



**WBSC**

WORLD  
**BASEBALL SOFTBALL**  
CONFEDERATION

*Game Time!*

# **Education Plan**

## **2021-2024**

### **“Play Ball-Play Fair”**

Published in December 2020 (Updated as of February 2nd 2021)

## Table of Content

Table of figures	3
Abbreviations	4
Message from the President	5
Introduction	7
1. WBSC System Assessment: Context; human, financial and material resources	9
1.1 WBSC vision for education	9
1.2 WBSC Disciplines	9
1.3 Partnership and collaborations	11
1.4 Assessing the current situation	11
1.4.1 Doping Statistics in Baseball and Softball	12
1.5 Target groups	15
1.6 Identifying resources: human, financial and material	17
2. The four Components of our education plan	21
3. Education Strategy	23
3.1 Education pool	23
3.2 Education activities	24
3.2.1 Communications campaigns	24
3.2.1.1 WBSC website	25
3.2.1.2 Communication Plan	25
3.2.1.3 Brochure/Leaflet	26
3.2.1.4 Handbook	26
3.2.1.5 Anti-Doping Annex about DCS, Chaperones and Testing Procedure within Hosting Manual	27
3.2.1.6 Social Media Campaign	27
3.2.2 E-Learning	28
3.2.2.1 The online tools–The WBSC Academy and WADA ADEL	29
3.2.3 Face-to-Face Education	31
3.2.3.1 Event-based Education	31
3.2.3.2 In-person workshops	32
3.2.3.3 Webinars	34
4. Planning	35
4.1 Planning for International Level Athletes	35
4.2 Planning for TP Athletes	37
4.3 Planning for Athletes returned from a sanction	38
4.4. Planning for Athlete Support Personnel	40
4.5 Planning for Minors	41
4.6 Planning for Talented Athletes	42
4.7 Planning for Children	43
4.8 Planning for Parents	45
4.9 Planning for Youth Athletes	46
5. Monitoring and Evaluation	48
5.1 Feedback Form	51
6. References	52

## Tables of Figures

Figure 1. Abbreviations	4
Figure 2. IOC and IPC Values	10
Figure 3. Number of tests per year and discipline	12
Figure 4. Risk assessment	13
Figure 5. AAF per years in Baseball and Softball	13
Figure 6. Prohibited Substances detected since 2016	14
Figure 7. Athlete Pathway	16
Figure 8. WBSC Resources in Anti-Doping	18
Figure 9. WBSC Material resources in Anti-Doping	18
Figure 10. Components of the WBSC Education Plan	21
Figure 11. Education activities outlined in the ISE	24
Figure 12. Educational component in communication campaign	25
Figure 13. Articles of the Communication Plan	26
Figure 14. WBSC Social Media Platforms	27
Figure 15. Educational component in e-Learning	29
Figure 16. Educational component in Event based education	32
Figure 17. Educational component in In-person workshops	33
Figure 18. Educational component in webinars	34
Figure 19. Planning for International Level Athletes	35
Figure 20. Planning for TP Athletes	37
Figure 21. Planning for Athletes returned from a sanction	38
Figure 22. Planning for Athlete Support Personnel	40
Figure 23. Planning for Minors	41
Figure 24. Planning for Talented Athletes	42
Figure 25. Planning for Children	43
Figure 26. Planning for Parents	45
Figure 27. Planning for Youth Athletes	46
Figure 28. Monitoring and evaluation	51

## Abbreviations

Figure 1. Abbreviations

<b>AAF</b>	Adverse Analytical Finding
<b>AAS</b>	Anabolic Androgenic Steroids
<b>ABP</b>	Athlete Biological Passport
<b>ADAMS</b>	Anti-Doping Administration & Management System
<b>ADEL</b>	Anti-Doping Education and Learning
<b>ADRV</b>	Anti-Doping Rule Violation
<b>ASP</b>	Athlete Support Personnel
<b>CSLA</b>	Clean Sport Learning Activity Guidelines
<b>DCO</b>	Doping Control Officer
<b>DCS</b>	Doping Control Station
<b>GAISF</b>	Global Association of International Sports Federations
<b>GH</b>	Growth Hormone
<b>IOC</b>	International Olympic Committee
<b>IPC</b>	International Paralympic Committee
<b>IT</b>	Information Technology
<b>ITA</b>	International Testing Agency
<b>ISE</b>	International Standard for Education
<b>ISTI</b>	International Standard for testing and Investigations
<b>LOC</b>	Local Organising Committee
<b>MLA</b>	Minimum Level of Analysis
<b>NADO</b>	National Anti-Doping Organisation
<b>NF</b>	National Federation
<b>NOC</b>	National Olympic Committee
<b>RADO</b>	Regional Anti-Doping Organisation
<b>RTP</b>	Registered Testing Pool
<b>TDSSA</b>	Technical Document for Sport Specific Analysis
<b>TP</b>	Testing Pool
<b>TUE</b>	Therapeutic Use Exemption
<b>WADA</b>	World Anti-Doping Agency
<b>WBSC</b>	World Baseball Softball Confederation
<b>WC</b>	World Championship

## Message from the President

Dear World Baseball and Softball Family,

Doping has no place in Baseball and Softball.

Since I have been President, one of the main objectives for the World Baseball Softball Confederation has been to protect our clean athletes, and consequently protect the integrity of our events, ensuring they are played fair.

All our athletes have the right to compete in a doping-free environment. We believe in clean sport and work in partnership with the World Anti-Doping Agency (WADA) and the International Testing Agency (ITA) to ensure that the integrity of our sport is protected.

The WBSC wants virtuous athletes, and in order to avoid the use of doping substances and methods, our organisation promotes values such as integrity, sense of sacrifice and fairness.

The WBSC started a partnership with the GAISF Doping Free Sport Unit in 2013 to increase the level of its Anti-Doping Programme. This partnership was key to achieving compliance with WADA regulations in 2018.

In 2020, the WBSC signed a contract with the ITA and in October of the same year the WBSC Integrity Unit was created to protect the integrity and the credibility of our sport. In addition, the Integrity Unit will lead the fight against doping, match fixing, violence and harassment, and build a strong foundation of rules and policies to protect our athletes and their dreams.

In 2021, the WBSC renewed this partnership by outsourcing our entire Anti-Doping Programme, including education, to the ITA.

As pointed out by WADA, an athlete's first experience with anti-doping should be through education rather than doping control.

Therefore, our education plan, valid for the four-year period of 2021-2024, will serve to harmonise all the educational actions in the fight against doping. The main activities consist of the activation of WADA educational tools on our WBSC Academy platform, the presence of outreach booths at our events, the

management of webinars and the provision of updated information on our website to our stakeholders.

The WBSC Academy will facilitate athletes, coaches, officials and National Federations to conduct efficient self-learning of the various topics related to Baseball, Softball and Baseball5, including anti-doping.

The COVID-19 pandemic has reinforced the reasons why the WBSC has championed using latest technology to enhance our events and operations. While some of our tournaments have been postponed, the WBSC has focused on virtual/online education against doping, through the promotion of WADA online educational tools and WADA and ITA webinars.

In the future, we will also carry out in-person activities during our sports events, if the global health situation allows us. They represent not only a great learning occasion for our stakeholders, but also an opportunity for knowledge sharing that plays a fundamental role in the education sector.

Moreover, as outlined in the WBSC “Risk Assessment,” Baseball and Softball are at the medium risk level for doping. Our fundamental risk hinges upon the high physiological demands in speed, alertness and reaction time, as well as the obvious rewards that are associated with being a billion-dollar sport.

In order to manage these risks, the WBSC Integrity Unit, in collaboration with the medical department, will promote healthy physiological recovery models suitable for the different levels of our competitions, without have to resort to doping.

Therefore, the WBSC, through this strategic plan, is committed not only to protecting our clean athletes, but also to promoting awareness of this important topic, especially to our young athletes, who are the future of our sport.

Play-Ball, Play-Fair.

World Baseball Softball Confederation President,  
**Riccardo Fraccari**

## Introduction

Headquartered in Pully, Switzerland - adjacent to Lausanne, the Olympic Capital - the World Baseball Softball Confederation is the international governing body for baseball and softball. The WBSC has 198 National Federations and 12 Associate Members in 138 countries and territories across Asia, Africa, the Americas, Europe and Oceania, which represent a united baseball/softball sports movement that encompasses over 65 million athletes and attracts approximately 150 million fans to stadiums worldwide annually.

The WBSC governs all international competitions involving official National Teams. The WBSC oversees the Premier12, the World Baseball Classic and Baseball World Cups (U-12, U-15, U-18, U-23 and Women's), and the Softball World Cups, (Men's, Women's, U-23 Men's, U-18 Men's, U-18 Women's, U-15 Women's and U-12 Mixed), and Baseball5 as well as Baseball, Softball and Baseball5 events at the Olympic Games.

The WBSC's Vision is its blue-sky ideal outcome. It should be aspirational, nearly out of reach, but ultimately achievable if WBSC works towards a common goal together. The WBSC Vision is: *A billion-strong baseball softball community.*

The WBSC's Mission is its route march: a statement of intent that directs our organisation's day-to-day journey towards the vision. The WBSC Mission is "To grow baseball and softball globally as a more appealing and more accessible team sport experience"

In order to be closer possible to its Vision and Mission, WBSC has planned also an education plan to fight doping for the four-year period 2021-2024.

*Education is the process of learning to instill values and develop behaviours that foster and protect the spirit of sport and to prevent intentional and unintentional doping (WADA, 2020).*

Education planning, in its broadest generic sense, is the application of rational, systematic analysis to the process of educational development with the aim of making education more effective and efficient in responding to the needs and goals of its students and society.

WBSC has always encouraged anti-doping education among athletes and coaches in order to improve the knowledge of anti-doping among the international Baseball/Softball Family members.

Prior to all WBSC events, the participants are informed by e-mail about the WADA Code, the WBSC Anti-doping Rules and especially the list of prohibited substances; WBSC keeps also all athletes informed about the possibility of applying for TUEs.

At every WBSC event, a power point presentation is shared with all athletes and coaches, describing the out- and in-competition testing procedures.

In WBSC website there is an exhaustive explanation of the most important tools promoted by WADA in the fight against doping.

To continue on this wave, the World Baseball Softball Confederation prefigures not only to consolidate these activities but also to implement them through a global vision to educate all its stakeholders in the fight against doping.

Through this education plan, WBSC wants to decrease globally doping cases in the four-year period 2021-2024 in both baseball and softball. One of the priorities of WBSC management is to associate values as sense of sacrifice, respect for the opponent, mutual understanding with the sports it governs.

One of the main objectives that the WBSC has set itself is to draft a comprehensive education plan for all WBSC stakeholders for every age and category to sensitise them about anti-doping.

As explained by WADA, education is part of a prevention strategy outlined in the Code and one of its main objectives is to develop healthy behaviour, respecting the values of clean sport and preventing the use of prohibited substances and methods from athletes. Indeed, a WADA principle included in the International Standard for Education (ISE) is that the first encounter of the athlete with anti-doping has to be with education rather than testing (doping control).



# 1 WBSC System Assessment: Context and human, financial and material resources

## 1.1 WBSC vision for education

WBSC intends to promote its education plan in accordance with its global vision and mission. In order to do this, this document will be equivalent to a Prevention Strategy. WBSC believes that a clean and fair ground for all its competitions could guarantee a better sportive world for all its athletes, in Baseball and Softball, following the principles of Olympism.

The goal is to prevent athletes and athlete support personnel from taking doping substances and to promote the game of baseball and softball, and all WBSC disciplines, in a clean way, reinforcing its values: spirit of sacrifice, teamwork, respect, discipline, sense of rigor.

At the end of the four-year period 2021-2024, WBSC aims to have a clean sports environment where not only athletes but also coaches, parents, medical staff, will be more sensitive to the issue of doping.

It is extremely important that athletes are aware of their rights and responsibilities to avoid annoying cavils during the doping control process, by enhancing also their pragmatism with it.

We will promote correct behaviours during doping tests, explaining all the characters involved and its cardinal principles.

WBSC wants to ensure that all athletes have equal opportunities during its competitions, without shortcuts. At the same time, it wants to safeguard the health of its athletes, making them aware of the risks and consequences that doping substances have on their body.

## 1.2 WBSC Disciplines

The International Family of Baseball and Softball has been growing immensely in the last decade. The inclusion of our disciplines in the Olympic Programme of Tokyo2020 has boosted our Sport and the strong cooperation with IOC and Olympic Solidarity has enhanced possibilities for our athletes all around the world.

In the wake of this development, WBSC has embarked different disciplines and is working to develop each of them at national, continental and international levels:

- **Premier 12:** The WBSC Premier12 is the international baseball tournament organised by the WBSC, featuring the 12 highest-ranked national baseball teams in the world.

- **Women's Baseball:** The Women's Baseball World Cup is an international tournament in which national women's baseball teams from around the world compete.
- **Men's Softball:** The Men's Softball World Championship is a softball tournament for the best national men's teams in the world.
- **Women's Softball:** The Women's Softball World Championship is a fastpitch softball tournament for women's national teams
- **Baseball5:** Baseball5 is a new five-on-five, five-inning street version of the game of Baseball/Softball that can be played anywhere
- **Baseball/Softball Esports:** They are a form of sport competition using video games.
- **Baseball/Softball Parasport:** They are played by people with physical and intellectual disabilities.

WBSC intends to develop all its discipline within the framework of the Olympism and its values and is now strongly committed to further develop disciplines for para-athletes with the purpose of being part of the Paralympic Programme too.

Having these large projects in view, WBSC wants to educate its International Family to the values of the IOC and the IPC.

Figure 2. IOC and IPC Values

IOC Values <sup>1</sup>	IPC Values <sup>2</sup>
1) <b>Excellence:</b> Excellence means doing the best we can, on the field of play or in our professional life. The important thing is not winning, but taking part, making progress and enjoying the healthy combination of body, will and mind.	1) <b>Courage:</b> Para athletes through their performances showcase to the world what can be achieved when testing your body to its absolute limits.
2) <b>Respect:</b> This includes respect for yourself and your body, for other people, for rules and regulations, for sport and for the environment.	2) <b>Determination:</b> Para athletes have a unique strength of character that combines mental toughness, physical ability and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility.
3) <b>Friendship:</b> Friendship is at heart of the Olympic Movement. It encourages us to see sport as an instrument for mutual understanding between individuals, and between people all over the world.	3) <b>Inspiration:</b> As role models, Para athletes maximize their abilities, thus empowering and exciting others to participate in sport.
	4) <b>Equality:</b> Through sport Para athletes challenge stereotypes and transform attitudes, helping to increase inclusion by

<sup>1</sup> <https://www.olympic.org/the-ioc>

<sup>2</sup> <https://www.paralympic.org>

	breaking down social barriers and discrimination towards people with an impairment.
--	---

## 1.3 Partnership and collaborations

WBSC intends to collaborate with the Signatories recognised by WADA.

Collaboration with National Olympic and Paralympic Committees is a duty, especially in the implementation of education activities for Olympic athletes. Cooperation with NADOs cannot be neglected especially when education programs are carried out in schools before and during our events. WBSC also wants to collaborate with its Continental Associations and its National Baseball and Softball Federations to implement education actions for all athletes at continental and national level.

At the same time, WBSC also intends to collaborate with other bodies interested in public health: athlete commissions, professional bodies for medical professionals or sport scientists.

## 1.4 Assessing the current situation

Considering that WBSC is an International Federation, its target audience is quite varied and spreads over several countries. For the four-year period 2021-2024 WBSC events are foreseen in different social economic and political contexts distributed in all world continents; the WBSC Anti-Doping Manager is carrying out specific analysis of the host countries for the next WBSC championships.

In particular, we are heading towards a collaboration with local NADOs, NFs and LOCs in order not only to facilitate the education operations, but also to solve together potential challenges, especially regarding the "Event based Education" activities (Workshops, Presentations, Interactive Booths).

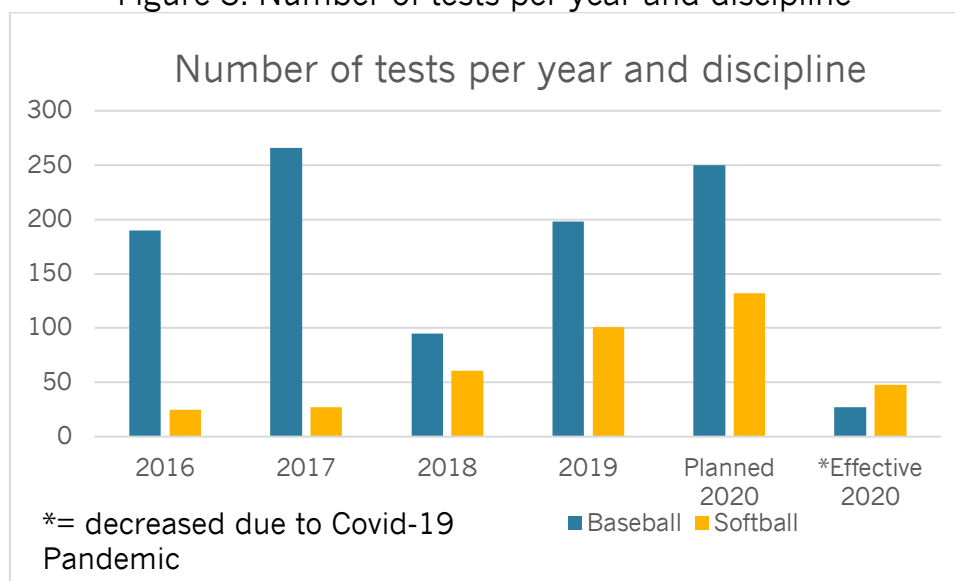
Until today, our education activities consisted mainly of "information provision" about doping control process through power point presentations (addressed to athletes and athlete support personnel explaining the out- and in-competition testing procedures, providing useful information about the WADA Code, the WADA International Standards, including the List of Prohibited Substances and the WBSC Anti-Doping Rules), information on the WBSC website, emails to athletes and "in person workshops"; however, WBSC aims to expand its educational horizon through new objectives.

### 1.4.1 Doping Statistics in Baseball and Softball

In order to optimally evaluate the content of our education activities, it is necessary to know the number of tests in the past years, the trend of doping cases in our disciplines and the most common used substances/methods.

Below it is reported the graph that explains the number of tests per year and discipline

Figure 3. Number of tests per year and discipline<sup>3</sup>



Part of these tests were aimed at assessing the presence in the athlete's body of the following substances:

- GHRF (GHS/GHRP) = Growth Hormone Releasing Factors (Growth Hormone Secretagogues/GH-Releasing Peptides)
- GHRF (GHS/GHRP); GC/C/IRMS = Growth Hormone Releasing Factors (Growth Hormone Secretagogues/GH-Releasing Peptides); IRMS= Isotope ratio mass spectrometry
- GHRF (GHS/GHRP); GnRH; GC/C/IRMS = Growth Hormone Releasing Factors (Growth Hormone Secretagogues/GH-Releasing Peptides); IRMS= Isotope ratio mass spectrometry; GnRH= Gonadotropin-releasing hormone
- GHRF (GHS/GHRP); GnRH = Growth Hormone Releasing Factors (Growth Hormone Secretagogues/GH-Releasing Peptides); GnRH= Gonadotropin-releasing hormone
- GHRF (GHS/GHRP); ESAs (incl. recombinant EPOs and analogues); GnRH: Growth Hormone Releasing Factors (Growth Hormone Secretagogues/GH-Releasing Peptides); ESAs= Erythropoiesis-stimulating agents; GnRH= Gonadotropin-releasing hormone

<sup>3</sup> Data available on ADAMS

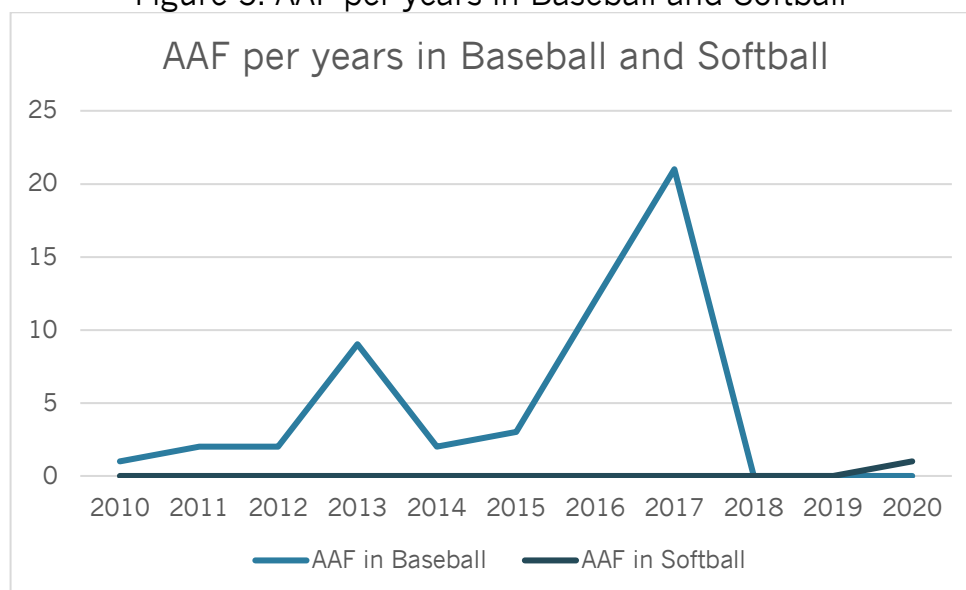
As indicated in the WBSC Risk Assessment and as per the TDSSA (Technical Document for Sport Specific Analysis), the Minimum Level of Analysis (MLA) for specific Prohibited Substances (Erythropoietin Stimulating Agents, Human Growth Hormones and Human Growth Hormones Releasing Factors), the following percentages reflect the sport risk level and allows us to spread sports-disciplines in three groups (Low-Medium-High risks).

Figure 4. Risk assessment<sup>4</sup>

SPORT	DISCIPLINE	ESAs%	GHs%	GHRFs%	SUM	Risk level
Baseball	Baseball	5	10	10	25	MEDIUM
Softball	Softball	5	10	10	25	MEDIUM

The chart below shows the trend of Adverse Analytical Findings in baseball and softball over the past decade. All tests refer to urine samples.

Figure 5. AAF per years in Baseball and Softball<sup>5</sup>



As we can see from the charts, the number of AAFs in Baseball increased from 2015 to 2017 and then decreased until 2018. It is also clear that the number of tests reached its peak in 2017 in the same discipline, while less than half of them have been carried out in 2018.

<sup>4</sup> Internal WBSC Document

<sup>5</sup> Data available on ADAMS

The analysis also found that there are more AAFs in baseball than in softball but at the same time the number of tests in baseball constitute the largest percentage of the total tests implemented.

The table below was extracted from the WBSC Risk Assessment document and it explains the substances used by baseball and softball athletes since 2016, the substance class and an explanation of their effects.

Figure 6. Prohibited Substances detected since 2016

Substances	Substance class	Effects / comments
Clostebol, dehydrochloromethyl-testosterone, Metandienone, Metenolone, Nandrolone, Stanozolol, Trenbolone	S1.1A Exogenous AAS	Anabolic steroid to increase power and strength
19-norandrosterone, boldenone, nandrolone, testosterone	S1.1B Endogenous AAS	Another anabolic steroid
Clenbuterol, Zilpaterol	S1.2 Other Anabolic Agents	Increase power and strenght
Salbutamol, Higenamine	S3. Beta-2 Agonists	Improve performance in aerobic exercise
Clomiphene	S4. Hormone and Metabolic Modulators	In men, used to enhance effects of anabolic steroids
Bumetanide, Furosemide	S5. Diuretics and Masking Agents	A diuretic masking agent + weight loss
Amfetamine, D-Amfetamine/Dextroamfetamine, Cocaine, Pseudoephedrine, hydroxyamfetamine (parahydroxyamfetamine)	S6. Stimulants	Increase focus, concentration and reaction time
Hydroxyamfetamine (parahydroxyamfetamine)	S7. Narcotics	Stimulant + painkiller
Carboxy	S8. Cannabinoids	
Prednisolone	S.9 Glucocorticoids	Another Anabolic steroid

Most of the AAFs in the ADAMS lab results report are related to S1 and S6.

In the light of the above analysis, WBSC will adapt the content of its activities in relation to the use of these substances, explaining their functionality and consequences (health and sanctions) on the body.



## 1.5 Target groups

Target Groups are a potential list of those who will receive educational activities from WBSC in the four-year period 2021-2024. WBSC differentiates the target groups for educational programs in the following way:

- **International-level athletes<sup>6</sup>:** Athletes included in the WBSC *Registered Testing Pool*, *Testing Pool* and any other pool if established by WBSC; Athletes including para-Athletes who participate in the following WBSC *International Events*: WBSC World Cups and WBSC World Cups Continental qualifiers (for all disciplines, but excluding *Events* involving *Minors*), World Baseball Classic and World Baseball Classic qualifiers, Premier12, Olympic Games and Olympic Games qualifying *Events*. For the avoidance of doubt, WBSC will publish the complete list of the *Events* which qualify Athletes as *International Level Athlete* on the WBSC website at the following link: <https://www.wbsc.org/calendar>. The Athletes participating in the aforementioned *Events* shall be considered *International-Level Athletes* starting two (2) months prior to the specific *Event* in question.
- **RTP Athletes<sup>7</sup>:** Athletes included in the Registered Testing Pool (RTP). RTP is the pool of highest-priority *Athletes* established separately at the international level by International Federations and at the national level by *National Anti-Doping Organizations*, who are subject to focused *In-Competition* and *Out-of-Competition Testing* as part of that International Federation's or *National Anti-Doping Organization's* test distribution plan and therefore are required to provide whereabouts information as provided in Article 5.5 and the International Standard for Testing and Investigations.
- **TP Athletes<sup>8</sup>:** Athletes included in the Testing Pool (TP). TP is the tier below the Registered Testing Pool which includes Athletes from whom some whereabouts information is required in order to locate and Test the Athlete Out-of-Competition.
- **Athletes Returning from a Sanction:** They are all those athletes who have received a sanction in the past for committing an Anti-Doping rule Violation.
- **Athletes support personnel<sup>9</sup>:** Any coach, trainer, manager, agent, team staff, official, medical, paramedical personnel, parent or any other *Person* working with, treating or assisting an Athlete participating in or preparing for sports *Competition*.
- **Minors<sup>10</sup>:** Athletes participating in or attending to Continental Qualifiers and WBSC U-18 and U-15 World Cups.
- **National-level athletes<sup>11</sup>:** Athletes who compete in sport at the national level, as defined by each NADO, consistent with the ISTI

<sup>6</sup> Definition included in WBSC AD rules

<sup>7</sup> See above

<sup>8</sup> See above

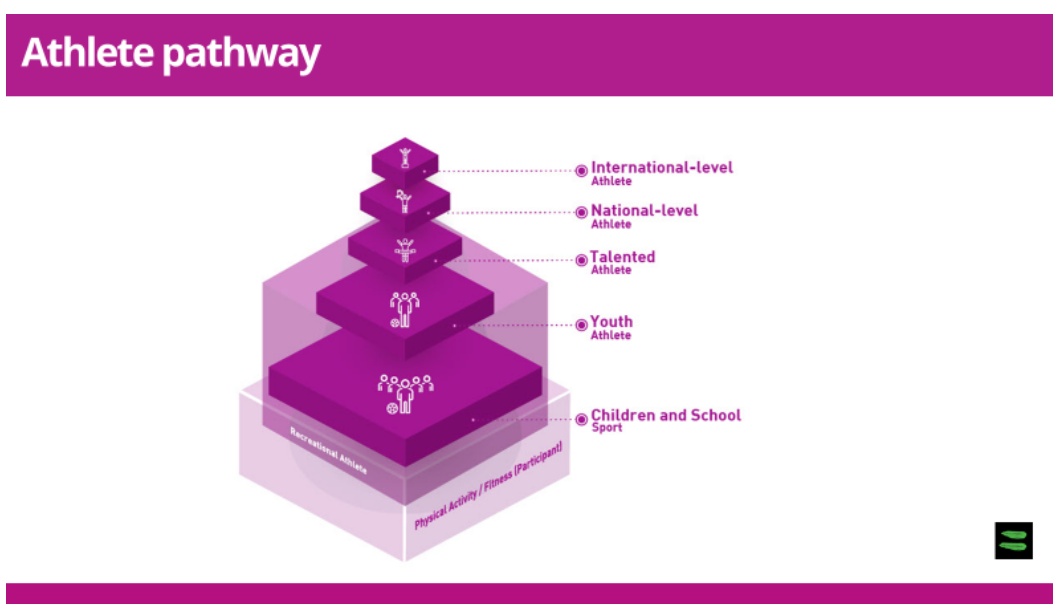
<sup>9</sup> As outlined in the ISE

<sup>10</sup> WBSC definition

<sup>11</sup> As outlined in the ISE

- **Children<sup>12</sup>**: Athletes participating in or attending to Continental Qualifiers and WBSC U-12 World Cups.
- **Parents**: Parents of the underage athlete.
- **Sport Administrators / Officials<sup>13</sup>**: WBSC Staffs, WBSC Sport Officials (Technical Commissioners, Umpires, Scorers), Continental Associations, National Federations, and Local Organising Committees.
- **Youth athletes<sup>14</sup>**: Older children involved in sport at school or attending a sport club; Playing sport largely for enjoyment in school or at a sports club.
- **Talented athletes<sup>15</sup>**: Athletes training regularly and committed to sport, identified as talented through some formal mechanism such as attending talent camps, or part of a talented development program.
- **Recreational athletes<sup>16</sup>**: Athletes, older children or adults, who participate and compete in organised sports for recreational purposes; Lower-level team sports.
- **Media<sup>17</sup>**: WBSC website, Sport Media, WADA media resources, and LOCs resources
- **General Audience and Fans**

Figure 7. Athlete Pathway



WBSC project foresees to carry out educational activities for all target groups along the "athlete pathway" in order to build an education plan from the beginning to participate in physical activity and learning fundamental movement skills to performing at an elite,

<sup>12</sup> WBSC definition

<sup>13</sup> See above

<sup>14</sup> As outlined in the ISE guidelines

<sup>15</sup> See above

<sup>16</sup> See above

<sup>17</sup> WBSC definition



national or international level, by ensuring they receive the appropriate information at the appropriate time.

Furthermore, for each level of the athlete pathway will be taken in consideration which ASP is most influential in order to address to them specific activities considering the “pathway level” of the related athlete. To reach the different target groups, WBSC envisages a strong collaboration with NADOs and National Federations.

## 1.6 Identifying resources: human, financial and material

The identification of resources is necessary to accurately plan all educational activities WBSC will arrange.

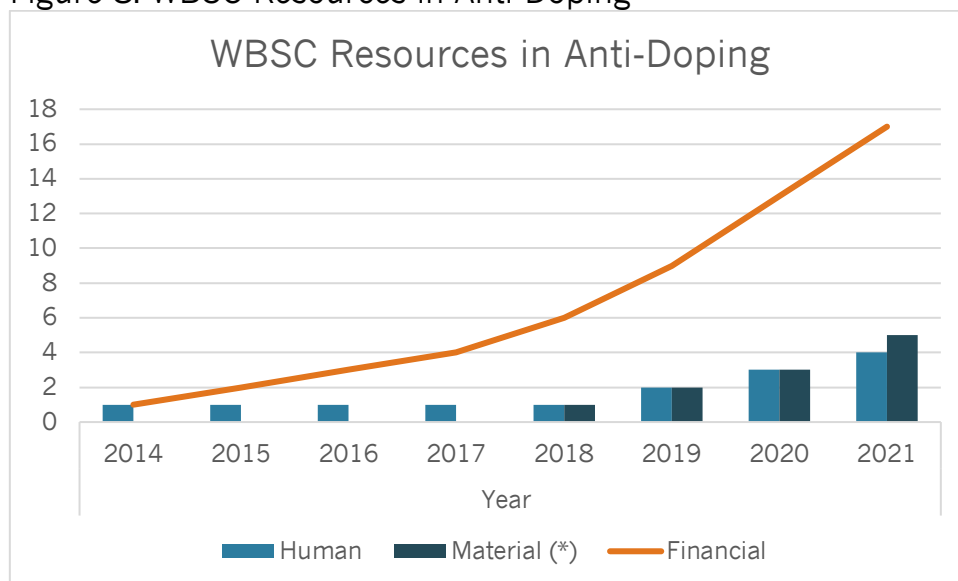
- Human Resources: The WBSC Anti-Doping Manager is directly involved during the WBSC events, especially as regards to the Event-Based Education activities. Within the WBSC Integrity Unit, the number of staff dedicated to the Anti-Doping Management are 3. WBSC collaborates with ITA in carrying out webinars and potentially in organising event-based activities.
- Material Resources: WBSC makes available all the material it currently owns like Power Point presentations which include educational activities for Anti-Doping purposes.  
WBSC Integrity Unit will release a leaflet and a handbook including the concept of doping, its consequences, the prohibited list and the most frequented questions asked by Athletes. The management of some material resources for the set-up of event-based education activities such as organisation of booths, projectors, didactic material and so on will be arranged together with ITA.  
On the WBSC website, the WADA educational tools are already promoted through the ADEL platform and we will continue these activities for the four-year period 2021-2024.
- Financial resources: WBSC intends to invest in the management of educational activities against doping; however, WBSC is currently looking for sponsors that wish to promote a clean sport.

### WBSC Resources in Anti-Doping

From WBSC's establishment (2014) until 2018, WBSC resources remained steady with low numbers in human and material resources (respectively 1 and 1) and promoting a slight increase in financial support.

From 2018 to date, WBSC has promoted a huge investment in Anti-Doping, by quadrupling the employees; passing from one document (Risk assessment) to five (addition of Test Distribution Plan, leaflet, education plan and handbook); and as consequence by increasing considerably the financial investment.

Figure 8. WBSC Resources in Anti-Doping<sup>18</sup>



\* Figure 9. WBSC Material resources in Anti-Doping<sup>19</sup>

Year	Materials
2018	Risk assessment
2019	addition of Test distribution plan
2020	addition of leaflet
2021	addition of Education Plan and handbook

## Roles and Responsibilities

**ITA:** In compliance with the last agreement between ITA and WBSC, ITA shall collaborate with WBSC in the implementation of its Educational Plan. In particular ITA shall:

- support with Plan Implementation;
- plan evaluation, tracking and reporting and
- support with educational content review

Regarding the webinars, it shall disseminate to our target groups:

- five (5) on-demand webinars;
- two (2) sport-specific custom webinars and allow us the
- monthly ITA webinar access (free).

Furthermore, ITA:

- will ensure that all educational activities are delivered by a trained and competent Educator;

<sup>18</sup> WBSC internal analysis

<sup>19</sup> See above

- will advise Partner on best activity format, suggested target audience(s) and relevant topics to cover;
- will advise Partner on findings of the Risk Assessment (if available) and other areas of ITA's expertise;
- is responsible for delivering CSLA in accordance with the Partner's needs as indicated in the Clean Sport Learning Activity Request Form;
- is responsible for providing a Clean Sport Learning Activity Report and any other feedback (as applicable and agreed to in advance) to the Partner;
- will process any personal information collected or otherwise gathered in the context of the Clean Sport Learning Activity in compliance with the applicable Data Protection Regulations and the WADA International Standard the Protection of Privacy and Personal Information (ISPPPI);
- will share with the Partner and/or WADA any information it receives within context of the Clean Sport Learning Activity regarding a potential Anti-Doping Rule Violation.

**NADOs:** As explained in the Code Implementation Support Program (CISP), available on the WADA ADEL document "Roles and Responsibilities" of NADOs, the latter may have a role in educating international level athletes in collaboration with IFs.

Therefore, WBSC is planning a strategy to implement the collaboration with NADOs, that in terms of education, it will consist of:

- planning of education activities at the schools for children and youth athletes and at the WBSC events (event-based education activities) for different target groups;

WBSC will support NADOs by providing them useful information about the organisation and the features of its disciplines.

Furthermore, we strongly will encourage NADOs to cooperate with NFs for the education of youth athletes, national-level-athletes and recreational athletes.

**NOCs:** As per Code Article 20.4.6, where a NADO doesn't exist, the NOC (or, as applicable, the National Paralympic Committee) shall be the authority on Education in their country subject to article 7.2.

Where a NADO exists, the NOC (or, as applicable, the National Paralympic Committee) shall cooperate with their National Anti-Doping Organisation to ensure that Athletes and ASP selected to participate in the Olympic/Paralympic Games shall receive Education in advance of the Event as per Article 5.<sup>20</sup>

WBSC will cooperate with NOCs especially in the event that in a particular country the corresponding NADO doesn't exist for the same activities scheduled for the NADOs.

**RADOs:** As outlined in the ISE, RADOs shall support their member countries to conduct Education Programs and shall promote Education as per Code Article 21.4.7; RADOs shall work with NADOs, governments and NOCs (or National Paralympic Committee) within their regions to provide support for the coordination and delivery of education programs. RADOs

---

<sup>20</sup> Source: ISE guidelines

should be a knowledge center for Education in their region whereby they collect all relevant content and material related to NADO Education Programs and make this available for all.<sup>21</sup>

WBSC will prepare a strategy to improve the collaboration with RADOs for the implementation of its education programs.

**NFs:** WBSC will engage his NFs and Continental Federations to implement and collaborate in the development of education activities together with NADOs/ NOCs.

According to the new WADA Code and new WBSC Anti-doping Rules, Continental Associations and National Federations have been tasked with stronger responsibilities in the fight against doping.

A WADA principle included in the ISE is that the first encounter of the athlete with anti-doping has to be with education rather than testing (doping control).

In the new WBSC Anti-doping Rules (Article 12), National Federations are made responsible for the actions of their athletes to avoid damaging the image of our Sport; for this reason, if more than one athlete belonging to the same NF, registered an Anti-Doping Rule Violation within a period of one year, the NF should be further sanctioned and should be responsible to hold an Anti-Doping Education cooperating with WBSC, NADOs and RADOs and covering all expenses.

**MEOs:** MEOs shall ensure the provision of Education activities at Events that are directly under their authority as per Code Article 20.6.8.

Among their responsibilities, MEOs shall consider delivering event-based education activities in cooperation with LOCs, NADOs, IFs and NFs at the international events under their authority.

Hence, WBSC will implement a strategy to seek an agreement with MEOs about the implementation of education activities at their events.

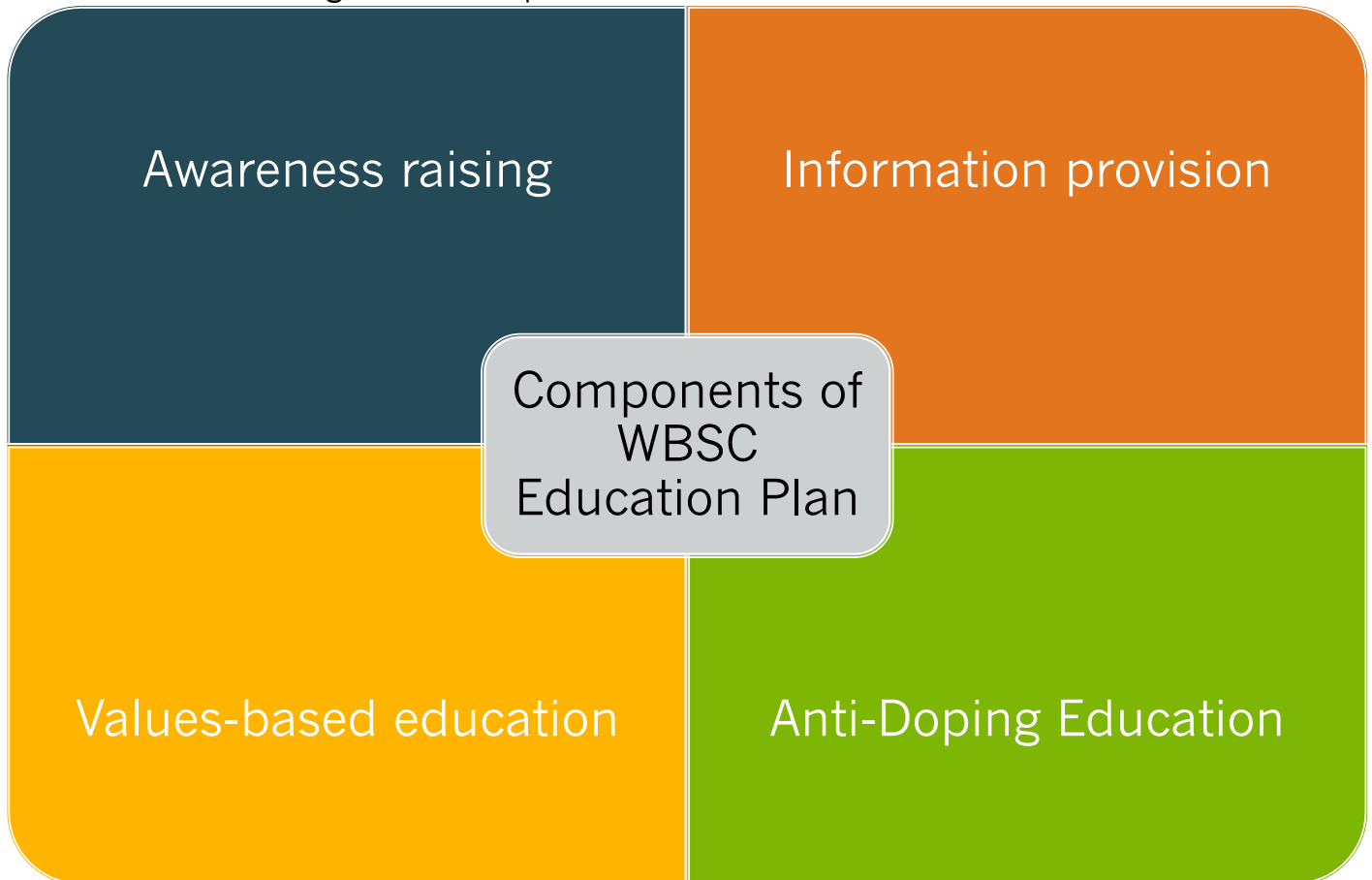
Furthermore, as a consequence of the 2020 Covid-19 pandemic, WBSC has developed more and more online tools gathered in the WBSC eAcademy and the communication plan shall motivate all athletes to also learn from the WADA Adel platform.

---

<sup>21</sup> See above

## 2 The four Components of our Education Plan

Figure 10. Components of the WBSC Education Plan



The four components of an education program that as per the ISE must be included within a comprehensive education plan are:

**Values-based education:** As pointed out in the ISE, it is defined as "delivering activities that emphasise the development of an individual's personal values and principles. It builds the learner's capacity to make decisions to behave ethically".

It is present in all those educational activities in which the ethical values of a human being are supported by making sure that athletes can behave ethically in a better way in the future.

**Awareness Raising** is defined within the ISE as "Highlight topics and issues related to clean sport".

It consists of all those activities in which certain information is shared to keep athletes updated on Anti-Doping matters. Examples of awareness raising are: an outreach booth or an event dedicated to clean sport during an event (event-based education), communication campaigns carried out through social media, newsletters, an e-mail signature banner and all those branding and promotion activities such as the use of a logo or slogan or advertising.

**Information provision** is defined within ISE as: "Making available accurate, up-to-date content related to clean sport." This macro area contains all those processes aimed at developing content and making it available for all athletes. For example, information can be shared on websites, through leaflets or booklets.

**Anti-Doping Education** is defined as follows within the ISEs: "Delivering training on anti-doping topics to build competencies in clean sport behaviors and make informed decisions". For example, all activities aimed at increasing specific knowledge of anti-doping topics are included in this component. An example is an activity on ADEL aimed at checking whether prohibited substances are contained within the athletes' medications or a webinar aimed at explaining what the testing procedures are or what are the rights of an athlete during the doping control process.

## 3 Education Strategy

WBSC will organise education at its events as shown on the calendar webpage and intends to organise educational activities for each target group:

<https://www.wbsc.org/calendar>

### 3.1 Education pool

The education pool is a list of target groups identified through a system assessment process.

The WBSC education pool is formed as follows: Testing Pool Athletes, International Level Athletes, Athlete returned from a sanction, Minors, Coaches and Parents.

In particular, the WBSC education pool is thus formed for years:

- 2021: TP Athletes, International Level Athletes, Athletes returned from a sanction.
- 2022: addition of minors.
- 2023: addition of coaches.
- 2024: addition of parents.

In the education pool some target groups are not fully considered (mainly for resource constraints), but WBSC intends to develop specific education plans as follows:

- **National-level athlete:** WBSC is enhancing strong relationships with NADOs and National Federations in order to implement doping control procedures and education tools at national level.
- **RTP athlete:** WBSC does not currently have an RTP; if established, the same education tools provided to TP athletes will be provided to RTP athletes too.
- **Athlete support personnel:** WBSC is currently concentrating on the coaches, but an assessment of all personnel accompanying the athletes shall be done and such individuals shall be included in the education plans for ASP.
- **Sport Administrators / Officials, Media, General Audience and Fans:** WBSC will do its utmost to ensure that at least WADA e-learning platforms, customised for target groups, are distributed to them.
- **Children:** A collaboration with schools and NADOs will be planned during the WBSC events in order to organise interactive activities in the classrooms

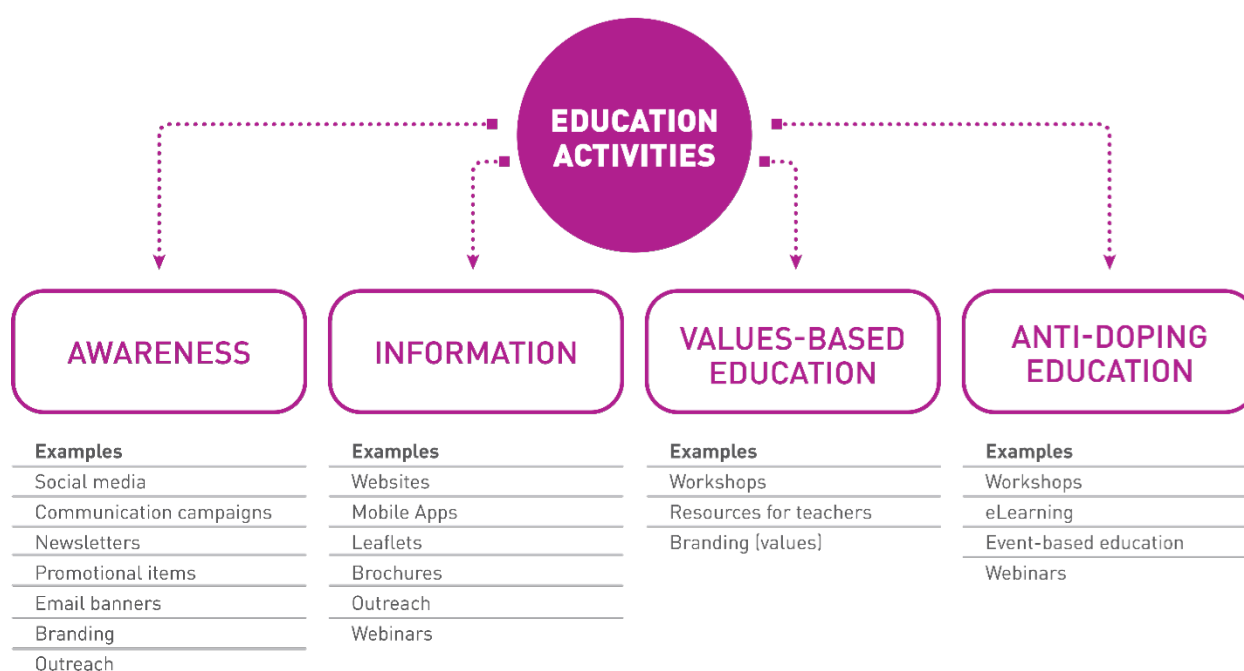
It would be really important for WBSC to include all the categories listed in the target groups because as mentioned above, one of the aims of WBSC is to educate the athlete according to his pathway, working now with children in schools and “accompanying them” potentially until they became International Athletes.



## 3.2 Education activities

When assessing the current situation of the WBSC education plan in point 1.4, some activities were described. WBSC wants to confirm and expand this approach for the four-year period 2021-2024, in line with the WADA recommendations explained in the ISE which are categorised according to the educational component promoted.

Figure 11. Education activities outlined in the ISE<sup>22</sup>



Types of activities may have more than one focus

### 3.2.1 Communications campaign

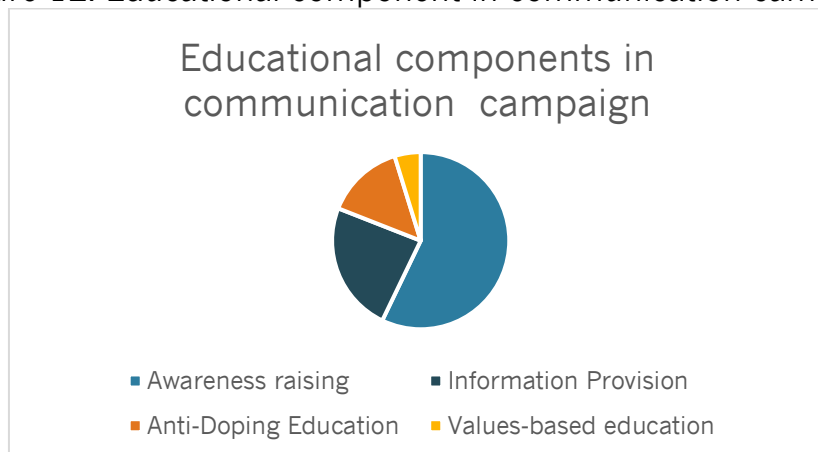
Communication campaigns are excellent strategies for using the media and managing an organised set of tasks, for example: stakeholder mailouts, website banners, social media posts, the use of hashtags, email signature banners.

They are formed by the following proportion of educational components:

<sup>22</sup> Source: ISE guidelines



Figure 12. Educational component in communication campaign



WBSC will organise a communication campaign called “Play Ball-Play Fair”, composed by different communication tools that will reach all WBSC stakeholders.

### 3.2.1.1 WBSC website

WBSC will keep the antidoping dedicated section updated and full of content as per WADA Code and ISE. This will allow to easily share information through links and will allow easy access to athletes, including para-athletes.

### 3.2.1.2 Communication Plan

WBSC intends to promote an effective communication plan that improves at least two of the four components of an education plan: awareness raising and information provision. In order to achieve this, WBSC undertakes to publish the most important information relating to Anti-Doping not only on the website but also on the major social platforms it uses: Facebook, Instagram, Twitter, YouTube and TikTok.

As analysed by WADA in the Guidelines for Education, these types of activities are excellent strategies for creating awareness about a topic and promoting key messages that have been shared through our educational activities.

The WBSC Manager in collaboration with the WBSC Media department will launch periodically some content about Anti-Doping to sensitise all of our target groups. The communication tools will be mainly the WBSC website and the WBSC Social Media platforms.

The object of the articles are listed below.

Figure 13. Articles of the Communication Plan

Object
What Doping is
Doping History
WADA
Athletes information
NADOs
Documents & Regulations
Testing & Intelligence
Prohibited List
Therapeutic use exemptions (TUEs)
Whereabouts and Retirements
Nutritional Supplements
Educational tools
Speak Up
Covid-19 Update
ADAMS
Health risks
Sanctions & Reports
Multimedia

### 3.2.1.3 Brochure / Leaflet

WBSC developed an informative leaflet that will be displayed in all Doping Control Stations at our events. It will be designed to decorate our doping stations and will be a learning opportunity for athletes and ASP while they wait for the doping controls.

The purpose of this tool is to raise awareness about Anti-Doping in general, Athlete's Rights and Responsibilities, List of Prohibited Substances, TUEs, Doping Control Process and Anti-Doping Rule Violations.

### 3.2.1.4 Handbook

WBSC will release a handbook including explanations of: Doping control procedures (Urine and Blood), Therapeutic Use Exemptions (TUEs), Checking Medications, Dietary Supplements, Consequences of Doping, Substance Factsheets and Prohibited List.

This manual will serve as a teaching material to be distributed during the education activities such as in-person workshops and presentations.

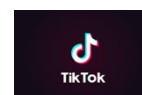
It will also be used for the training of sample collection personnel and the DCO.

### 3.2.1.5 Anti-doping Annex about DCS, chaperones and Testing Procedures within Hosting Manual

WBSC will promote for all its events a specific section on Anti-Doping in the Hosting Manual. This will be especially useful for LOCs in setting up Doping Control Stations, managing chaperones and preparing the best conditions for the Anti-Doping procedures.

### 3.2.1.6 Social Media Campaign

Figure 14. WBSC Social Media Platforms



Nowadays, Social media have a great importance in the world of communication. An effective communication strategy cannot neglect their information power. WBSC currently uses the following social tools: Facebook, Instagram, Twitter, TikTok and YouTube.

They will be used at the end of the education activity by summarising what has been promoted and adding where particular information can be found. They can "speak" the same language as the participants, and you can get relevant and appealing contents.

Furthermore, the evaluation of the social media campaign can be easily calculated with respect to other means of communication, by monitoring shares, likes and comments.

#### **Actions:**

- **Use of athlete ambassadors:** Athletes who have honest and correct behaviours are defined as prominent and can contribute favourably to the communication strategy. Likely actions to be taken are: taking a picture while an ambassador signs a pledge or while holding up a WADA PlayTrue billboard. WBSC will collaborate with WBSC Integrity Unit in the choice of Ambassadors and will inform WADA as soon as they will be confirmed.
- **Promote anti-doping topics during sporting events:** When an ambassador shares a pro anti-doping action on his profile, implement all the activities in order to increase the post visibility.

### 3.2.2 E-Learning

E-Learning is the education activity that is carried out by simply using an internet connection and a computer tool such as a PC, tablet, mobile phone. We will promote eLearning through providing access to ADEL (Anti-Doping eLearning), the WADA platform of courses online.

It consists of several didactic activities divided into modules where the content is explained through images, presentations slides, videos, questions and answers, games, interactive activities, text and graphics.

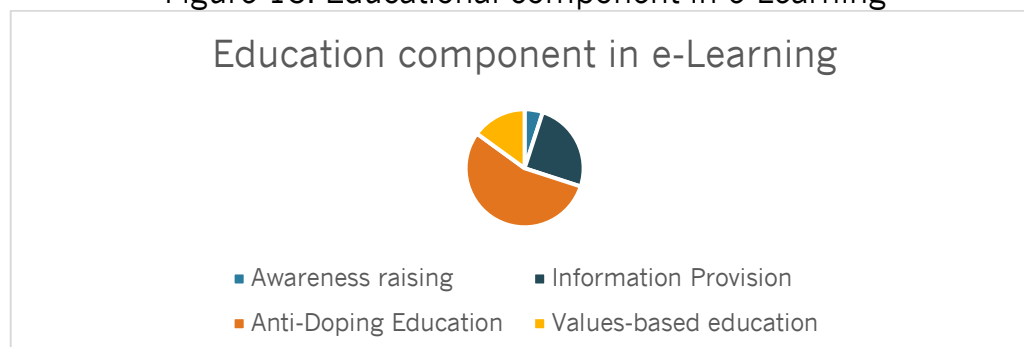
WBSC promotes tutorials to facilitate the registration and use of ADEL and video presentations to raise awareness among our stakeholders in the fight against doping.

Why to use eLearning? As explained in the ISE WADA Guidelines:

- Participants can access to the program independently and they can decide when and how to access the course.
- It can be developed considering the didactic needs of the participants (stage of development, learning needs, language needs).
- Promote involvement among participants through quizzes, solve problems and play games.
- It allows a wide reach of athletes, wherever they are in the world also considering that they can access whenever they want.
- It is divided by target group: some courses only for Athlete Support Personnel while others for TP athletes, Youth Athletes, International level athletes.
- It can be easily monitored and evaluated through the computer system; even through the use of quizzes, the level of learning can be measured effortlessly. It is also possible to identify who has accessed the program, which content they focused on the most and which the least and how they answered the questions in the quizzes.
- A certification can be issued to participants who have completed the course. These will need to be shown to the WBSC in order to be eligible.

eLearning courses are formed by the following proportion of educational components:

Figure 15. Educational component in e-Learning



### 3.2.2.1 The online tools – the WBSC Academy and WADA ADEL

In 2020 WBSC developed the WBSC Academy, an online platform with online courses for stakeholders at different levels. In the Academy, WBSC will put together all the important information about anti-doping in compliance with WADA and the ADEL tools and will stimulate all its stakeholders to register to ADEL.

#### WADA ADEL

This platform supports the antidoping community by providing education solutions for athletes, their entourage and other stakeholders.<sup>23</sup>

#### **ADEL for International-Level Athletes, National Athletes, Testing Pool Athletes:**

They give athletes information about the dangers of doping and the importance of anti-doping controls and promote positive attitudes to avoid doping.

#### **ADEL for Tokyo 2020 Olympics**

“ADEL for Tokyo 2020 Olympics” enables Anti-Doping Organizations to help prepare their national team athletes and coaches on all Anti-Doping topics at the Games.

Athletes and coaches taking the new course will gain an understanding of the Tokyo 2020 anti-doping rules, procedures and requirements – including how to check medications and apply for a Therapeutic Use Exemption (TUE), how to provide whereabouts information, and explanations of the athletes’ rights and responsibilities during the testing process<sup>24</sup>.

#### **Guide to the Code for Athletes and Athlete Support Personnel**

Our aim is to support athletes and their entourage understand the principal changes to the World Anti-Doping Code (Code), in particular those that have the biggest impact on them.

<sup>23</sup> [https://www.wada-ama.org/sites/default/files/adel\\_faqs\\_en.pdf](https://www.wada-ama.org/sites/default/files/adel_faqs_en.pdf)

<sup>24</sup> <https://www.wada-ama.org/en/media/news/2020-07/wada-launches-new-e-learning-course-for-athletes-and-coaches-heading-to-tokyo>

## **ADEL for High Performance Coaches**

It is an educational tool primarily aimed at coaches of all skill levels.

## **ADEL for Medical Professionals**

It is intended to support sport physicians in their operations in accordance with the Anti-Doping rules<sup>25</sup>.

## **ADEL for Medical Professionals at Major Games**

This course focuses on the specific knowledge required of medical professionals, such as sport physicians that are attending a major sporting event, and includes guidance on managing and bringing medication to the Olympic Games as well as information on the IOC's No-Needle Policy<sup>26</sup>.

Completion of the ADeL for Medical Professionals at Major Games course is a pre-requisite for team doctors registering for the upcoming Tokyo 2020 Olympic and Paralympic Games<sup>27</sup>.

## **ADEL for Parents**

It is the online tool for athletes' parents and one of its main objectives is to educate parents about doping.

## **Code Implementation Support Program (Cisp)**

It will include an educational tool that helps administrators working in the Anti-Doping field to carry out their activities efficiently.

## **Play True Quiz**

WADA's Play True Quiz is an interactive computer game that tests athletes and their entourage's knowledge about anti-doping<sup>28</sup>. It is currently available in 47 languages.

---

<sup>25</sup> <https://www.wada-ama.org/en/media/news/2020-01/wada-launches-e-learning-course-for-medical-professionals>

<sup>26</sup> See above

<sup>27</sup> See above

<sup>28</sup> <https://www.wada-ama.org/en/what-we-do/education-training/quizzes>

## Youth Quiz

The Youth Quiz was developed to target a younger audience by providing them core anti-doping information that better suits their level. This interactive tool has been featured at the Youth Olympic Games and other youth events<sup>29</sup>. The Youth Quiz is currently available in 42 languages.

### 3.2.3 Face-to-face Education

WBSC will consider that the environment where face-to-face education activities will be held is extremely important for the success of the learning activity.

WBSC during its education activities, as also recommended in the ISE WADA Guidelines, will organise the physical space in order to:

- create a large circle with chairs by removing tables so as to improve inclusion and equality;
- efficiently manage the use of lighting in the room, especially for those without windows.
- manage the temperature by opening windows or programming thermostat and providing water to the participants.
- have good accessibility inside the room, and give the opportunity to those who cannot use the stairs, to use an elevator.<sup>30</sup>

#### 3.2.3.1 Event-based Education

Examples of event-based education activities are an outreach / interactive booth or an event dedicated to clean sport during a WBSC event. Features of event-based education are:

- the level of understanding of a certain topic can be directly measured;
- fun activities can be organised through quizzes, games, conversations, treasure hunts, also by sharing information via social media;
- athlete ambassadors may speak on one of the many Anti-Doping topics.<sup>31</sup>

Event based education courses are formed by the following proportion of educational components:

Figure 16. Educational component in Event based education

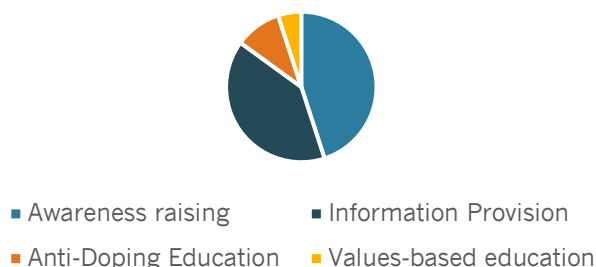
---

<sup>29</sup> See above

<sup>30</sup> 2021 Code Implementation Support Program, Guidelines for the International Standard for Education (ISE), WADA

<sup>31</sup> See above

### Educational component in Event-based education



### 3.2.3.2 In-person workshops

They are education activities with a strong didactic sense because they develop both the educational component of Anti-Doping education and that of values-based.

They will be organised at the WBSC events in order to raise awareness about Anti-Doping procedures: the doping control process, the TUEs, the prohibited list, Athlete's Anti-Doping Rights Act.

These activities should be carried out by seeking maximum collaboration with NADOs and MEOs.

The pros of face-to-face education:

- Educators can connect directly with participants and develop an empathic and professional relationship.
- It is possible to adapt the learning tasks in order to meet the needs of the participants.
- It is possible to ask questions and receive answers in real time, by learning more about the contents.
- Participants can be involved through games, role plays, case studies, group discussions.
- Can be stimulated dialogue between athletes and ASP.
- A Direct feedback can be obtained from the educational activity in real time (verbal comments and body language).
- A good ratio is 1 educator to 10-15 participants and workshops normally lasts between 45 minutes and 2 hours. <sup>32</sup>

In-person workshops courses are formed by the following proportion of educational components:

Figure 17. Educational component in In-person workshops

<sup>32</sup> See above



### Education component in In-person workshops



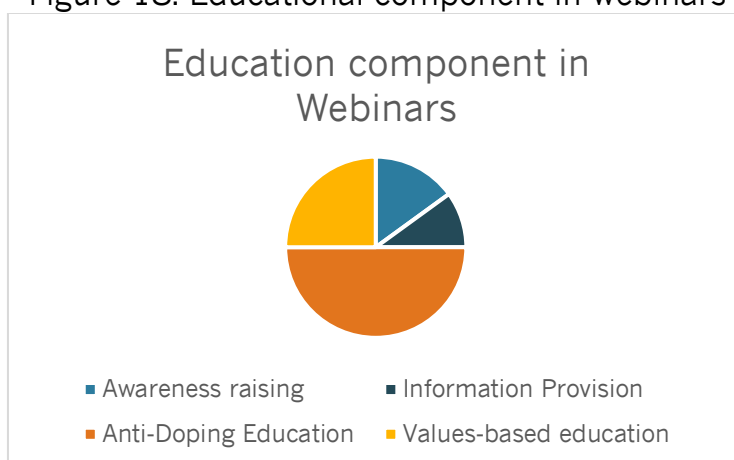
- Awareness raising
- Information Provision
- Anti-Doping Education
- Values-based education

### 3.2.3.3 Webinars

WBSC also intends to pursue the distribution of webinars among its target groups. Through these activities (online educational sessions) it is possible to reach a large number of participants beyond the geographic location. It is possible to carry out webinars in accordance with target groups' needs and have direct communication with the participants.

Webinars are formed by the following proportion of educational components:

Figure 18. Educational component in webinars



## 4 Planning

Since WBSC organises international competitions, the participants come from many different countries around the world and may have a varied cultural background in Anti-Doping.

Therefore, it will be important to investigate ahead of time about their level of Anti-Doping culture through a survey.

The questionnaires will analyse generally the following topics: Principles and values associated with clean sport, Athlete's right and responsibilities, the principle of Strict Liability, consequences of doping on physical and mental health, ADRVs, Prohibited List, risks of supplement use, use of medications and TUEs, testing procedures, requirements of the Testing Pool including whereabouts and ADAMS, Speak Up.

The content of the surveys will be prepared considering the target group, which will change whether for example it is addressed to a coach, differently to a parent. If there will be different levels of understanding, participants will be divided into different groups according to the levels highlighted, especially for event-based education activities.

The planning for all target groups has been prepared, following the WADA document: "2021 Code Implementation Support Program Guidelines for the International Standard for Education(ISE)".

### 4.1 Planning for International Level Athletes

Figure 19. Planning for International level athletes

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>To prepare athletes for participation in major events and help them prevent inadvertent doping.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>All the athletes attending a major event e.g., WC, Tokyo 2020 Olympic Games, will successfully complete ADEL FOR INTERNATIONAL LEVEL ATHLETES and/or ADEL for Tokyo 2020 Olympics few months prior the related competition.</li> <li>A social media campaign will be launched a few months before the competitions to generate awareness about the following topics and will have online engagement of Olympic athletes (shares, likes, posts).</li> </ul>

<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• All athletes will have awareness on all anti-doping topics.</li> <li>• All athletes will be able to list the steps of the doping control process.</li> <li>• The participants will know where to find more information about the whereabouts and TUE requirements and will be able to successfully apply for a TUE.</li> <li>• The participants will be able to identify who has jurisdiction over them.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• TUE application process.</li> <li>• Difference of Anti-Doping procedures between a WBSC event and an IOC event such as the Olympics.</li> <li>• Legislation to consider during International events.</li> <li>• Principles and values associated with clean sport.</li> <li>• Whereabouts requirements.</li> <li>• The principle of Strict Liability.</li> <li>• Consequences of doping, physical and mental health, social and economic effects and sanctions.</li> <li>• ADRVs</li> <li>• Risk of supplement use.</li> <li>• Checking medications (especially if purchased abroad) and the risks of some local cuisines.</li> <li>• Athlete's rights and responsibilities.</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>• eLearning: ADEL for International Level Athletes and for Olympians ADEL for Tokyo 2020 Olympics (Anti-Doping Education, Information Provision).</li> <li>• In-person workshops, Webinars (Anti-Doping Education, Values based education) with a focus on TP features.</li> <li>• Communication campaign: Website, Social media, leaflet, newsletter (Information Provision, Awareness raising).</li> <li>• Outreach booths (Awareness raising, Information provision).</li> <li>• Newsletter (Information Provision, awareness raising).</li> </ul>
<b>Time / Schedule</b>	January – December 2021/2024
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li>• <b>eLearning:</b> number of completions of the eLearning course. Track athlete completion and success rate.</li> <li>• <b>In person workshops, webinars:</b> Quiz/Scenario/Discussion/Role Play at the beginning and at the end of the course to assess level of understanding; use of assessment tools such as Rubric, Anecdotal record sheet, checklist.</li> <li>• <b>Communication campaign:</b> Monitor the number of shares, likes and posts. Monitor the number of times the athlete webpage was accessed the week following the social media post.</li> </ul>

	<ul style="list-style-type: none"> <li>• After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category.</li> <li>• <b>General:</b> Administer surveys, feedback forms and collect qualitative data through interviews to evaluate the learning experience and the overall programme.</li> </ul>
<b>Current Status</b>	<ul style="list-style-type: none"> <li>• In-person workshops during events explaining to the Athletes the out- and in-competition testing procedures.</li> <li>• Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances.</li> </ul>

## 4.2 Planning for TP Athletes

Figure 20. Planning for TP Athletes

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>• To increase the knowledge and awareness about the Anti-doping topics.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>• All athletes will complete an introduction to general Anti-Doping course once they enter in the TP.</li> <li>• All athletes in the TP will be educated on the mandatory topics.</li> <li>• All athletes will be instructed about the access on the eLearning platform.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• All athletes will know how to use ADAMS.</li> <li>• All athletes will be aware about whereabouts requirements and to file the related document on ADAMS.</li> <li>• All athletes will have a broad knowledge about the explained topics.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Principles and values associated with clean sport.</li> <li>• Athletes, ASP and other groups' rights and responsibilities under the Code.</li> <li>• The principle of strict liability.</li> <li>• Consequences of doping, physical and mental health, social and economic effects and sanctions.</li> <li>• ADRVs</li> <li>• Substances and methods on the List.</li> <li>• Risks of supplement use.</li> <li>• Use of medications and TUEs.</li> <li>• Testing procedures, including urine, blood and the ABP.</li> <li>• Requirements of the RTP, including whereabouts and the use of ADAMS.</li> <li>• The "Speak up" tool to share concerns about doping.</li> </ul>

<b>Education Tool</b>	<b>Activity/</b>	<ul style="list-style-type: none"> <li>eLearning: ADEL for TP Athletes and ADEL for Tokyo 2020 Olympics for the Olympic Athletes (Anti-Doping Education, Information provision).</li> <li>In-person workshops, Webinars (Anti-Doping Education, Values based education) with a focus on TP features.</li> <li>Newsletter (Information Provision, awareness raising).</li> </ul>
<b>Time / Schedule</b>		January – December 2021/2024
<b>Responsibility</b>		WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>		<ul style="list-style-type: none"> <li><b>eLearning:</b> number of completions of the eLearning course. Track athlete completion and success rate. Assessment task at the beginning and end of education activity.</li> <li><b>In person workshops, webinars:</b> Quiz/Scenario/Discussion/ Role Play at the beginning and end of the activity; use of assessment tools such as Rubric, Anecdotal record sheet and checklist.</li> <li><b>Newsletter:</b> Number of subscriptions; number of downloads of didactic resources.</li> <li>After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category.</li> <li><b>General:</b> Administer surveys, feedback forms and interview participants to evaluate the learning experience and the overall programme.</li> </ul>
<b>Current Status</b>		<ul style="list-style-type: none"> <li>Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances.</li> <li>In-person workshops during the events explaining to the Athletes the out- and in-competition testing procedures.</li> </ul>

## 4.3 Planning for Athletes returned from a sanction

We shall investigate about the main reasons of athletes' sanctions in order to adapt our future activities in relation to them.

Figure 21. Planning for Athletes returned from a sanction

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>To prepare all athletes to train and compete clean.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>All athletes will receive a course on mandatory topics before their period of ineligibility expires.</li> </ul>

<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• All athletes will be aware about the values of clean sport.</li> <li>• All athletes will be able to list the risks (sanctions and consequences on health) of doping.</li> <li>• All athletes will know how to check medications for substances on the List.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• TUE application process.</li> <li>• Difference of Anti-Doping procedures between a WBSC event and an IOC event such as the Olympics.</li> <li>• Legislation to consider during International events.</li> <li>• Principles and values associated with clean sport.</li> <li>• Whereabouts requirements.</li> <li>• The principle of Strict Liability.</li> <li>• Consequences of doping, physical and mental health, social and economic effects and sanctions.</li> <li>• ADRVs</li> <li>• Risk of supplement use.</li> <li>• Explain how to control medications (especially if purchased abroad) and the risks of some local cuisines.</li> <li>• Athlete's rights and responsibilities</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>• eLearning: ADEL for International/National level Athletes (Anti-Doping Education, Information provision).</li> <li>• Webinars (Anti-Doping education, Values based education).</li> <li>• Newsletter (Information provision, awareness raising).</li> </ul>
<b>Time / Schedule</b>	January – December 2021/2024
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li>• <b>eLearning:</b> number of completions of the eLearning course. Track athlete completion and success rate. Number of participants reached. Assessment task to carry out at the beginning and end of the course.</li> <li>• <b>Webinars:</b> Number of participants reached. Assessment task at the beginning and end of the entire course; Use of assessment tools such as Rubric and checklist.</li> <li>• <b>Newsletter:</b> Number of subscriptions; number of downloads of didactic resources.</li> <li>• After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category.</li> <li>• <b>General:</b> Administer surveys, feedback forms and collect qualitative data through interviews about the satisfaction of activities and to evaluate the overall programme.</li> </ul>
<b>Current Status</b>	No activity



## 4.4 Planning for Athlete Support Personnel

Figure 22. Planning for Athlete Support Personnel

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>To prepare ASP to train and compete clean in sport.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>Increase the general level of anti-doping knowledge on all topics.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>ASP will be able to check the medications and supplement labels on the list.</li> <li>They will be able to explain the risks of taking nutritional supplements.</li> <li>Increase the minimum awareness of the risks of doping on athletes' health and regarding the sanctions foreseen in case of an ADRV.</li> <li>Develop awareness of the right training for athletes without resorting to the use of doping substances.</li> <li>Increase the use of the right communication from ASP to athletes.</li> <li>Make sure that all coaches know how to train cleanly, without resorting to doping.</li> <li>ASP will have knowledge of the Prohibited List, Doping Controls, health consequences of doping use, consequences of anti-doping rule violations and the rights and responsibilities of athletes for the period of this program.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>Substances and Methods on the Prohibited List.</li> <li>Risks of supplement use.</li> <li>Risks and consequences that doping has on the health of athletes.</li> <li>The sanctions provided for in the event of doping use.</li> <li>Right means of communication to communicate with athletes.</li> <li>Use of medications and TUEs.</li> <li>Testing Procedures, including urine, blood and the ABP.</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>In-person workshops, webinars and outreach booths (Anti-Doping Education, Values-based Education, Awareness Raising).</li> <li>Communication campaign: website, social media campaign (Awareness Raising, Information Provision).</li> <li>Develop ADEL for High Performance Coaches and ADEL for Medical Professionals (Anti-Doping Education, Information Provision).</li> </ul>
<b>Time / Schedule</b>	January – December 2023/2024
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li><b>eLearning:</b> number of completions of the eLearning course. Track athlete completion and success rate. Number of</li> </ul>



	<p>participants reached. Assessment task to carry out at the beginning and end of the course.</p> <ul style="list-style-type: none"> <li>• <b>In person workshops and webinars:</b> A pre- and post-activity quiz/scenario/discussion/role play will be provided; use of assessment tools such as Rubric, Anecdotal record sheet and checklist.</li> <li>• <b>Communication campaign:</b> Number of retweets, shares, Google Analytics, monitor website traffic through number of visits, materials downloaded.</li> <li>• <b>General:</b> Administer surveys, feedback forms and collect qualitative data through interviews about the satisfaction of activities and to evaluate the overall programme.</li> </ul>
<b>Current Status</b>	<ul style="list-style-type: none"> <li>• In-person workshops during events explaining to ASP the out- and in-competition testing procedures.</li> </ul>

## 4.5 Planning for Minors (Athletes participating in or attending to Continental Qualifiers and WBSC U-18 and U-15 World Cups)

Figure 23. Planning for Minors

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>• To develop clean values and ethical sports conduct</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>• All minors will complete an eLearning course on ADEL.</li> <li>• All minors will be educated on the mandatory topics.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• All Minors will be able to list strategies for recovering from common injuries.</li> <li>• All Minors will comprehend the consequences (health and sanctions) of doping.</li> <li>• All Minors will have a broad knowledge about the Doping Control and WBSC Anti-Doping Procedures.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Principles and values associated with clean sport.</li> <li>• Risks and consequences of doping (health and sanctions).</li> <li>• Anti-Doping procedures.</li> <li>• Use of ADAMS.</li> <li>• TUE application process.</li> </ul>
<b>Education Tool</b>	<ul style="list-style-type: none"> <li>• eLearning: ADEL (Anti-Doping Education, Information provision)</li> <li>• Newsletter (Information Provision, awareness raising).</li> <li>• Outreach booths (Awareness raising, Information Provision), in-person workshops and webinars (Anti-Doping Education, Values-based education).</li> <li>• Social Media Campaign (Awareness raising, Information provision).</li> </ul>
<b>Time / Schedule</b>	January – December 2022/2024
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA

<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li>• <b>eLearning:</b> number of completions of the eLearning course. Track athlete completion and success rate. Assessment task at the beginning and end of the education activity.</li> <li>• After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category.</li> <li>• <b>Outreach booths:</b> Number of participants attending; Interview some participants before and after the activity about its usefulness.</li> <li>• <b>In-person workshops and webinars:</b> Quiz/Scenario/Discussion/ Role Play at the beginning and at the end of the entire session; use of assessment tools such as Rubric, Anecdotal record sheet and checklist.</li> <li>• <b>Social media campaign:</b> Number of online engagements (likes, shares, retweets) and use of Google Analytics.</li> <li>• <b>Newsletter:</b> Number of subscriptions; number of downloads of didactic resources;</li> <li>• <b>General:</b> Administer surveys, feedback forms and interview participants to evaluate the learning experience and the overall programme.</li> </ul>
<b>Current Status</b>	<ul style="list-style-type: none"> <li>• Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances.</li> <li>• In-person workshops during the events explaining to the Athletes the out- and in-competition testing procedures.</li> </ul>

## 4.6 Planning for Talented Athletes

Figure 24. Planning for Talented Athletes

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>• To develop clean values and prepare all athletes to train and compete clean.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>• All Athletes will attend in-person workshops.</li> <li>• Management of outreach booths at the events.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• The athletes will be able to differentiate between healthy training practices and unhealthy ones.</li> <li>• The athletes will be able to list the strategies for recovering from common injuries.</li> <li>• The athletes will comprehend the health consequences of using doping substance.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Principles and values associated with clean sport.</li> <li>• Risks and consequences of doping (health and sanctions).</li> </ul>

	<ul style="list-style-type: none"> <li>• Anti-Doping procedures.</li> <li>• Use of ADAMS.</li> <li>• TUE application process.</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>• Newsletter (Information Provision, awareness raising)</li> <li>• Outreach booths (Awareness raising, Information Provision) and in-person workshops (Anti-Doping Education, Values-based education) at events.</li> <li>• Social Media Campaign (Awareness raising, Information provision).</li> </ul>
<b>Time / Schedule</b>	January – December 2021/2024*
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li>• <b>Newsletter:</b> Number of subscriptions; number of downloads of didactic resources.</li> <li>• <b>Outreach booths:</b> Number of participants attending; number of materials disseminated; See Social Media campaign.</li> <li>• <b>In-person workshops:</b> A quiz/scenario/discussion/ role play will be delivered at the beginning and at the end of the entire session; use of assessment tools such as Rubric, Anecdotal record sheet and checklist.</li> <li>• <b>Social media campaign:</b> Number of online engagements (likes, shares, retweets) and use of Google Analytics.</li> <li>• After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category.</li> <li>• <b>General:</b> Administer surveys, feedback forms and interview participants to evaluate the learning experience and the overall programme.</li> </ul>
<b>Current Status</b>	<ul style="list-style-type: none"> <li>• Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances.</li> <li>• In-person workshops during the events explaining to the Athletes the out- and in-competition testing procedures.</li> </ul>

\* = Despite they aren't included in our Education Pool, we will do our utmost to organise some activities for them.

## 4.7 Planning for Children (Athletes participating in or attending to Continental Qualifiers and WBSC U-12 World Cups)

Figure 25. Planning for Children

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>• To develop clean values and ethical sports conduct</li> </ul>
--------------------	--

<b>Program Objectives</b>	<ul style="list-style-type: none"> <li>WADA's sport values in every classroom (SViEC) will be delivered by teachers to 8-to 12- years-old children across the country.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>The participants will be able to describe the meaning of inclusion.</li> <li>They will be able to demonstrate respectful behavior when in conflict.</li> <li>They will be able to describe the meaning of equity.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>Values associated with sport: respect, equity and inclusion.</li> <li>Consequences of doping, physical and mental health, social and economic effects and sanctions.</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>In-person workshops (at the events and schools) and webinars (Anti-Doping Education, Values based Education), outreach booths (Awareness raising, Information Provision).</li> <li>Newsletter (Information Provision, awareness raising)</li> </ul>
<b>Time / Schedule</b>	January – December 2021/2024 *
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li><b>In-person workshops at school:</b> Surveys will be administered to teachers before and after the implementation of the SViEC program. They will be asked to share the results of any kind of assessment task administered.</li> <li><b>In-person workshops at events and webinars:</b> Quiz/Scenario/Discussion/ Role Play before and at the end of the activity; use of assessment tools such as Rubric, Anecdotal record sheet and checklist.</li> <li><b>Outreach booths:</b> Number of participants attending; number of materials disseminated;</li> <li>After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category.</li> <li><b>General:</b> Administer surveys, feedback forms and interview participants to evaluate the learning experience and the overall programme.</li> </ul>
<b>Current Status</b>	No activity

\* = Despite they aren't included in our Education Pool, we will do our utmost to organise some activities for them.

## 4.8 Planning for Parents

A mailing list of all parents of underage athletes will be created in agreement with the NFs, to invite the use of the WADA eLearning activity ADEL for Parents.

The macro-objective is to raise awareness of the values of clean sport, warn parents of the consequences and dangers of using doping substances. In turn, the micro goal is that parents impart this knowledge to their children.

Figure n. 26 Planning for Parents

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>To increase the knowledge and awareness about the Anti-doping topics.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>Parents will complete ADEL for Parents.</li> <li>Parents will have access to Anti-Doping information on all mandatory topics.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>Make parents aware of the potential risks doping has on athletes' health.</li> <li>All parents will be aware of the sanctions foreseen in the event of an ADRV.</li> <li>All parents will be aware of the best communication strategies to use with their children.</li> <li>All parents will be aware of the risks involved with nutritional supplements and the features of a proper nutrition.</li> <li>Promote the intrinsic good values of sport</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>Risks and consequences that doping has on the health of athletes.</li> <li>Substances and methods on the <i>Prohibited List</i>.</li> <li>Athletes, ASP and other groups' rights and responsibilities under the Code.</li> <li>The principle of Strict Liability.</li> <li>Use of medications and TUEs.</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>eLearning: Develop ADEL for Parents (Anti-Doping Provision, Information Provision).</li> <li>Communication Campaign: Website and Social Media (Awareness raising, Information Provision).</li> <li>Webinars and in-person workshops together with sons (Anti-Doping Education, Values-based education)</li> </ul>
<b>Time / Schedule</b>	January – December 2023/2024
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li><b>eLearning:</b> number of completions of the eLearning course.</li> <li><b>Webinars and in person workshops:</b> A pre- and post-activity quiz/scenario/discussion/ role play will be provided; use of assessment tools such as Rubric, Anecdotal record sheet and</li> </ul>

	<p>checklist.</p> <ul style="list-style-type: none"> <li>• <b>Communication campaign:</b> Number of retweets, shares, Google Analytics; monitor website traffic through number of visits, materials downloaded.</li> <li>• <b>General:</b> Administer surveys, feedback forms and interview participants to evaluate the learning experience and the overall programme.</li> </ul>
<b>Current Status</b>	No Activity

## 4.9 Planning for Youth Athletes

Figure 27. Planning for Youth Athletes

<b>Overall Aim</b>	<ul style="list-style-type: none"> <li>• To develop clean values and ethical sports conduct.</li> </ul>
<b>Program objectives</b>	<ul style="list-style-type: none"> <li>• A social media campaign on resiliency in sport.</li> <li>• All athletes will be educated on the mandatory topics.</li> </ul>
<b>Learning objectives</b>	<ul style="list-style-type: none"> <li>• After launched the social media post, viewers will be able to describe what it means to be resilient.</li> <li>• All Athletes will be able to describe the principles associated with clean sport.</li> <li>• All athletes will recognise what is contained within a substance through the label.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Values associated with sport: respect, equity and inclusion.</li> <li>• Consequences of doping, physical and mental health, social and economic effects and sanction.</li> <li>• Risks of supplement use.</li> <li>• Substances and methods on the Prohibited List.</li> </ul>
<b>Education Activity/ Tool</b>	<ul style="list-style-type: none"> <li>• Communication campaign: A social media campaign targeted to youth athletes that includes some Instagram, Facebook posts and Tik Tok videos on resiliency in sport. (Awareness raising, Information Provision).</li> <li>• In-person workshops (Anti-Doping Education, Values based Education)</li> </ul>
<b>Time / Schedule</b>	January-December 2021/2024 *
<b>Responsibility</b>	WBSC Anti-Doping Manager in collaboration with ITA
<b>Monitoring and evaluation activities</b>	<ul style="list-style-type: none"> <li>• <b>Communication Campaign:</b> Monitor the number of likes, comments and retweets.</li> <li>• <b>In-person workshops:</b> A quiz/scenario/discussion/ role play will be delivered at the beginning and at the end of the entire session</li> <li>• After a determined period, check whether this category has committed some whereabouts filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs).</li> </ul>

	Check the ADRVs totals per year and per category. • <b>General:</b> Administer surveys, feedback forms and interview participants to evaluate the learning experience and the overall programme.
<b>Current Status</b>	No activity

\* = Despite they aren't included in our education pool, we will do our utmost to organise some activities for them.



## 5 Monitoring and evaluation

As strongly suggested by WADA in the ISE, it is important not only to disseminate education activities among the different stakeholders but also their monitoring and evaluation.

*Houhlan B. and Melville S. explained that Monitoring is a process designed to determine whether a programme, scheme or project is making progress towards its intended targets and aims<sup>33</sup>.*

This is preparatory to consider whether the actions have had a good follow-up, which activities to resume in the future and which ones to improve.

The main characteristics of this step will consist of a constant process; the gathering of data about the activities; it will serve to establish a potential pattern of progress towards our goals and will not concern the success of the programme.

*Almost similar, Evaluation is a process of looking at the data you have generated and considering whether or not your education programme is making the progress you had expected (Houlihan B., Melville S.)<sup>34</sup>.*

*Houlihan and Melville affirm that it consists of making judgments about the pattern of progress towards our goals and about the quality of our activities; it concerns with identifying the real input the activities have made to the accomplishment of our objectives.<sup>35</sup>*

WBSC will implement both processes to understand better what progress is being made towards our target; which initiatives are working well; which are less successful and where is there room for improvement.

WBSC wants to analyse the effectiveness of its anti-doping education programmes, whether the budget has been used successfully and the overall impact of our actions.

WBSC Integrity Unit will carry out the processes of monitoring and evaluation for target groups and activities as explained in the planning chapter.

Together with ITA, WBSC will carry out a planning of the monitoring and evaluation of our education programs in order to identify and assess the available resources, develop our objectives and establish the indicators of success.

In particular, WBSC will monitor our activities across the four (4) components of an education program:

---

<sup>33</sup> Improving and Proving: A Handbook for the evaluation of anti-doping education programmes, houlihan B. and Melville S., Institute of Sport and Leisure Policy and Institute of Youth Sport, Loughborough University, UK

<sup>34</sup> See above

<sup>35</sup> See above

- Awareness raising: we will monitor the stakeholder engagement through google analytics and Social media in collaboration with the Media department;
- Information Provision: we will monitor the number of downloads of a resource from our website
- Antidoping education: we will monitor the number of completions of WADA ADEL eLearning courses.
- Values-based education: we will monitor the number of values-based education in-person workshops delivered.

In addition to this, WBSC will analyse the resources used, the number of athletes and ASP reached.

Regarding the evaluation of our programmes, in a short-term prospective, WBSC will analyse if the target groups have gained knowledge from the education activities. In collaboration with ITA, WBSC will assess participant's apprehension through a quiz, to administer at the beginning and end of the education activity; a Rubric where the educators will identify the criteria against which learning will be assessed; anecdotal record sheets to write down observations and notes about participants and their environment; a checklist to evaluate whether the participants have met the learning objectives of the activities. This evaluation will happen before and after each education activity.

In a long-term prospective, WBSC is interested to know the impact of these actions. We will constantly monitor the number of AAFs, ATFs, ADRVs per year and category, social media data, whereabouts failures and filing failures, whistleblower and doping control form data. We will analyse whether there are less missed tests, if the athletes are able to check their medications, if there are more or better-quality TUE applications resulting in less AAFs, if there is less inadvertent doping and so on.

### **Feedback about participant's learning experience**

WBSC will evaluate the conditions where educations activities have been held through a feedback form. For example, will be assessed the atmosphere of the location, the lighting, the experience of the educator, the connection to a webinar and the quality of the eLearning courses.

### **Program evaluation**

The Program evaluation will happen annually and will assist us in the planning of the education activities for the following year.

As recommended in the WADA ISE Guidelines, we will implement this process through five (5) principal steps:

1. Combine all the data and information that have been recorded (monitoring, evaluation and feedback form)

2. Highlight our main activities such as number of people educated (per target group), number of completions of WADA eLearning courses, number of education activities completed, social media data, downloads of materials from our website;
3. Identify our program objectives and data that relate to each one per target group. Compare our program objectives with the related data.
4. Produce a report and make a judgment on the effectiveness of our education program.
5. Reflect on our monitoring and evaluation procedures and evaluate what enhancements could be made in the following year.

### **Determining impact - use of tools: surveys and interviews**

WBSC Integrity Unit wants to go further into the effectiveness of its education programmes by investigating whether they have had a wider impact on their stakeholders.

In order to achieve this, WBSC will send surveys to its target groups annually to investigate about their baseline knowledge, commitment towards clean sport and anti-doping, current behaviours, levels of interaction with our organisation, supplement use and attitudes towards doping.

Furthermore, we will interview participants at the start of our education program and at the end of the year to explore about their experience; what they have learned and to what extent they feel confident about anti-doping, filling whereabouts or apply for a TUE.

These data can help identify trends, whether our education program is having a long-term lasting effect on our participants, if knowledge levels is mutating over time or whether attitudes towards doping are changing.

### **ITA Commitment**

The ITA commits to providing the Partner with a Clean Sport Learning Activity Report within 15 business days of the event. The report will be delivered electronically and will consist of the following:

- Event Overview
- Learning Activity Overview and Summary
- Survey Results
- Photos and/or Testimonials
- Observations and Recommendations

In a case where the Partner wishes to have specific information included in the CSLA Report, this request can be included in the initial request form. All reasonable effort will be made by the ITA to accommodate additional requests, pending that enough information is available to the ITA to provide a comprehensive report on the matter.

The WBSC monitoring and evaluation processes can be easily summarised in the following table:

Figure 28. Monitoring and evaluation

<b>What</b>	Collecting data to check progress.	Gathering feedback to determine the quality of the learning experience.	Check if the program objectives have been met.
<b>When</b>	During our education activities.	At the end of the education activities.	Annually.
<b>How</b>	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;

## 5.1 Feedback Form

A Feedback Form will be released to the participants after the education activities in order to collect valuable information.

The results will be considered by the WBSC Anti-Doping Manager in order to evaluate the entire program of activities and the next actions to be taken in the field of education for Anti-Doping.

Potential questions will be addressed to know more about learning environment of the venue, communication of educator, engagement of each participant, quality of session and information.

## 6 References

1. Houlihan B. and Melville S., Improving and Proving: A Handbook for the evaluation of anti-doping education programmes, Institute of Sport and Leisure Policy and Institute of Youth Sport, Loughborough University, UK;
2. <https://www.wada-ama.org/en/media/news/2020-01/wada-launches-e-learning-course-for-medical-professionals>;
3. <https://www.olympic.org/the-ioc>;
4. <https://www.paralympic.org>;
5. <https://www.wada-ama.org/en/what-we-do/education-training/quizzes>;
6. [https://www.wada-ama.org/sites/default/files/adel\\_faqs\\_en.pdf](https://www.wada-ama.org/sites/default/files/adel_faqs_en.pdf);
7. International Standard for Education 2021, ISE, WADA;
8. WBSC AD rules 2021;
9. 2021 Code Implementation Support Program, Guidelines for the International Standard for Education (ISE), WADA.