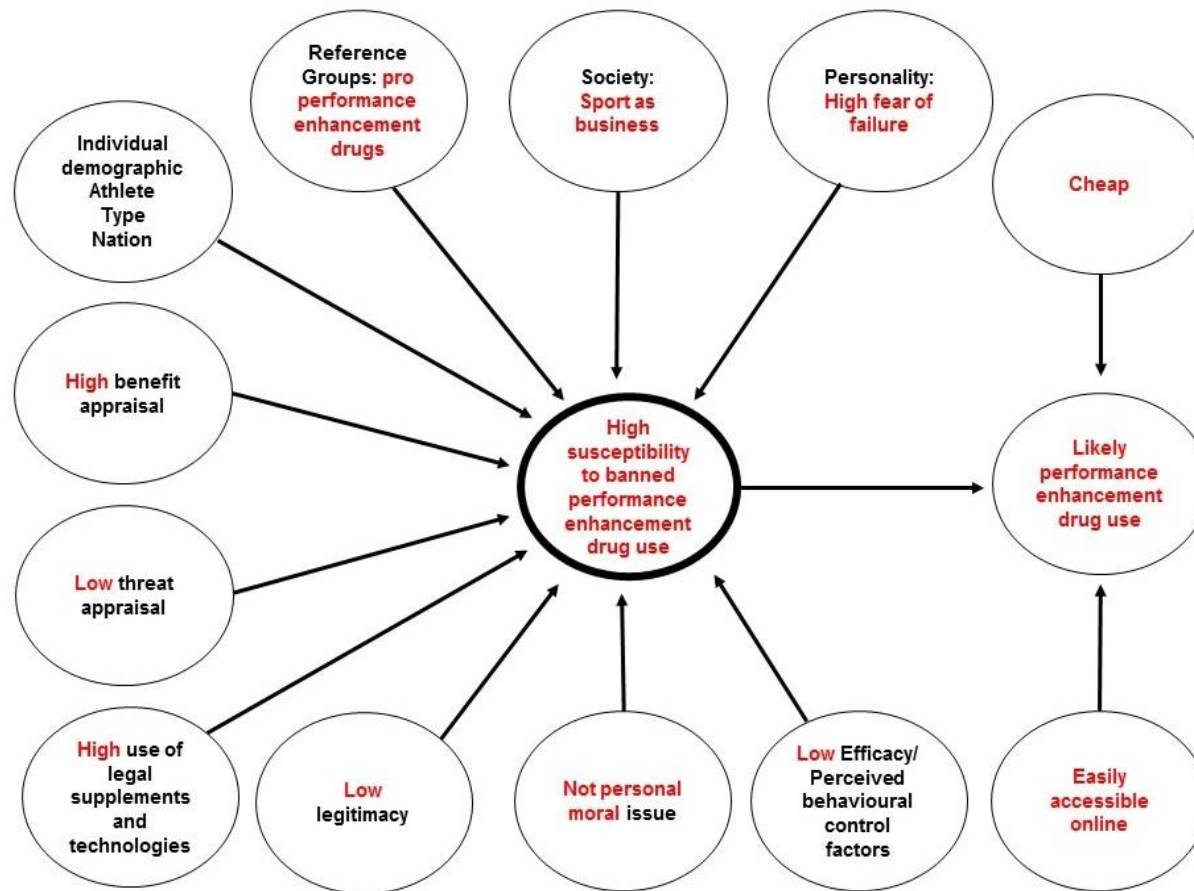
- Introduce the theoretical frameworks used for anti-doping education as well as the results from recent social science research and evaluate the applicability of these from the IFF's perspective
- Utilise the different WADA guidelines and follow the requirements of the World Anti-Doping Code 2015
- Present the other prevention strategies such as testing in floorball and evaluate the risk of doping in the sport
- Gather and analyse the opinions from the athletes who are the main target group
- **Develop the IFF anti-doping education programme based on the above-mentioned data and input**

# Process Model



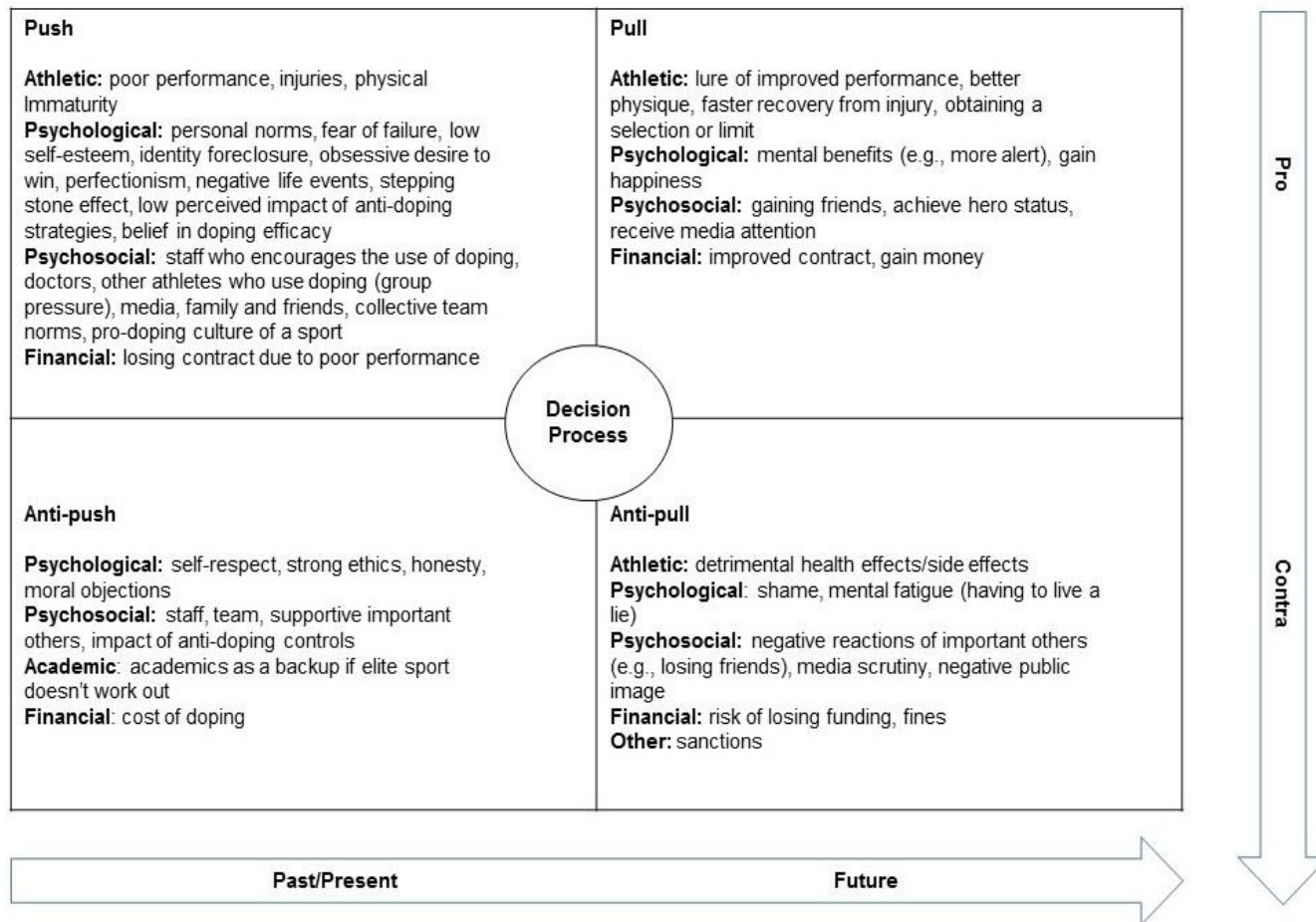
# Anti-Doping research & theories

Sport Drug Control Model



# Anti-Doping research & theories

Holistic Athletic Career framework and the Push Pull Anti-Push Anti-Pull framework



# Participatory Education Planning

- Involving the athletes in the process
- Aims with this approach:
  - to collect valuable input
  - to get the buy-in from the athletes

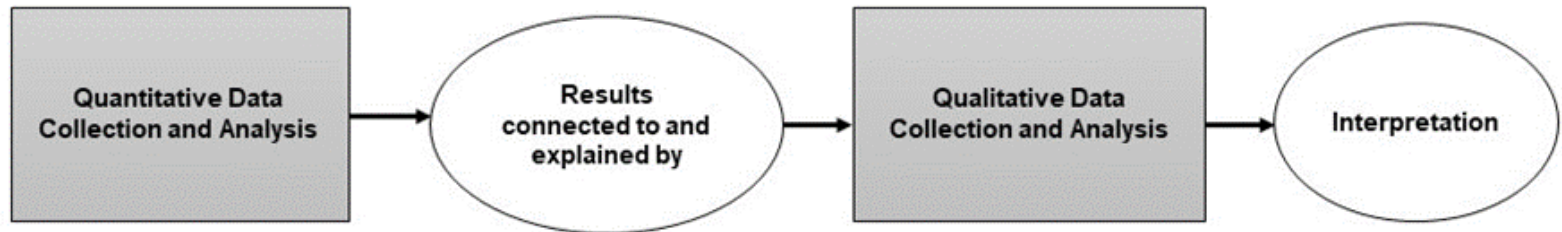
# Mixed Methods

- Quantitative approach appropriate method to explore the perceptions of a quite large group of athletes (314 players)
- Qualitative method was best suitable for gathering deeper information from a small predefined group, such as the nine IFF athletes' commission members



# Mixed Methods

- Explanatory sequential research design
- Quantitative method was conducted before the qualitative phase
- Qualitative method was used to get deeper understanding of the quantitative results



# Data Collection

- Survey
  - World Floorball Championships players
- Focus group interview
  - IFF Athletes' Commission members

# Conclusions, general

- Anti-doping information and education is important and needed in floorball
- The risk of doping in floorball is still low, but the IFF shall stay alert to the fact that the sport is growing and might include more business-like thinking in the future
- Collaboration and partnerships with the national anti-doping organisations and the IFF member associations is essential

# Conclusions, general

- The national anti-doping organisations in cooperation with the IFF member associations, should be the primary source for delivering anti-doping education
- The IFF shall concentrate its own education sessions on delivering face to face education during the IFF Events
- These sessions should primary be organised for the U19 teams and teams who have not received prior education nationally.

# Conclusions, goals

- The short-term goal should be that all athletes entering the major U19 Events would have received anti-doping education.
- The long-term goal should be that all athletes and their entourage entering the major IFF events would have received anti-doping education.

# Conclusions, target groups

- The education should be targeted towards youth players, so the under 19 age category should be the IFF's main target group.
- New countries/teams should be targeted and countries without close cooperation with the national anti-doping organisation
- The athletes' entourage such as the team managers, coaches, team doctors and other team staff should also receive anti-doping education and information
- Anti-doping awareness campaigns should be directed towards a wide audience such as athletes, fans, spectators and media.

# Conclusions, content & channels

- Addressing the range of topics, including a variety of anti-doping topics, but also other more values-based topics related to fair play, the spirit of sport and/or for example nutrition, should be emphasised.
- It is also essential for the athletes to understand that there can be both health and social consequences when using doping.
- Education should at least include information about the Prohibited List, about the risks associated with using nutrition supplements, testing, therapeutic use exemptions, sanctions, the athletes' rights and athletes' responsibilities.

# Education Programme U19

| Target group                 | Goal  | Activity  | Responsible organisation  | Time   | Priority             |
|------------------------------|---|---|---|--|----------------------|
| U19 teams entering IFF *WFCs | Floorball players shall understand the consequences of doping and the importance of staying clean   | IFF to be in contact with the *'MAs and/or **'NADOs to make sure that all teams entering the Events have completed anti-doping education sessions | IFF responsible for initiating the cooperation between the MAs and NADOs  | Initial contact latest six months prior to the IFF Event | Highest priority     |
|                              | All U19 players participating in the IFF Events should be educated in a wide range of anti-doping topics such as: prohibited substances and nutritional supplements, the athletes' right and responsibilities as well as testing and therapeutic use exemptions | IFF to develop interactive anti-doping seminars for those teams who have not completed a national anti-doping session prior to the IFF Event      | MAs to run or book an anti-doping session nationally and organise a session for those teams who have not received anti-doping education | IFF education session during Event                       | Starting immediately |
|                              |   | IFF to include anti-doping topics at the captains' meetings   | IFF to oversee that all teams have completed a session  |  |                      |
|                              |   | Peer-led teaching should be a priority for the U19 players  |   |  |                      |



# Education Programme new countries

| Target group  | Goal  | Activity  | Responsible organisation  | Time   | Priority                         |
|---|---|---|---|--|----------------------------------|
| New countries/countries without proper anti-doping efforts entering Men's & Women's IFF *WFCs | Floorball players shall understand the consequences of doping and the importance of staying clean   | IFF to be in contact with the **MAs and/or ***NADOs to make sure that all teams entering the Events have completed anti-doping education sessions | IFF responsible for initiating the cooperation between the MAs and NADOs  | Initial contact latest six months prior to the IFF Event | 2 <sup>nd</sup> highest priority |
|   | All new teams participating in the IFF Events should be educated in a wide range of anti-doping topics such as: prohibited substances and nutritional supplements, the athletes' right and responsibilities as well as testing and therapeutic use exemptions | IFF to develop interactive anti-doping seminars for those teams who have not completed a national anti-doping session prior to the IFF Event      | MAs to run or book an anti-doping session nationally  | IFF education session during Event                       | Starting within 12 months        |
|   |   | IFF to include anti-doping topics in the captains' meetings   | IFF to oversee that all teams have completed a session and organise a session for those teams who have not received anti-doping education |  |                                  |

# Education Programme adults

| Target group                              | Goal   | Activity  | Responsible organisation  | Time   | Priority                   |
|---|--|---|---|--|----------------------------|
| Teams entering Men's & Women's IFF *WFCs. | Floorball players shall understand the consequences of doping and the importance of staying clean                  | IFF to be in contact with the **MAs to inform about the importance of anti-doping education and about the available anti-doping education possibilities | IFF responsible for informing the MAs about the education importance and different possibilities to receive education                         | Initial contact latest six months prior to the IFF Event | High priority              |
|   | All teams participating in the IFF Events should have the possibility to receive anti-doping education when needed | IFF to develop interactive anti-doping seminars for those teams who have requested for it   | MAs to decide about teams' education needs and possibly book and attend national anti-doping education session or book a session from the IFF | IFF education session during Event                       | Starting within 12 months. |
|   |  | IFF to include anti-doping topics in the captains' meetings   |   |  |                            |

# Education Programme athlete entourage

| Target group      | Goal  | Activity  | Responsible organisation   | Time  | Priority                 |
|-------------------|---|---|--|---|--------------------------|
| Athlete entourage | The athlete entourage shall understand the importance of protecting clean athletes  | IFF to investigate the need of anti-doping education for the athletes' entourage                | IFF responsible for investigating the athlete entourage education need | IFF to collect input from athlete entourage at IFF Events | Future priority          |
|                   | All persons in the teams that are responsible for athletes' health and wellbeing should receive anti-doping education when needed | Based on the results the IFF shall develop the athlete entourage anti-doping education approach | *MAs to give their views about existing need                           |   | Starting after 12 months |
|                   |   | IFF to include anti-doping topics in the technical meeting (for team managers etc.)             |  |   |                          |

# Awareness campaigns for floorball fans

| Target group                      | Goal   | Activity  | Responsible organisation  | Time  | Priority                          |
|-----------------------------------|--|---|---|---|-----------------------------------|
| Fans, athletes, spectators, media | Floorball shall be viewed as a fair sport without doping | IFF to run anti-doping awareness campaigns that include a positive message                              | IFF ask for opinions and views from the IFF athletes' commission                | IFF anti-doping awareness campaigns to be run at major IFF Events | Continuous priority               |
|                                   |  | IFF to investigate the possibility of collaboration with *MAS and/or **NADOs for running such campaigns | IFF to be in contact with MAs and/or NADOs for planning the launch of campaigns |   | Campaigns to be further developed |
|                                   |  | Other topics related to fair play can be added to the campaigns   |   |   |                                   |