

# Fight Clean

### Anti-Doping Education Strategy











#### Introduction

Doping in sport remains a serious issue putting athlete's health at risk, threatening the integrity of clean athletes and the reputation of the sport.

Whilst doping is not prevalent in our sport it is essential that as athletes, parents, coaches, support staff and or practitioners we are; aware, informed and familiar with where to access resources, how and where to check medications and the process by which to assess the need for supplements, as well as being familiar with the wider components of clean sport.

As a sport we have a collective responsibility to inform and educate athletes as well as the individuals who support them – should we ignore our responsibility there are profound consequences for the sport.

GB Taekwondo embrace UK Anti-Doping's (UKAD) programme of deterrence, detection and education resources to ensure that the integrity of our sport is protected. Therefore, GB Taekwondo endorse the testing programmes implemented by UKAD and WT meaning that athletes may be tested anytime, anywhere at competitions (deemed to be 'in competition') as well as National Squad training sessions (deemed to be 'out of competition'). Furthermore, GB Taekwondo support Athlete Whereabouts, (National Registered Testing Programmes – NRTP)).

GB Taekwondo are committed to the dissemination of education, resources and information to uphold clean sport through all channels of communication to include social media, workshops, web links as well as through word of mouth. Concerning the delivery and our approach to education we, believe in values-based philosophy which shine a spotlight on the relevance of clean sport to athletes, coaches, support personnel and team leaders.





#### 1.1 Risk Analysis

There are several considerations to be made when designing and refining our education strategy for GB Taekwondo. The points outlined within the strengths, weaknesses, opportunities, and threats diagram are a snapshot in time. Whilst many will remain relevant as new rules / prohibited lists appear to mitigate the advancement of medication and methods, so education and information dissemination will remain a feature of our programmes now, and in the future. It is also acknowledged that risk factors may shift throughout the cycle placing a different emphasis on a particular area from time to time.



### **THREATS**

- A risk that knowledge & awareness gaps may exist within new athlete cohorts entering GB Taekwondo's programmes
- Risk of inadverted Adverse Drugs Rule Violiation (ADRVs) from Medication / Supplement / Athlete Whereabouts amonst others
- Filing violations for Athlete Whereabouts (ADAMS)



### STRENGTHS

- Centralised delivery @
   National centre
  - Academy athletes inducted upon entry into World Class Programme
     Organisational commitment to clean sport
     Dedicated educators x2



## WEAKNESSES

- Limited knowledge awareness pre GB Taekwondo entry
- Untypical talent recruitment means athletes may go from 'zero to hero' within a relative short timeframe!



## OPPORTUNITIES

- Great opportunity to have a significant impact on education delivery / behaviours philosophy
- Captive audience where the information is immediately relevant (elite athletes now or in the immediate future)





#### 1.2 Governance & Key Partners

#### 1.2 a: About GB Taekwondo:

GB Taekwondo is responsible for the preparation and performance of Britain's elite taekwondo athletes at major championship, including the Olympic and Paralympic Games. The GB Taekwondo Academy Programme is designed for senior athletes who train centrally Monday – Friday. Typically athletes are supported by the National Lottery (UK Sport) to train as fulltime athletes at the National Taekwondo Centre. UK Sport invest into the Academy Programmes, (Olympic & Paralympic - approximately 25 male and female athletes) and Sport England invest Talent funding into the Development Programme with approximately 45 athletes (male and female). The Academy is a centralised programme, whereas the Development Programme is camp-based programme training fortnightly during weekend training activities.

Kyorugi is the fighting part of the sport and is also the only discipline within Taekwondo which is an Olympic and Paralympic sport at the Games. The sport of Taekwondo has many different forms with many different organisations, each of whom register to various national/international organisations, i.e., TAGB (Tae Kwon-Do Association of Great Britain who in turn are affiliated to ITF, (International Taekwondo Federation) but all aur non-Olympic forms of Taekwondo). GB Taekwondo have a memorandum of understanding, (MoU) with British Taekwondo (BT) who are the National Governing Body. BT are affiliated to World Taekwondo (WT) as a Member National Association, (MNA), see page 5.

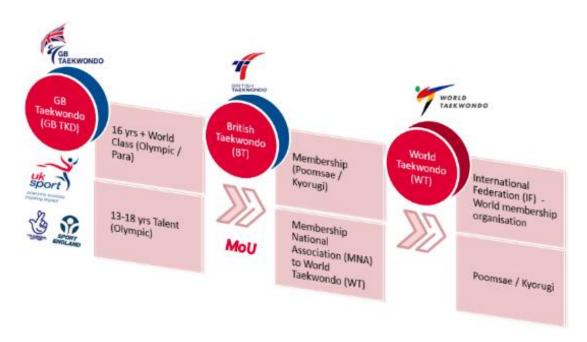
In summary, GB Taekwondo manage and deliver the 'Talent and World Class Programmes' for elite athletes in Olympic / Paralympic sport of 'Kyorugi' Taekwondo.

The board is comprised of the Chair, 3 Executive Directors and 4 Non-Executive Directors, (NEDs) – Board Members, Board & Responsibilities.

The rest of the organisation is comprised of approximately 8 coaches, 2 physios, a part time doctor, department leads and a Performance Detector with a Programme Manager x2 and approximately 10 other fulltime staff and 5 contracted coaches.







There continues to be significant support from, and engagement with Sport England, (SE) as our home country investment organisation. There is limited involvement with other Home Nations, though several of our Olympians and Paralympians have emerged from Wales and have received financial support from Sport Wales. In terms of equivalent home country organisations which deliver activity and programmers similar to GB Taekwondo the landscape is a very simple model which effectively leads to athletes moving from club into a 'British' Performance Pathway, and from grass roots via British Taekwondo into our elite programmes within GB Taekwondo. Since there are minimal layers between the club, BT and GB Taekwondo programme activity the majority of workshop type clean sport education begins at GB Taekwondo.



#### Our primary partners are:

- 1. Parents & clubs of athletes within the Development Programme
- 2. British Taekwondo, Home Country Funding Agencies, Sport Wales, Sport Scotland, NI Sport, Sport England, UK Sport, BOA, BPA, Sportsaid (BTB), TASS, EIS





#### 1.3 a and b - Target Groups and Support Personnel / 4.0 Education Programme Audience

#### Academy athletes (25 - 32 athletes) 16+ yrs

#### Mandatory

- Athletes on registetred testing pools (Domestic, National and or Internatonal)
- Athletes on Podium / Podium Potential / Confirmation
- Athletes selected for Major Championships to include Olympic and Paralympics
- · Athletes returning from a sanction / ADRV

#### GB Taekwondo coaches / support staff (25-30)

#### Mandatory / Recommended / Optional

- Coaches delivering training to any World Class athlete / Academy (mandatory) \*
- Support staff delivering a service or pratice to any World Class athlete / Academy (mandatory) team doctor, physio, S&C coaches, nutritionist etc
- Any team manager / athlete personnel holding a position of influence over an athlete on a day to day basis / and or involved as a member of the delegation for a Major Championships (mandatory)
- · Coaches delivering training to 'Talent' athletes (Development Programme) (recommended)
- Coaches delivering training to athletes selected for major Championships (Youth Olympic Festival etc) (madatory) \*
- Support staff delivering a service or pratice to 'Talent' athlete (Development Programme) physio, S&C coaches, nutritionist etc.(recommended)
- Anti dopoing lead and Board lead (Mandatory)
- Educators (Mandatory)

#### Development Squad (45 - 50 athletes) 13-18 yrs

Mandatory / Recommended / Optional

- Athletes on Talent Programmes (Development Squad Programmes) Recommended
- Athletes selected for Youth Olympic Festival (YOF) Mandatory
- Athletes selected for Major Championships Recommended
- Parents of athletes selected for Major Championships / YOF Recommended

\* Coaches delivering on World Class Programmes / YOF selected athlete will be required to complete Clean Coach. All other support Staff will be expected to complete Clean Advisors, save Educators and Anti-Doping Leads.

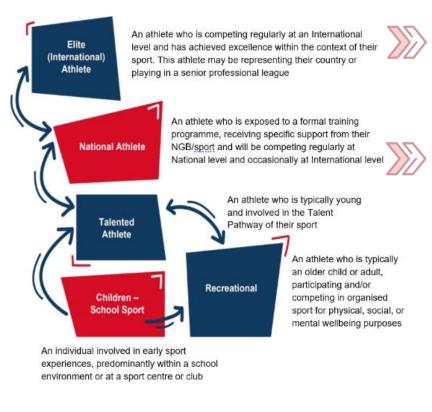
In accordance with UK Anti-Doping (UKAD) definition, all Academy athletes are categorised as 'Elite (international) Athletes'. Development Squad athletes are categorised as 'National Athletes'.

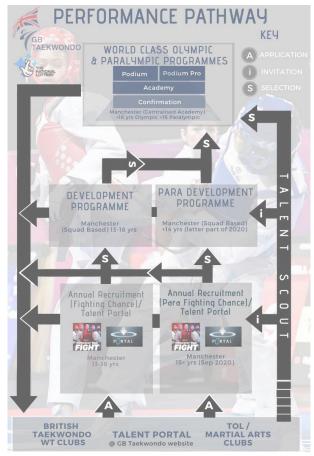
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#### 2.0 Clean Sport Curriculum

#### UKAD definition of athlete populations:





GB Taekwondo support and delivery education to National Athletes and Elite (International Athletes). Athletes will not necessarily progress in a linear fashion from Programme to Programme therefore our delivery remains flexible and tailored to the knowledge, experience and needs of the individual. This is the main reason why the curriculum lists 1-3 in most of the Elite Athlete columns; however, our workshop delivery also accounts for ages / stage of development. Due to the structure and governance of GB Taekwondo outline in section 1.2, our athlete population and therefore audience sit within the two top tiers of UKAD's definition of athlete populations above; "Elite" (International Athletes) and "National Athlete".



#### Clean Sport (Anti-Doping) Education Strategy V6 – 2022 - 2025



As our athletes' journey through our programmes there will be moments and stages of increased vulnerability. Athlete 'transitions' represent the greatest point of vulnerability, specifically when athletes move into the Academy Programme.

Typically, an athlete will move into an athlete house, often living away from home for the first time (Monday to Friday) which coincides with when performance and results become increasing important and when training volume increase leading to a greater possibility of injury as the athlete move from club-based training programmes. Weight-making will also be a point of vulnerability when athletes may feel a sense of pressure and have the potential to make compromised decisions. It is therefore important that the nutritionist account for this and offer support in the form of help and assistance to reiterate clean sport, in particular informed choices and batch tested products where supplementation is concerned.

The below table of contents lists the key areas of education topics which forms our curriculum. Due to the organisational structure and governance outline within section 1.2 pp4 & 5 there is a focus on athlete education followed by athlete support staff and the immediate coaching team within GB Taekwondo. For athletes within the Development Programme information and links will also be shared with parents, however because GB Taekwondo is not the NGB / membership organisation we will prioritise these audience groups rather than a wider membership audience, grass roots.

Athletes are our core focus and although younger athletes will be reliant on parental guidance, given one of our six pillars from the Player Development Framework (PDF) for our 13-18 athletes is 'non-dependant learner' this approach compliments the delivery method within our athlete curriculum. A simplified content will be delivered to parents where awareness will be the core objective, save checking medication, supplementation and Therapeutic Use Exemptions (TUEs) where and applied knowledge will be the intended outcome.

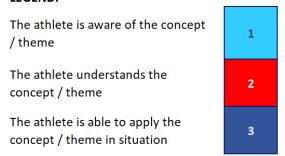




Unit	nit Topic Name		National	Elite
Unit One: Gloabal & National -D Governanace	1	Global & Nationa;I Anti Doping Governanace	1-2	1-3
	2	Principles of 100% me	1	1-3
in Anti-	3	The Prohibited List (The List)	1-2	1-3
actice	4	Checking Medication	1-2	1-3
ood Practi Doping	5	Therapeutic Use Exemptions (TUEs)	1-2	1-3
Unit Two: Good Practice in Anti- Doping	6	Food First / Supplements	1-2	1-3
Unit	7	Report Doping in Sport	1-2	1-3

Unit Topic		Name	National	Elite
	8	Testing Procedure for Blood and Urine	1-2	1-3
ree: tion & res for	9	Testing Pools	1	1-3
Unit Three: Preparation ? Procedures fe	10	Whereabouts Requirements	1-2	1-3
9 P	11	Anti-Doping Administration & Management System (ADAMS)	1	1-3
/s & s of	12	Results Management Process	1	1-3
Unit Four: ADRVs Consequences Doping	13	Anti-Doping Rule Violations (ADVRs)	1-2	1-3
Unit Fo	14	Consequences of doping	1-2	1-3
Five: etal lors	15	Image & Performance Enhancing Drugs (IPEDS)/Intravenous (IV) Infusion	1-2	1-3
Unit Five: Societal Factors	16	Psychoactive Drugs	1	1-3

#### LEGEND:



The audience **not** catered for within our delivery and education strategy is the wider membership of British Taekwondo, (BT) to include BT clubs and club coaches.





#### 3.0 Education Programme

3.1 In 2017 – 2018 the Development Programme introduced the Player Development Framework (PDF) to underpin the behaviours, values and attributes which we believe contribute toward preparing a senior athlete. The PDF is peculiar to the 13-18 yr Development Programme and is underpinned by six pillars outlined within the diagram below.

The main philosophy of the PDF as well as our clean sport education is based on a values-based learning and outcome model.



Our clean sport education delivery follows the same model as the PDF with a heavy emphasis on value-based content, debate, moral dilemma and consequences.



#### Clean Sport (Anti-Doping) Education Strategy V6 – 2022 - 2025



Irrespective of programme, (World Class/Academy or Development), the introduction to our anti-doping education begins with some form of moral dilemma and asks the athlete to make binary decisions as to what they would do in any given situation. This will include examples modelled around <u>Walter Mischel - The Marshmellow Test</u> of choice and consequence, the double trolley effect, as well as specific sport scenarios. I.e., An athlete is aware that a team-mate has taken a restricted or banned substance and is room sharing with that same person at a Major Championships – 'what do you do'-?

We also use examples of footage from the notorious tampering affair known as the 'Sandpapergate scandal' in 2018 during a Test Match in South Africa. Using footage from the press conference interview that Steve Smith gave following the scandal, irrespective of this not being an anti-doping rule violation, (ADRV) we illustrate how a decision to cheat the rules of the game had a profound consequence. Much in the same the same way as the Adam Dean interview articulates the dangers of inadvertent doping, example from Cricket drives home the subject of consequence.

The Educators will continue to review current material / topical cases to ensure the workshops remain relevant. Where new examples are used are new themes introduced into future curriculum frameworks the main delivery style will be underpinned by a values-based approach.





#### 3.2 Awareness & PR, 3.3 a & 3.3 b:

The below table outlines the implementation plan for education and information. The 'Be' series campaign can be found within the appendix.

Unit	Topic	Name	3.2 & 3.3 a & b - Implementation Plan	
Unit One: Gloabal & National -D Governanace	1	Global & Nationa; I Anti Doping Governanace	Website @ GB Taekwondo to outline UKAD / WADA and general purpose.  Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.	
Unit One: Natio Goverr	1	Global & National, Altri Doping Governanace	Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).	
Unit Two: Good Practice in Anti-Doping	2	Principles of 100% me	Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.  Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).	
	3	The Prohibited List (The List)	Website @ GB Taekwondo - link to current Prohibited List & UKAD fact sheet updates along with any Code & associated International Standards relevant to athletes and athlete support personnel.  Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.  Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).  All athletes / staff & parents of Development Squad athletes will receive direct messaging annually with links to current Prohibited List & UKAD fact sheet updates.	
	4	Checking Medication	Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.	
	5	Therapeutic Use Exemptions (TUEs)		
	6	Food First / Supplements	Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).	
	7	Report Doping in Sport	Notice board displaying 'Be campaign' (series of summary flyers for checking medications, athlete whereabouts, supplements, ADRV's, Testing	
ion	8	Testing Procedure for Blood and Urine	Process (urine), Cannibidiol, TUE process and IPEDs - housed at the Nataaional Centre. Development Squad athletes and parents have access these via the 'Gateway', (virtual library).  Throughout the year use of social media to highlight one of the 'Be series' flyers.	
Unit Three: Preparation & Procedures for Testing Athletes	9	Testing Pools		
	10	Whereabouts Requirements		
	11	Anti-Doping Administration & Management System (ADAMS)	Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.  Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).	





Unit	Topic	Name	3.2 & 3.3 a & b - Implementation Plan
Unit Five: Societal Factors Unit Four: ADRVs & Consequences of Doping	12	Results Management Process	Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.  Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).
	13	Anti-Doping Rule Violations (ADVRs)	Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.  Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).  Notice board displaying 'Be campaign' (series of summary flyers for checking medications, athlete whereabouts, supplements, ADRV's, Testing Process (urine), Cannibidiol, TUE process and IPEDs - housed at the Nataaional Centre. Development Squad athletes and parents have access to these via the 'Gateway', (virtual library).  Throughout the year use of social media to highlight one of the 'Be series' flyers.
	14	Consequences of doping	Education workshops (Clean Sport 1 & Clean Sport 2) delivered to all Academy athletes upon induction into the World Class Programme.  Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).
	15	Image & Performance Enhancing Drugs (IPEDS)/Intravenous (IV) Infusion	Education workshops (Clean Sport 1) delivered to all Development Squad athletes within 12-24 months of selection).
	16	Psychoactive Drugs	Notice board displaying 'Be campaign' (series of summary flyers for checking medications, athlete whereabouts, supplements, ADRV's, Testing Process (urine), Cannibidiol, TUE process and IPEDs - housed at the Nataaional Centre. Development Squad athletes and parents have access to these via the 'Gateway', (virtual library).  Throughout the year use of social media to highlight one of the 'Be series' flyers.

Nb. Athletes who are returning from sanctions will receive bespoke education sessions relating to the area of the anti-doping rule violation

Most of the education and workshops will be delivered by the Educators listed in 5.0 (workforce). The anti-doping lead will also collaborate with the media officer for social media campaigns and targeted messaging within the athlete / staff cohort at GB Taekwondo.

#### Web links and information:

- 1. Anti Doping Overview <a href="http://www.gbtaekwondo.co.uk/governance/board-2/policies/anti-doping/">http://www.gbtaekwondo.co.uk/governance/board-2/policies/anti-doping/</a>
  - includes GB TKD Intro
  - includes WADA and UKAD definitions with 2022 links
  - includes a section on anti-doping rule adoption
  - includes app instructions
  - includes Education section





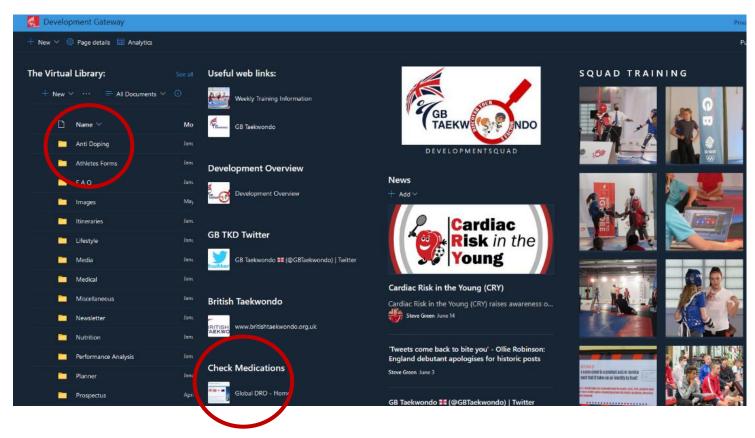
- includes links to Be Me posters
- 2. Anti Doping Rule Violations http://www.gbtaekwondo.co.uk/governance/board-2/policies/anti-doping/anti-doping-rule-violations/
  - includes section on ADRVs
  - includes section on how to report doping with multiple channels
- 3. Medicine and TUEs http://www.gbtaekwondo.co.uk/governance/board-2/policies/anti-doping/medicine-and-tues/
  - includes info on Vaccine
  - includes checking medications and supplements section (with links to Global DRO and informed sport website)
  - Includes area on TUE wizard
- 4. Prohibited List http://www.gbtaekwondo.co.uk/governance/board-2/policies/anti-doping/prohibited-list/
  - includes section on code changes for 2021 and beyond
  - includes strict liability section
- 5. Testing Process http://www.gbtaekwondo.co.uk/governance/board-2/policies/anti-doping/testing-process/
  - includes testing info with an embedded YouTube video





#### The 'Gateway'

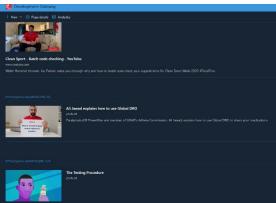
Much like a secure website, our Development Squad athletes and their parents have access to the 'Gateway'. The Gateway is a virtual library of information accessed via Microsoft SharePoint platform via a password. This connects our users directly to resources 365 days of the year and champions a number of UKAD materials and links.

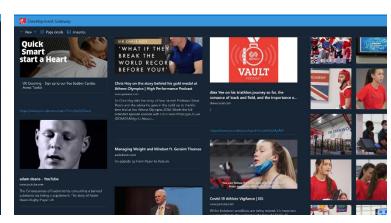
















#### 5.0 Resources - Workforce & Financial

#### 5.1 and 5.2 Workforce:

GB Taekwondo is a relatively small organisation (see 1.2). There are no full-time staff whose role is dedicated to anti-doping per se, however there are three members of staff that have a lead and or delivery role.

- Matt Archibald (CEO) Anti-Doping Lead for the Board (Anti-Doping Lead e-Learning completed Jul 2021)
- Steve Green (Development Manager) Anti-Doping Lead & Educator / Code 2021 compliant, Board (Anti-Doping Lead eLearning completed Jul 2021)
- Aislín O'Kelly (Talent Officer) Educator / Code 2021 compliant

For bespoke delivery i.e., for single individuals joining the World Class Programme as well as 'Games Ready' workshops GB Taekwondo will continue to seek and request the assistance of the National Trainers (UKAD). This will be done a) with advance warning and b) using the templates provided by UKAD. Requests will be channelled via the UKAD Education Team.

The quality assurance of delivery will be in collaboration with UKAD and their assessment team, as well as maintenance of Clean Advisors / Educators e-Learning and certification as well as on-line material provided by UKAD.





#### **6.0 Strategic Priorities (SMART)**

#### Vision:

#### To develop:

- A team of athletes and staff who are informed and intrinsically motivated to maintain, champion and to fight for clean sport.
- A team of athletes and staff who are willing and able to challenge those who undermine our values for clean sport.

#### Mission:

As an elite organisation we develop athletes with purpose, CORE (commitment, ownership, responsibility, excellence), and we aim to make history with our Olympians and Paralympians current and future. We do this through a centralised and squad-based programme designed to develop effective, efficient and robust athletes on and off the mat. We do this within a high challenge and a high support environment by problem finding and problem solving as a team. We aim to reflect, learn from and share our journey to inspire a diverse group of people to become future athletes, Olympians and Paralympians to perpetuate the next generation of fighters. These fighters will grow-up knowing the virtues of clean sport and demanding fellow athletes to play true.

#### Metrics:

1	An education strategy fit for purpose ahead of the cycle we are about to enter, and reviewed after each cycle	Short term (2021-2022)
2	An education programme delivered to all World Class / Academy programme athletes	Short term (2021 - 2025)
3	An organisation that promotes clean sport from the point of induction, (athletes and staff) prior to departure for major championships	Short term (2021-2025)
4	An active communications platform which directly and generically shares, informs and updates athletes and staff	Medium term (2021-2025)
5	A community of athletes and staff who interact with e-learning, workshops, social media posts	Medium term (2021-2025)





6	Athlete ambassadors who use their platform to share, encourage and promote clean sport	Medium term (2023-2025)
7	An organisation where anti-doping testing is celebrated by the athlete community	Medium term (2023-2025)
8	An organisation that informs and supports knowledge, awareness and education of our Development Squad athletes and its community	Medium term (2021-2025)
9	An organisation that collaborates and shares resources with the National Governing Body, (British Taekwondo) and our key stakeholder organisations	Long term (2022-2025)
10	An organisation that uses major home events (European, World Championships, Grand Prix or World Cups) to shape, influence and promote clean sport, UKAD and WADA	Long term (2022-2025)
11	An organisation where checking medication is the norm for all Academy athletes * Request the assistance of UKAD to look at methods to extract and collate this data from Global DRO annually	Long term (2023-2025)



#### 7.0 Monitoring & Evaluation

GB Taekwondo will maintain its record of workshop and education activity and document this using UKAD's templates. We will continue to seek access to the records of education for our coaches and athlete support personnel (ASP) from UKAD. (We have requested that the Anti-Doping Lead has access to the dashboard certificates so that we have a real-time access without the need to request this manually via UKAD and its' Education Team, aiding GB Taekwondo to maintain an accurate picture of our education / e-learning needs, especially in the Olympic / Paralympic years.

We will seek feedback from athletes using accessible, paperless and athlete friendly tools such as QR scan codes and 'Microsoft forms' – For example earlier in 2020 GB Taekwondo surveyed athletes on anti-doping awareness using MS forms, and repeated a similar survey post Clean Sport 1 and Clean Sport education workshops in July 2021:

Anti-Doping Awareness & Feedback - Our Microsoft Forms largely modelled on UKAD's feedback forms.





#### **APPENDIX**

