

WBSC

AMERICAS BEISBOL

Nuestro Juego!

Education Plan
2021 - 2024
PLAY BALL PLAY FAIR
Updated as of 17/8/2022

Table of Content

<u>Table of figures</u>	4
<u>Abbreviations</u>	5
<u>Message from the President</u>	6
<u>Introduction</u>	9
<u>1. WBSC System Assessment</u>	11
<u>1.1 WBSC vision, mission and macro-objectives of the education plan</u>	11
<u>1.2 WBSC Disciplines & Tournaments</u>	12
<u>1.3 Partnership and collaborations</u>	13
<u>1.4 Assessing the current situation</u>	14
<u>1.4.1 Doping Statistics in Baseball and Softball</u>	14
<u>1.5 Identifying resources: human, financial and material</u>	18
<u>2. WBSC Education Strategy</u>	19
<u>2.1 Target Groups</u>	19
<u>2.2 Education pool</u>	21
<u>2.3 Components of the WBSC EP and related activities</u>	22
<u>2.4 Education activities</u>	24
<u>2.4.1 WBSC Anti-Doping Communication campaign</u>	24
<u>2.4.1.1 WBSC website</u>	25
<u>2.4.1.2 Press Releases</u>	25
<u>2.4.1.3 Social Media Strategy</u>	26
<u>2.4.1.4 Anti-Doping Video</u>	27
<u>2.4.1.5 Emails to Members</u>	28
<u>2.4.1.6 Storytelling</u>	29
<u>2.4.2 E-Learning</u>	30
<u>2.4.2.1 The online platforms–The WBSC Academy and WADA ADEL</u> <u>(Anti-Doping & Learning Platform)</u>	30
<u>2.4.3 Face-to-Face Education</u>	32
<u>2.4.3.1 Event-based Education & In-person workshops</u>	32
<u>2.4.3.2 Webinars</u>	35
<u>2.5 Testing the knowledge: Survey</u>	38
<u>3. Didactic Material</u>	39
<u>4. WBSC Ambassadors</u>	40
<u>5. Anti-Doping experts community</u>	41
<u>6. Special Projects</u>	42
<u>6.1 WADA Social Research Grant</u>	42
<u>6.2 UNESCO – Fund for elimination of Doping in Sport</u>	42
<u>7. Planning</u>	43
<u>7.1 Planning for International Level Athletes</u>	43
<u>7.2 Planning for TP Athletes</u>	44
<u>7.3 Planning for Athletes returned from a sanction</u>	45
<u>7.4. Planning for Athlete Support Personnel</u>	46
<u>7.5 Planning for Minors</u>	49
<u>7.6 Planning for Talented Athletes</u>	50
<u>7.7 Planning for Children</u>	52

<u>7.8 Planning for Parents</u>	53
<u>7.9 Planning for Youth Athletes</u>	54
<u>8. Roles, Responsibilities and Sanctions</u>	55
<u>8.1 Roles and Responsibilities</u>	55
<u>8.2 Envisaged Sanctions in the WBSC AD rules</u>	57
<u>9. Monitoring and Evaluation</u>	58
<u>10. References</u>	63

Tables of Figures

<u>Figure 1. Abbreviations</u>	5
<u>Figure 2. Mission of the WBSC Education Plan</u>	11
<u>Figure 3. Number of tests per year and discipline</u>	15
<u>Figure 4. Brief Risk assessment</u>	15
<u>Figure 5. AAFs per years in Baseball and Softball</u>	16
<u>Figure 6. Prohibited Substances detected since 2016</u>	17
<u>Figure 7. Athlete Pathway</u>	21
<u>Figure 8. Components of the WBSC Education Plan and related activities</u>	23
<u>Figure 9. Educational component in communication campaign</u>	24
<u>Figure 10. WBSC IU Logo</u>	25
<u>Figure 11. News published as of 08-08-2022</u>	26
<u>Figure 12. WBSC Social Media Platforms</u>	26
<u>Figure 13. Educational components in e-Learning</u>	30
<u>Figure 14. Educational components in Event based education</u>	32
<u>Figure 15. Educational components in In-person workshops</u>	33
<u>Figure 16. Educational components in webinars</u>	36
<u>Figure 17. Planning for International Level Athletes</u>	43
<u>Figure 18. Planning for TP Athletes</u>	44
<u>Figure 19. Planning for Athletes returning from a sanction</u>	45
<u>Figure 20. Planning for Athlete Support Personnel</u>	46
<u>Figure 21. Planning for Minors</u>	49
<u>Figure 22. Planning for Talented Athletes</u>	50
<u>Figure 23. Planning for Children</u>	52
<u>Figure 24. Planning for Parents</u>	53
<u>Figure 25. Planning for Youth Athletes</u>	54
<u>Figure 26. Monitoring and evaluation</u>	61
<u>Figure 27. Monitoring and evaluation components</u>	62

Abbreviations

Figure 1. Abbreviations

AD	Anti-Doping
AAF	Adverse Analytical Finding
AAS	Anabolic Androgenic Steroids
ABP	Athlete Biological Passport
ADAMS	Anti-Doping Administration & Management System
ADEL	Anti-Doping Education and Learning
ADRV	Anti-Doping Rule Violation
ASP	Athlete Support Personnel
CISP	Code Implementation Support Program
CSLA	Clean Sport Learning Activity Guidelines
DCO	Doping Control Officer
DCS	Doping Control Station
GAISF	Global Association of International Sports Federations
GH	Growth Hormone
IOC	International Olympic Committee
IPC	International Paralympic Committee
IT	Information Technology
ITA	International Testing Agency
IS	International Standard
ISE	International Standard for Education
ISTI	International Standard for testing and Investigations
KPI	Key Performance Indicators
LOC	Local Organising Committee
MLA	Minimum Level of Analysis
NADO	National Anti-Doping Organisation
NLA	National Level Athletes
NF	National Federation
NOC	National Olympic Committee
RA	Recreational Athletes
RADO	Regional Anti-Doping Organisation
RTP	Registered Testing Pool
TDP	Test Distribution Plan
TLA	Talented Level Athletes
TDSSA	Technical Document for Sport Specific Analysis
TP	Testing Pool
TUE	Therapeutic Use Exemption
WADA	World Anti-Doping Agency
WBSC	World Baseball Softball Confederation
WBSC IU	World Baseball Softball Confederation Integrity Unit
WC	World Championship
YA	Youth Athletes

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), (IOC) and the International Testing Agency (ITA) to ensure that the integrity of our sport is protected in line with the principles of the Olympic Charter.

The WBSC wants virtuous athletes, and in order to avoid the use of doping substances and methods, our organization 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 leads the campaign “Play Ball Play – Fair”, with the fights against doping, match fixing, violence and harassment, and builds 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 harmonize all the educational actions in the sensitization about antidoping. 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 13 Associate Members in 140 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, U23 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 organization'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 established the Integrity Unit to safeguard the future of baseball and softball worldwide.

The WBSC IU is a centralized hub for promoting and ensuring integrity within the organization, which mission is to enhance fair play and transparency, protect athletes' rights, promoting inclusiveness and further enhance governance. The Unit is chaired by the WBSC Secretary General Beng Choo Low within which Anti-Doping plays a considerable role.

The constant commitment of WBSC in protecting the clean athletes, comprising the development of anti-doping programs, is also outlined in the Olympic Agenda 2020 +5 (recommendation 5).

In this regard, the WBSC IU launched the campaign "Play-Ball, Play-Fair" in February 2021 in order to promote a clean sport culture among all its stakeholders without resorting to Doping for the four-year period 2021-2024.

One of the pillars of the campaign is Education.

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).

The WBSC Education planning, in its broadest generic sense, reflects the application of rational, systematic analysis to the process of educational development, with the aim of both spreading the mandatory knowledge and responding to the needs and goals of its target groups, making education more effective and efficient.

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

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 prevention against doping.

Through this education plan, WBSC wants to spread globally the clean sport culture without resorting to doping in the four-year period 2021-2024. 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.

In order to achieve this, WBSC sets out to draft a comprehensive education plan for all WBSC stakeholders for every age and category.

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 behaviours, 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

1.1 WBSC vision , mission and macro -objectives of the education plan

WBSC intends to promote its education plan in accordance with its global vision and mission. Therefore , 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 sports world for all its athletes, in Baseball and Softball, following the principles of Olympism, in line with the Olympic Agenda 2020 +5 (5° recommendation).

The WBSC vision for education against Doping is to promote a clean sport culture by strengthening the Fair Play concept.

In order to achieve this, the WBSC’ mission is to promote correct behaviors to athletes and their entourage not only during the doping control process but also for the athlete’s nourishment and regarding the use of medications.

The mission is constituted by the following objectives:

Figure 2. Mission of the WBSC Education Plan

Long-Term objectives	<ul style="list-style-type: none"> • Prevent intentional/unintentional Doping. • Safeguard the athlete’s health. • Have all Target Groups informed, educated and empowered in their clean sport journey. • Instill the Level -Playing Field view. • Reinforce Olympic values such as sense of sacrifice, respect for himself and the opponent, fairness.
Short-Term objectives	<ul style="list-style-type: none"> • Sensitize all Target Groups about all anti-doping topics. • Raise awareness about the Doping Control Process . • Raise awareness about the Anti - Doping system and its main stakeholders.

1.2 WBSC Disciplines & Tournaments

The International Family of Baseball and Softball I 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. Nevertheless, Baseball and Softball will not be included in the 'Paris 2024' Olympic Programme.

Olympic Disciplines :

- Men's Baseball . Participants: males.
- Women's Softball . Participants: females.

Not Olympic Disciplines:

- Women's Baseball . Participants: females.
- Men's Softball . Participants: males.
- Baseball5 . Participants: mixed sport (males and females together).

Please note that Baseball and Softball are team sports and don't exist individual disciplines.

The WBSC governs all international competitions involving official National Teams tournaments governed by WBSC are:

- **Premier 12**
- **World Baseball Classic**
- **Baseball World Cups** (U-12, U-15, U-18, U-23 and Women's)
- **Softball World Cups** , (U-12 Mixed, U -15 Women's, U -18 Women's, U -18 Men's, U-23 Men's, Women's and Men's)
- **Baseball5** (Senior and Youth World Cups)
- Baseball, Softball events at the Olympic Games
- Baseball5 event at the Youth Olympic Games

1.3 Partnership and collaborations

WBSC intends to collaborate with the following Organizations:

- **WADA:** WBSC is already promoting the WADA Speak Up! Platform in order to reveal ADRVs in Baseball and Softball. In addition to this, WBSC will use and promote among its Members the WADA didactic platform “ADEL”.
- **ITA:** WBSC has a partnership with ITA in order to receive support regarding the management of TUEs, Testing and Intelligence and Education. Furthermore, WBSC is going to use the Reveal platform that will allow informants to share information with ITA and WBSC in a completely confidential and anonymous manner.
- **NADOs:** WBSC is planning a strategy to implement a collaboration with NADOs. The collaboration will consist of supporting WBSC in the Testing and Intelligence process, education and Result Management. Furthermore, it will also be drafted A policy in order to spread the mutual recognition of national educational and testing programs carried out by NADOs. Where a NADO doesn't exist, the related NOC will be contacted. Cooperation with NADOs cannot be neglected especially when education programs are carried out in schools before and during our events.
- **National Olympic Committees:** WBSC will collaborate with NOCs for education of athletes going to Olympic Games.
- **National Federations :** Information will be distributed regularly to member federations, as outlined in the Action Plan. A collaboration will be useful in the organization of education activities at the events with those NFs that have the related national authority.
- **Continental Associations:** In order to implement education actions for all athletes at continental and national level.
- **LOCs:** In order to facilitate the education activities during events (workshops, presentations, interactive booths).
- **Health Bodies:** WBSC also intends to collaborate with bodies operating in the health sector, interested to promote a clean sports style.
- **Governments/Education Institutes (Schools, Universities) :** WBSC is open to discuss potential conferences, seminars about Anti -Doping with the support of international organizations such as UNESCO, national governments and high-level academic institutions interested to Anti -Doping.

1.4 Assessing the current situation

Until 2021, our education activities consisted mainly of "information provision" about doping control process through presentations at the events, information on the WBSC website, emails to athletes and inperson workshops.

The Presentations were addressed to athletes and athlete support personnel containing information about the WADA Code, the outand in-competition testing procedures, the WADA International Standards, the Prohibited List, the TUEs and the WBSC Anti- Doping Rules.

The information on the WBSC website have been added following the WADA requirements in order to have all target groups informed about AntiDoping.

The content of the emailsfor theathletes andthe "in person workshops"were prepared with the same content of the presentations.

For the four -year period 2021 -2024 WBSC events are planned in different social economic and political contexts (various continents); the WBSC Anti-Doping Team¹ is carrying out a specific analysis ofthe host countries for the next WBSC championships.

Furthermore, as a consequence of the 2020 Covid-19 pandemic, WBSC has reinforced the "education at distance" through webinars, regular communication with Members and the use of the WADA ADEL platform.

WBSC aims to expand its educational horizon through new activities that will be explained later.

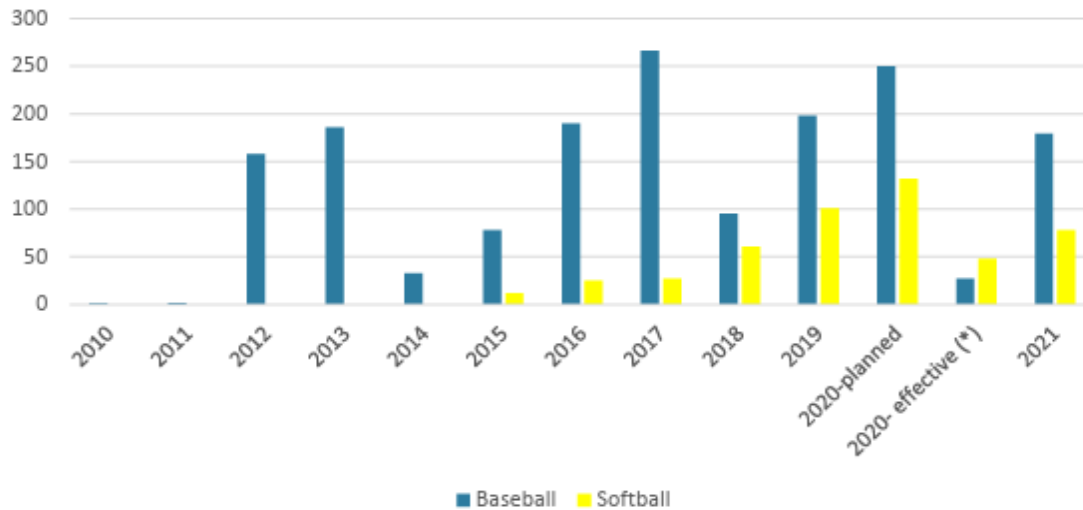
1.4.1 Doping Statistics in Baseball and Softball

This section presents a brief overview of WBSC testing numbers, Adverse Analytical Findings and the most common used substances/methods. Starting from these data, we will elaborate the education activities accordingly.

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

¹ WBSC Anti-Doping Manager & AntiDoping Officer

Figure 3. Number of tests per year and discipline²



Below you can find the brief WBSC Risk assessment.

Figure 4. Brief Risk assessment³

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

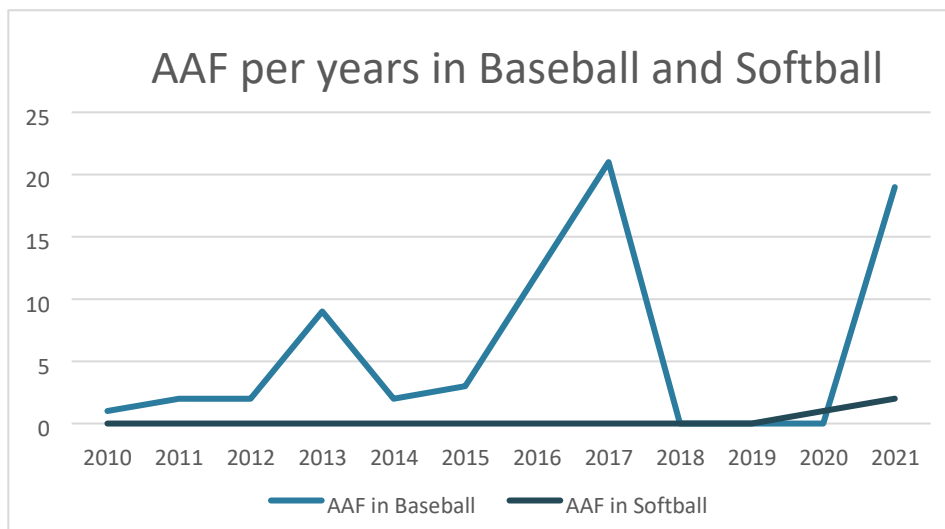
The chart below shows the trend of Adverse Analytical Findings in baseball and softball over the past decade. All tests refer to urine samples.

*= decrease due to Covid-19 Pandemic

² Data available on ADAMS

³ Internal WBSC Document

Figure 5. AAF per years in Baseball and Softball ⁴



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 were carried out in 2018.

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.

⁴ Data available on ADAMS

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.

WBSC will be in contact with ITA in order to insert the nature of the substances classified in the Prohibited List (especially S1 and S6), explaining the risks they have on the health, why they are banned and propose alternative solutions as part of the education activities.

WBSC will include similar information in the draft of an Anti-Doping section included in a general handbook for National Federations.

1.5 Identifying resources: human, financial and material

- Human Resources: The WBSC Chief Operating Officer oversees all Integrity related matters including Anti-Doping. The Anti-Doping Manager is the responsible person that plans, manage and implement the WBSC Anti-Doping Programme. He is directly involved also during the WBSC events, especially the Event-Based Education activities with the help of one Anti-Doping Coordinator. Within the WBSC Integrity Unit (IU), 3 staff are dedicated to Anti-Doping Management.
- Physical/Information Resources: WBSC makes available all the material it currently owns like Power Point presentations which include educational activities for Anti-Doping purposes. WBSC IU will release a leaflet and an antidoping section included in a general handbook containing 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 organization 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 (dedicated to Anti-Doping Education): the main expenses can be divided in: employees' salaries, fees paid to ITA for webinars and support of Plan implementation, fees paid to NADOs for event-based education, printed material and translation costs.

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 investment.

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.

The Anti-Doping materials strictly relevant for education purposes are: the education plan, the handbook and leaflets.

General resources spent in anti-doping have been added (Risk assessment, Test Distribution Plan) in order to have a comprehensive overview about WBSC investment in Anti-Doping.

2. WBSC Education Strategy

WBSC, in a first instance, will organize education activities principally focusing on the target groups more than the events.

2.1 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 athletes¹: 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 Athletes²: 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. Currently WBSC doesn't have a RTP but a Testing Pool (TP). WBSC maintains this definition because in the future a RTP could be created.

TP Athletes³: Athletes included in the Testing Pool. 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. You can find the WBSC TP [here](#).

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.

¹ Definition included in WBSC AD rules

² See above (point 4)

³ See above

Athletes support personnel⁴: 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**⁹: Athletes participating in or attending to Continental Qualifiers and WBSC U-18 and U-15 World Cups.
- **National-level athletes**¹⁰: Athletes who compete in sport at the national level, as defined by each NADO, consistent with the ISTI
- **Children**¹¹: Athletes participating in or attending to Continental Qualifiers and WBSC U-12 World Cups.
- **Parents**: Parents of the underage athlete.
- **Sport Administrator / Officials**¹²: WBSC Staff, WBSC Sport Officials (Technical Commissioners, Umpires, Scorers), Continental Associations, National Federations, and Local Organizing Committees.
- **Youth athletes**¹³: 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**¹⁴: 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**¹⁵: Athletes, older children or adults, who participate and compete in organized sports for recreational purposes; Lower-level team sports.
- **Media**¹⁶: WBSC website, Sport Media, WADA media resources, and LOCs resources
- **General Audience and Fans**

⁹ WBSC definition

¹⁰ As outlined in the WADA ISE

¹¹ WBSC definition

¹² See above

¹³ Source: WADA ISE guidelines

¹⁴ See above

¹⁵ See above

¹⁶ WBSC definition

Figure 7. Athlete Pathway¹⁷



2.2 Education pool

In 2021, the WBSC Education Pool consisted of TP, Tokyo 2020 Athletes, ILA Athletes and Athletes returning from a sanction. Subsequent key target groups will be added as follows:

- 2022: addition of minors (not already included in TP and ILA groups)
- 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 some actions for them anyway, 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 a 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 the efforts 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 they will benefit from the WADA ADEL courses.
- **Children:** A collaboration with schools and NADOs will be planned during the WBSC events in order to organize interactive activities in the classrooms

¹⁷ Source: WADA ISE guidelines

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 (WBSC members) and “accompanying them” potentially until they became International Athletes.

The WBSC Education Plan envisages a set of activities for all target groups along the athlete pathway, in order for them to 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.

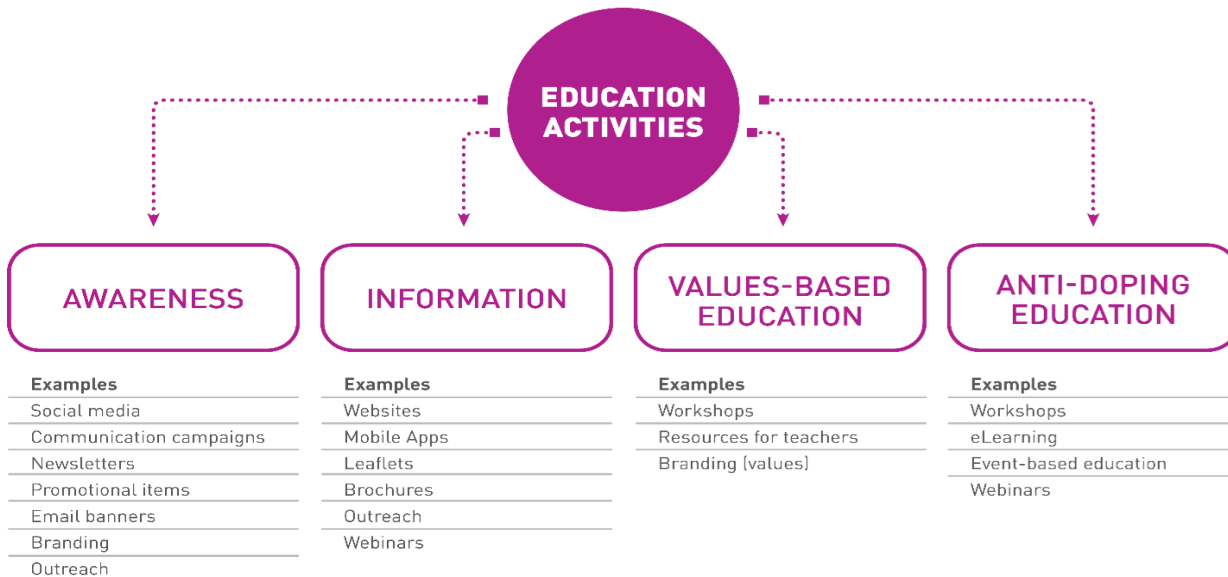
Nevertheless, WBSC will focus especially on athletes under its jurisdiction (ILA) and their entourage while for National Level Athletes, Youth Athletes, Talented Athletes and Recreational Athletes it is indispensable a strong collaboration with the National Federations and in turn with the NADOS.

2.3 Components of the WBSC EP and related activities

When assessing the current situation of the WBSC education plan in the paragraph 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 summarized below.

WBSC will adopt the following WADA method envisaged in the choice of the education activities subdivided per components.

Figure 8. Components of the WBSC Education Plan and related activities



Types of activities may have more than one focus

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

Awareness Raising is referred in the ISE as "highlighting 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, Letter to Members, 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 in the ISE as "making available accurate, up-to-date content related to clean sport." This refers to 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 in the ISE as: "delivering training on anti-doping topics to build competencies in clean sport behaviors and make informed decisions". All

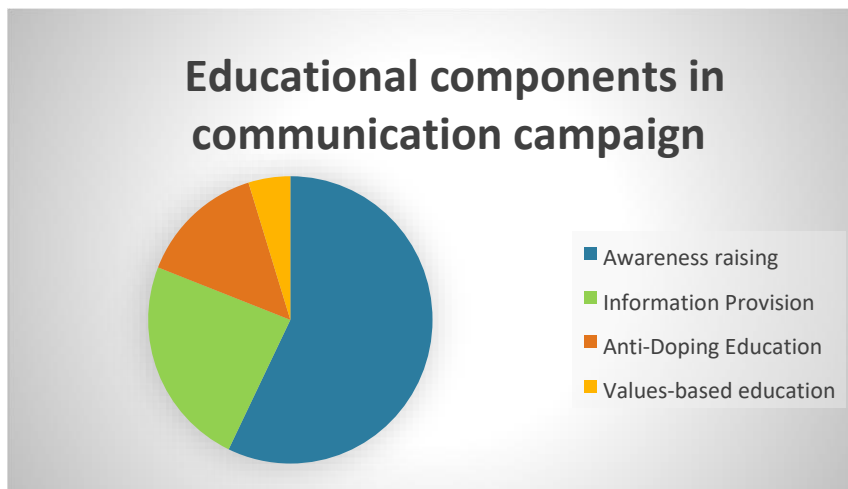
activities aimed at increasing specific knowledge of anti-doping topics are included in this component. An example is an activity on ADEL aimed at checking whether prohibited substances are contained within the athletes' medications or a webinar aimed at explaining what the testing procedures are or what are the rights of an athlete during the doping control process.

2.4 Education activities

2.4.1 WBSC Anti-Doping Communication campaign

It is formed by the following proportion of educational components:

Figure 9. Educational components in communication campaign



Content, Objectives, Timeline Responsibilities

Content: Press releases, posts on the WBSC social media profiles, emails to the Members together with stories about antidoping, update of the antidoping section on the WBSC website in compliance with the latest WADA updates and the spread of the anti-doping video.

Objectives: Promote a clean sport culture among WBSC stakeholders, raising awareness about the campaign *'Play-Ball, Play-Fair'*.

Below you can find the logo of the WBSC IU (blue format):

Figure 10. WBSC IU Logo



Timeline: Each timeline will be treated separately for each component of the communication campaign.

Responsibilities: The Anti-Doping team together with the Media and Member Relations Department, depending on its specific component.

2.4.1.1 *WBSC website*

Content, Objectives, Timeline, Responsibilities, Monitoring

Content: Update of the anti-doping section of the website in compliance with the WADA Code.

Objectives: To be in compliance with the WADA Code; to raise awareness about the Anti-Doping framework among WBSC stakeholders and to dispense useful and necessary information to them.

Timeline: Each WADA update (including updates of the international standards and WADA Code)

Responsibilities: Anti-Doping Team together with IT department.

Monitoring: There will be an estimation on website traffic and clicks at the end of each year.

2.4.1.2 **Press Releases**

Content, Objectives, Timeline, Responsibilities, Monitoring

Content: Publication of anti-doping news on the WBSC IU website.

Objectives: Promote the Anti-Doping webinars and the face-to-face education activities in order to increase the attendance of WBSC stakeholders; promote the anti-doping knowledge among them; sensitize all WBSC stakeholders towards the WBSC IU vision for education.

Timeline:

- Promotion of educational activities: 15/7 days before their start;
- Spread of Anti-Doping topics: periodically; however, variation may happen especially in conjunction with the promotion of webinars.

Responsibilities: The WBSC Anti-Doping Team in collaboration with the WBSC Media department. The object of the articles is listed below.

Monitoring: At the end of each year, WBSC Anti-Doping Team will analyse the news published and will carry out an estimation of the traffic on the dedicated webpage.

Figure 11. News published as of 08-06-2022

Object
New WADA Code and WBSC Anti-Doping Rules
WBSC, ITA partner for new series of anti-doping webinars
Video: WBSC reinforces commitment to protecting clean athletes and the integrity of the game
Baseball/softball players can attend free anti-doping webinar on Feb 25 as part of WBSC cooperation with International Testing Agency
Keeping baseball and softball real: WBSC renews ITA partnership
WBSC publishes updated Anti-Doping Educational Plan 2021/2024
Egyptian Baseball & Softball Federation runs successful anti-doping webinar
April Anti-doping webinar to focus on athlete nutrition
WBSC Integrity Unit: International Testing Agency to offer webinar on the Legal Side of Anti-Doping
WBSC Integrity Unit launches webinars on competition manipulation and anti-doping
Ensuring a level playing field: WBSC's Anti-Doping Commission Chair Gianfranco Beltrami
All SportAccord Member International Federations in Compliance with the World Anti-Doping Code

2.4.1.3 Social Media Strategy

Figure 12. WBSC Social Media Platforms

IG	Fb	Tw	You Tube	Tik Tok
				

The Anti-Doping part will compose only a part of a general strategy including integrity topics such as prevention of the manipulation of the competition, anti-bribery, safeguarding.

Content, Objectives, Timeline, Responsibilities, Monitoring.

Content: Publication of anti-doping activities and topics on the main WBSC Social Media Platforms.

Objectives: Promotion of webinars, face-to-face activities, WADA ADEL; raising awareness about the Anti-Doping themes (TUE, Result Management, prohibited list and so on) through the publication of articles, quizzes etc.

Timeline: Quarterly

Responsibilities: The WBSC Anti-Doping Team together with the Media Department.

Monitoring: Get social media stats (clicks, likes, shares, etc.) at the end of each year.

Notes: Some posts have been published in the first part of the 2021 year. The WBSC Anti-Doping team shall carry out an internal evaluation together with the media department in order to evaluate if this strategy will continue or not.

2.4.1.4 Anti-Doping Videos

1° - "The WBSC and the fight against doping"

Content, Objectives, Timeline, Responsibilities, Monitoring

Content: The video is composed in three pillars:

- **Institutional:** the WBSC chair of the IU Beng Choo Low reiterates the strong willingness of the WBSC to oppose itself to Doping.
- **Informative:** the Chair of the Anti-Doping and Medical Commission Gianfranco Beltrami, and the athletes of the Athlete Commission talk about some topics about Anti-Doping.
- **Inspirational:** The WBSC Athletes Ambassadors Erika Polidori and Sebastiano Poma give their reasons to play true.

Objectives: Sensitize the WBSC stakeholders that WBSC is completely contrary to Doping; inform them on the Doping risks and inspire them to play true.

Timeline: Q2 2022

Responsibilities: WBSC Anti-Doping Team together with the Media and IT departments.

You can find it here (<https://youtu.be/FQ7kRPB7E-Y>) and most probably it will be shared on the social media platforms, YouTube, during the WBSC events and on the WBSC academy.

2° - “WBSC President Riccardo Fraccari on the importance of Anti -Doping”

Content, Objectives, Timeline, Responsibilities , Monitoring

Content: The WBSC President Riccardo Fraccari speaks about the importance of tackling doping in baseball and softball through a strong collaboration with WADA and IOC.

Objectives: Discourage WBSC athletes and ASP of using prohibited substances and methods, inform them about the risks and consequences of doping and about the main stakeholders involved in the fight against doping.

Timeline: Q1 2021

Responsibilities: WBSC Anti-Doping Team together with the Media and IT departments.

You can find it here (<https://youtu.be/015vl5ZL9DQ>)

Monitoring: WBSC Anti-Doping Team will analyze the number of visualizations of the videos on You Tube as well as the potential engagement received on the social media platforms.

2.4.1.5 Emails to Members

Content, Objectives, Timeline , Responsibilities , Monitoring

Content: sending of emails to the Members about the WBSC commitment in Anti -Doping.

Objectives: Promote the webinars, the face-to-face education activities , special days such as the WADA Play True Day; update the WBSC Members about the latest progresses of the Anti-Doping campaign and give them useful information before the tournaments.

Timeline:

- For the promotion of education activities and special days: 15/ 10 days before their start.
- For the update of the Anti-Doping Campaign: monthly.
- For each WBSC tournament: between 15 and 10 days before its start.

Responsibilities: WBSC Anti -Doping Team together with the Member Relations department.

Monitoring: WBSC Anti -Doping Team will track the communication with NFs in an internal database.

2.4.1.6 Storytelling

Content, Objectives, Timeline, Responsibilities, Monitoring

Content: sending of stories to the Members through emails. Object of the stories will include:

- What is Doping
- The roles and responsibilities of NFs in Anti-Doping and the relationships with the NADOs
- Who is WADA
- Tokyo 2020 Olympic Games - all you need to know about Anti-Doping
- Webinar about rules changes of the WBSC AD rules 2015 compared to the 2021 ones
- Overview of the WBSC IU Anti-Doping Campaign: " Play-Ball, Play-Fair".
- Schedule of the Education Webinar Series about Anti -Doping
- WBSC Anti-Doping rules
- NADOs
- ADAMS
- Beyond the Doping Controls: Testing and Intelligence
- Whereabouts
- The Doping Control
- Athletes' rights and responsibilities during a Doping Control
- Have you ever heard about the Prohibited List?
- Nutritional Supplements
- Consequences of Doping
- TUE
- Education for a Clean Sport Culture
- Speak Up!
- Sanctions, reports & decisions
- WADA Standing Committees

- Technical Document for Sport Specific Analysis (TDSSA)
- Ambassador Athletes
- Find out more about Anti-Doping on our multimedia page
- Covid-19 Update and survey's results

Objective: Raise awareness about the anti-doping topics through simple and synthetic stories.

Timeline: TBD

Responsibilities: WBSC Anti-Doping Team together with the Member Relations department.

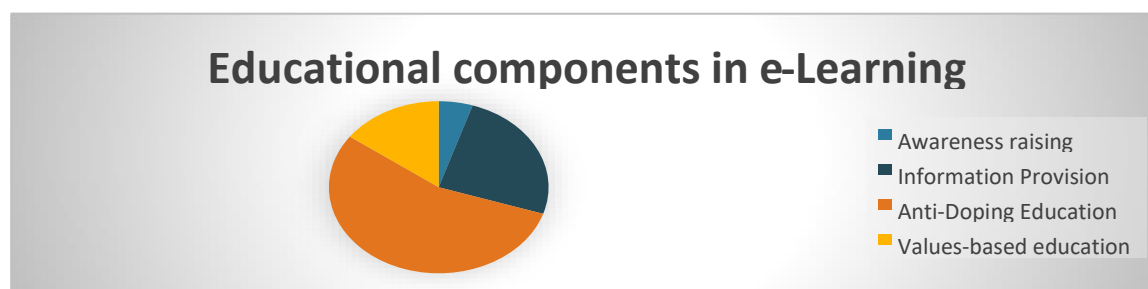
Monitoring: WBSC Anti-Doping Team will track the stories in an internal database.

2.4.2 E-Learning

E-Learning is an education activity that is carried out by simply using an internet connection and a computer tool such as a PC, tablet, mobile phone.

E- Learning courses are formed by the following proportion of educational components:

Figure 13. Educational components in e-Learning



2.4.2.1 The online platforms – the WBSC Academy and WADA ADEL (Anti-Doping & Learning Platform)

WBSC Academy: It is an online platform containing courses for stakeholders at different levels.

Content, Objectives, Timeline, Responsibilities, Monitoring

Content: Insert an Anti-Doping folder within the WBSC Academy

Objectives:

- Give easy access to athletes and their entourage about Anti-Doping material (AD section of handbook, articles, news, recorded webinars, face -to-face education activities, etc.).
- Give access to the WADA ADEL platform.

Timeline: Q4 2022

Responsibilities: WBSC Anti-Doping Team together with IT Department.

Monitoring: Check the number of accesses on the platform. Analyze the number of downloads of documents.

WADA ADEL

Content, Objectives, Timeline Responsibilities, Monitoring

Content: It contains several didactic interactive activities and provides education solutions for sportspeople. Below you can find the main courses:

- **ADEL for International-Level Athletes, National Athletes, Testing Pool Athletes**
- **ADEL for Tokyo 2020 Olympics**
- **Guide to the Code for Athletes and Athlete Support Personnel**
- **ADEL for High Performance Coaches**
- **ADEL for Medical Professionals**
- **ADEL for Medical Professionals at Major Games**
- **ADEL for Parents**
- **Code Implementation Support Program (CISP)** : It is an educational tool that helps administrators working in the Anti-Doping field to carry out their activities efficiently.

Play True Quiz: through it, WBSC Anti- Doping Team aims to evaluate the general understanding of the stakeholders about Anti -Doping and we are going to analyze the specific modalities in the future.

Objectives: Reinforce the Anti-Doping knowledge among WBSC stakeholders.

Timeline: currently

Responsibilities: WBSC Anti-Doping Team

WBSC shares the WADA tutorials to facilitate the registration and navigation on ADEL on its website. An official WADA certificate will be released to the attendees of one or more of the following courses that will successfully pass the final exam.

Monitoring: Make a report of the stakeholders' registrations on ADEL and the completed courses every week.

2.4.3 Face-to-face Education

Face to Face education activities include: event- based education activities, in- person workshops and webinars.

2.4.3.1 Event-based Education & In -person workshops

Regarding the environment, it will change depending on the target (below some examples):

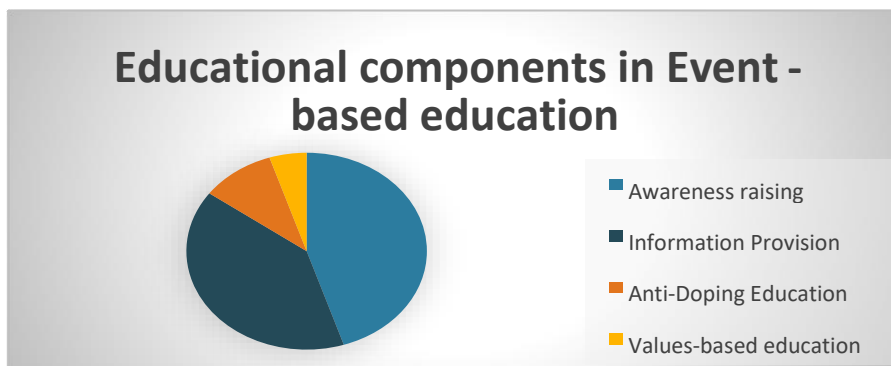
- For Minors: furniture will be removed and the chairs will be rearranged into a large circle to enhance inclusion and reduce shyness.
- For ILAs: it will be used more an "academic approach" with an educator in front of the audience.

In both cases, the lighting and the temperature in the room will be analyzed as well as its Accessibility for all, especially for people with mobility impairments. WBSC is currently developing a strategy to maximize the collaboration with NADOs and potentially RADOs, also in order to avoid the duplication of education activities for the same target group.

Event-Based education

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

Figure 14. Educational components in Event based education



Content, Objectives, Timeline, Responsibilities

Content: include all the education activities such as an outreach / interactive booth or an event dedicated to clean sport during a WBSC event. Features of event- of event-based education are:

- Fun activities that can be administered through quizzes, games, conversations, treasure hunts.
- Athlete ambassadors may speak on one of the many Anti-Doping topics.¹⁸

Objectives: increase the Anti -Doping knowledge among WBSC stakeholders.

Timeline: Probably, one activity will be held at the U-12 Softball WBSC in Taiwan (07th December – 11th December 2022).

The presence will be mandatory for all the participants.

Responsibilities: WBSC Anti-Doping Team together with ITA education team.

In-person workshops

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

Figure 15. Educational components in In -person workshops



Content, Objectives, Timeline , Responsibilities .

Content: They are educational activities for a relatively small group of people that focuses especially on techniques and skills in a particular field.

Objectives: Raise awareness about Anti -Doping through fun and didactic activities.

¹⁸ See above

Timeline: TBD

Responsibilities: WBSC Anti-Doping Team. Part of the session may be delegated to the ITA.

The pros of Event-Based education and in-person workshops:

- 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 easily, 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).

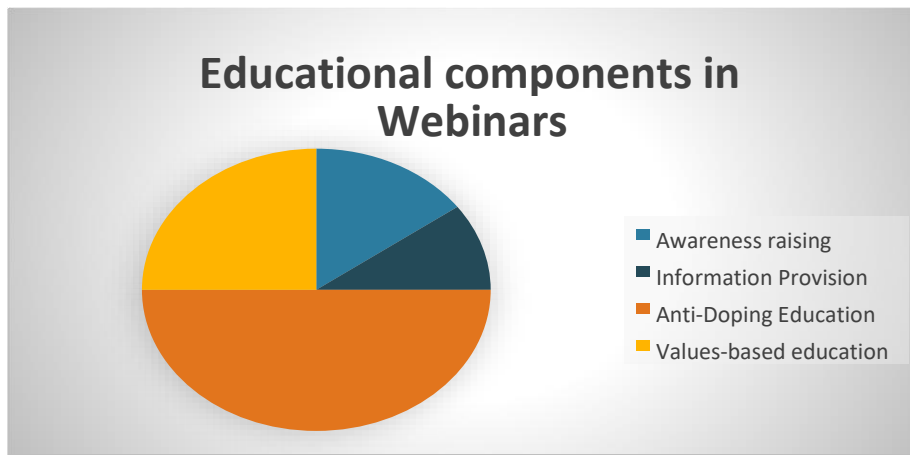
A good ratio is 1 educator to 10 -15 participants and workshops normally lasts between 45 minutes and 2 hours. ¹⁹

¹⁹ See above

2.4.3.2 Webinars

Webinars are formed by the following proportion of educational components:

Figure 16. Educational components in webinars



Content, Objectives, Timeline, Responsibilities

- **Content:** Mandatory WADA topics outlined in the Code article 18.2:
 - (Principles and Values associated with clean sport
 - Athletes', ASP' and other groups' rights and responsibilities under the Code
 - The principle of strict liability
 - Consequences of Doping, for example, physical and mental health, social and economic effects and sanctions
 - ADRVs
 - Substances and Methods on the List
 - Risks of supplement use
 - Use of medications and TUEs
 - Testing Procedures, including urine, blood and the Athlete Biological Passport (ABP)
 - Requirements of the RTP /TP, including whereabouts and the use of ADAMS
 - Speaking up to share concerns about doping.

Anti-Doping framework for Tokyo 2020 .

Below you can find the categories of webinars:

- Monthly ITA webinars.
- IFs-Education Webinar Series: Include 5 webinars reserved only to few International Sport Federations, including WBSC.
- WBSC Sport Specific Webinars: exclusively reserved to WBSC Members. All the content is tailored for Baseball and Softball.

Please, you can find more information (registration, content, etc.) on the dedicated WBSC webpage. All the webinars are free of charge for the WBSC Members.

Objectives: Raise awareness about Anti-Doping among the WBSC stakeholders.

Timeline:

- WBSC Sport Specific Webinars:
2021:
 - 1) 06/07: Anti-Doping for Teams going to Tokyo 2020
 - 2) 02/12: Anti-Doping for National Federations
2022: TBD
- Monthly ITA webinars: Each month
- IFs-Education Webinar Series
2021:
 - 1) 26th May: Introduction to Anti-Doping;
 - 2) 9th June: Medications, Supplements, Prohibited List and TUEs;
 - 3) 23th June: Out-Of-Competition Testing;
 - 4) 23th September: The Doping Control Process; and
 - 5) 7th October: Principles and Values of Clean Sport.
2022:
 - 1) 30th June: Introduction to anti-doping
 - 2) 7th July: The Doping Control Process
 - 3) 14th July: Medications, Supplements, Prohibited List and TUEs
 - 4) 21st July: Principles and Values of Clean Sport
 - 5) 28th July: Out-of-Competition Testing

The presence will not be mandatory but we will strongly encourage all our members to follow these activities.

Responsibilities: WBSC Anti-Doping Team together with ITA Education Team.

WADA webinars: WBSC is promoting the WADA webinars. You can find more information on the their ADEL Platform.

The pros of Webinars

- Reach a large number of participants in different parts of the world.
- It is possible to adapt the learning tasks in order to meet the needs of the participants.
- Continue education in adverse health situations such as that created by the Covid -19 pandemic.
- Low environmental impact
- Requires less organization than an event-based education and in-person workshop.

2.5 TESTING THE KNOWLEDGE – SURVEY

The WBSC Athletes, ASP and administrators come from many countries around the world and may have a varied cultural background in Anti-Doping.

Then, it will be useful to know their expertise in Anti -Doping through surveys before the scheduling of education activities. This will allow to subdivide the attendees in different groups, being based on their cultural level, especially for event -based education and in -person workshops.

Attendees will be grouped according to their achievements: more cultured persons' will follow the activities together with persons that received a lower score, functioning as tutors.

Furthermore, there will be a second possibility to use the survey. It will be sent to WBSC members (who in turn will send it to athletes and ASPs) in order to certify the general knowledge in Anti -Doping. Through the results, we will be aware about potential deficiencies in this area and the future educational activities will be planned considering the highlighted gaps.

Content, Objectives, Timeline, Responsibilities

Content: The theme of the questions will be chosen considering the content of the next education activity. For example, whether the subsequent activity will have as object the Therapeutic Use Exemptions, the questions will investigate the knowledge of this topic.

Furthermore, 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, minors, ILA, etc.

The survey will be distributed by email by WBSC between 30 and 15 days before the planned education activity and it will be evaluated by WBSC and potentially ITA .

For the second possibility, the content of the surveys will focus on the WADA mandatory topics outlined in Code article 18.2.

Objectives: Be aware about the general level about Anti -Doping for WBSC education pool.

Timeline: Q4 2022

Responsibilities: WBSC Anti -Doping Team

3. Didactic Material

What	Objectives	Modalities	Timeline	Responsibilities
Leaflet	Raise awareness about the ADRVs and athletes' rights and responsibilities	It will be displayed in all DCSs.	Each WBSC event	WBSC Anti-Doping Manager together with Media Department.
Articles	Provide didactic material to the attendees after an education activity. Raise awareness about the Anti-Doping topics.	They will be sent through emails.	Q4 2023	WBSC Anti-Doping Manager
AD section – Handbook for NFs	Educate athletes and ASP about Anti-Doping knowledge(ADRVs, strict liability, whereabouts, stakeholders and their roles, education, result management, TUE)	It will be sent to the Members.	IV WBSC Ordinary Congress 2022	WBSC Anti-Doping Manager
Anti-Doping Annex about DCS, chaperones and Testing Procedures within Hosting Manual	Inform LOCs on how to arrange the DCS and how manage the Doping Control Process with the personnel support (DCO, Chaperones, medical staff. etc).	The Hosting Manual will be published on the WBSC website.	Q4 2022	WBSC Anti-Doping Manager

4. WBSC Ambassadors

WBSC is creating a pool of Athletes Ambassadors that will function as role models not only in the sensitization about Anti-Doping but generally on integrity issues (Prevention of Competition Manipulation, Safeguarding, Control Mechanism, harassment).

The WBSC Anti-Doping team together with the WBSC Integrity Unit will instruct them through two platforms: WADA ADEL and the IOC Athlete 365.

Regarding the selection, athletes who have been honest and carried out fair behaviors during their career will be taken in consideration. As soon as they will be official, WADA, ITA and IOC will be informed.

Objective: To build human resources and expertise in anti -doping

Target Groups	Action	Ownership/Execution	Timing	KPI, Monitoring & Evaluation
WBSC ambassadors	Engage baseball and softball athletes as clean sport ambassadors	WBSC anti-doping education manager	Q2 2023	Recruit and equip athlete ambassadors with key messages to post on their social media networks. Or hold a formal training session and have 10 ambassadors certified by June 2023.

5. Anti-Doping experts' community

In the sensitization about anti-doping, WBSC is organizing a network of anti-doping administrators among National Sports Federations in order to strengthen communication with them and create a solid base in the fight against doping. National Sport Federations have been asked to provide one or two contacts with whom to start this continuous dialogue with the WBSC.

WBSC IU also intends to educate this people about Anti-Doping through WADA ADEL, webinars, face to face education activities, by Releasing them a certificate of knowledge (with different levels). The WBSC Anti-Doping Team will further explain this project in the future.

Objective: enhancing the communication side between WBSC and each Member about Anti-Doping

Target Groups	Action	Ownership/Execution	Timing	KPI, Monitoring & Evaluation
WBSC Members	Sharing suggestion, information about Anti-Doping between WBSC and its Members	WBSC Anti-Doping Manager	Q2 2023	Spread education among potential anti-doping officers of NFs (ADEL, webinars, face-to-face education activities) and have 20 persons certified by June 2023.

This project will serve also to enhance the education activities at national level, by providing education to target groups that aren't under WBSC jurisdiction such as NLAs and their entourage, YA, TLA, Recreational Athletes.

6. Special Projects

6.1 WADA Social Research Grant

Content, Objectives, Timeline, Responsibilities

Content: Partnering up with academic institutions for the WADA social science research grant that will contribute to the determination of the impact of the WBSC IU Education Plan. WBSC Anti-Doping Team is currently working on this project and will add further details in the future.

Objectives: Determine the impact of the WBSC IU Education Plan

Timeline: Q4 2022

Responsibilities: WBSC Anti-Doping Team

6.2 UNESCO – Fund for elimination of Doping in Sport

Content, Objectives, Timeline, Responsibilities

Content: Develop a national project about anti -doping education according with the project: “UNESCO –Fund for elimination of Doping in Sport”.

Objectives: Educate WBSC stakeholders through interactive and formative experiences.

Timeline: Q1 2023

Responsibilities: WBSC Anti- Doping Team

7. Planning

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)".

Please note the WADA mandatory topics have been defined above at page 35.

7.1 Planning for International Level Athletes

Figure 17. Planning for International level athletes

Overall Aim	<ul style="list-style-type: none"> To educate ILA about playing clean and support them in preventing inadvertent doping.
Program objectives	<ul style="list-style-type: none"> All the athletes attending a major event e.g., WCs, 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. 100% of the athletes will attend the event-based education activities and in-person workshops and at least 60% of them will pass the final exam. The communication campaign will be launched a few months before the competitions to generate awareness about the topics mentioned afterwards.
Learning objectives	<ul style="list-style-type: none"> To have awareness on all anti -doping topics. Be able to list the steps of the doping control process. To know where to find more information about the whereabouts and TUE requirements and be able to successfully apply for a TUE. To be able to identify who has jurisdiction over them.
Topics	<ul style="list-style-type: none"> WADA Mandatory topics. Difference of Anti -Doping procedures between a WBSC event and an IOC event such as the Olympics. Legislation to consider during International events. Checking medications (especially if purchased abroad) and the risks of some local cuisines. Speak Up! Nutrition Basis.
Education Tool	<p>Activity/</p> <ul style="list-style-type: none"> eLearning: ADEL for International Level Athletes and for Olympians ADEL for Tokyo 2020 Olympics. In-person workshops, Webinars with a focus on TP features. Communication campaign: press release, social media, leaflet, letter to Members. Outreach booths.

Time / Schedule	January – December 2021/2024
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> • eLearning: number of completions of the eLearning course. Track athlete completion and success rate. • In person workshops, webinars: Quiz/Scenario/Discussion/Role Play at the beginning and at the end of the course to assess level of understanding; use of internal assessment tools such as Rubric, Anecdotal record sheet, checklist. • Communication campaign: Monitor the number of shares, likes and posts for Social Media Platforms. Monitor the number of views of the Anti-Doping section of the WBSC IU website. Regarding the letter to Members, a feedback form will be sent indirectly to the ILA Athletes about the content of the letters. • After a determined period, check whether this category has committed some whereabouts/TUE filling failures, AAFs, ATFs. • Analyze the Doping control form data (supplement use, TUEs), whistleblower data. • Check the ADRVs totals per year. • General: Administer surveys, feedback forms and collect qualitative data through interviews to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.)
Current Status	<ul style="list-style-type: none"> • In-person workshops during events explaining to the Athletes the out-and in-competition testing procedures. • Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances.

7.2 Planning for TP Athletes

Figure 18. Planning for TP Athletes

Overall Aim	<ul style="list-style-type: none"> • To increase the knowledge and awareness about the Anti-doping topics.
Program objectives	<ul style="list-style-type: none"> • All athletes will complete an introduction to general Anti-Doping course once they enter in the TP, with a focus on the mandatory topics on ADEL. • All athletes will attend the in-person workshops and webinars. At least 60% of them will pass the final exam after the workshops.
Learning objectives	<ul style="list-style-type: none"> • To know how to use ADAMS and ADEL. • To be aware about whereabouts requirements and to file the related document on ADAMS. • To have a broad knowledge about the mandatory topics.

Topics	<ul style="list-style-type: none"> • WADA Mandatory Topics. • Nutrition Basis.
Education Activity/ Tool	<ul style="list-style-type: none"> • eLearning: ADEL for TP Athletes and ADEL for Tokyo 2020 Olympics for the Olympic Athletes . • Event-based education, In-person workshops, Webinars with a focus on TP features. • Letter to Members.
Time / Schedule	January – December 2021/2024
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> • eLearning: number of completions of the eLearning course. Track athlete completion and success rate. Assessment task at the beginning and end of education activity. • In person workshops, webinars: 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. • Letter to Members: A feedback form will be sent indirectly to the TP Athletes about the content of the letter s. • After a determined period, check whether this category has committed some whereabouts /TUE filling failures, AAFs, ATFs. • Analyze the Doping control form data (supplement use, TUEs), whistleblower data. • Check the ADRVs totals per year and per category. • General: Administer surveys, feedback forms and interview participants to evaluate generally, the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	<ul style="list-style-type: none"> • Email sent to the athletes about the WADA Code, the WBSC Anti - Doping rules and the list of prohibited substances. • In-person workshops during the events explaining to the Athletes the out- and in-competition testing procedures.

7.3 Planning for Athletes returning 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 19. Planning for Athletes returning from a sanction

Overall Aim	<ul style="list-style-type: none"> • Raising awareness about the violation they did and to educate them to avoid its repetition in the future. • To prepare all athletes to train and compete clean.
Program objectives	<ul style="list-style-type: none"> • All athletes will receive a course about the violation they did and on the mandatory topics before their period of ineligibility expires.

	<ul style="list-style-type: none"> All athletes will attend the planned webinars.
Learning objectives	<ul style="list-style-type: none"> To be aware about the violation they did. To be aware about the values of clean sport. WADA Mandatory Topics.
Topics	<ul style="list-style-type: none"> ADRV involved for each athlete, with a focus on why the action constituted an ADRV. WADA Mandatory topics Explain how to control medications (especially if purchased abroad) and the risks of some local cuisines. Nutrition Basis
Education Activity/ Tool	<ul style="list-style-type: none"> eLearning: ADEL for International/National level Athletes. Webinars. Letter to Members
Time / Schedule	January – December 2021/2024
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> eLearning: 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. Webinars: Number of participants reached. Assessment task at the beginning and end of the entire course; Use of assessment tools such as Rubric and checklist. After a determined period, check whether this category has committed some whereabouts/TUE filling failures, AAFs, ATFs. Analyse the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category. Letter: a feedback form will be sent to the Athletes returning from a sanction about the content of the letters. General: Administer surveys, feedback forms and collect qualitative data through interviews about the satisfaction of activities and to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	No activity

7.4 Planning for Athlete Support Personnel

Figure 20. Planning for Athlete Support Personnel

Overall Aim	<ul style="list-style-type: none"> To prepare ASP to train and compete clean in sport.
--------------------	---



Program objectives	<ul style="list-style-type: none"> All ASP will register on ADEL and take one or more courses of the section: "Athlete's Support Personnel's Education by the end of 2021. All ASP will attend in-person workshops, webinars and Event-Based Education activities. At least 60% of them will pass the final exam. A communication campaign will be launched to generate awareness about AD.
Learning objectives	<ul style="list-style-type: none"> To be able to check the medications and supplement labels on the list. To be able to explain the risks of taking nutritional supplements. To increase the minimum awareness of the risks of doping on athletes' health and regarding the sanctions foreseen in case of an ADRV. To develop awareness of the right training for athletes without resorting to the use of doping substances. To increase the awareness about the right communication from ASP to athletes. To make sure that all coaches know how to train cleanly, without resorting to doping. To be aware about 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.
Topics	<ul style="list-style-type: none"> WADA Mandatory Topics Communication with athletes Nutrition Basis
Education Activity/ Tool	<ul style="list-style-type: none"> In-person workshops, webinars and Event-based education Communication campaign: press release, social media campaign Develop ADEL for High Performance Coaches, ADEL for Medical Professionals and letter to Members.
Time / Schedule	January – December 2023/2024
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> eLearning: 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. In person workshops and webinars: 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. Communication campaign: Number of retweets, shares, Google Analytics, monitor website traffic through number of visits, materials downloaded. Regarding the Letter to Members, a feedback form will be sent indirectly to ASP about the content of the letters.

	<ul style="list-style-type: none">• General: Administer survey, feedback forms and collect qualitative data through interviews about the satisfaction of activities and to evaluate generally, the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	<ul style="list-style-type: none">• In-person workshops during events explaining to ASP the out and in-competition testing procedures.

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

Figure 21. Planning for Minors

Overall Aim	<ul style="list-style-type: none"> To develop clean values and ethical sports conduct
Program objectives	<ul style="list-style-type: none"> All minors will complete a n eLearning course on ADEL by the end of 2021. All minors will attend in -person workshops, webinars and Event - Based Education activities. At least 60% of them will pass the final exam. A communication campaign will be launched to generate awareness about AD.
Learning objectives	<ul style="list-style-type: none"> To be able to list strategies for recovering from common injuries. To comprehend the consequences (health and sanctions) of doping. To have a broad knowledge about the Doping Control and WBSC Anti-Doping Procedures.
Topics	<ul style="list-style-type: none"> WADA mandatory topics Proper recovery from injury without recourse to Doping. Nutrition Basis
Education Activity/ Tool	<ul style="list-style-type: none"> eLearning: ADEL Letter to Members. Event-based education, in-person workshops and webinars Communication Campaign (Social Media, Letter to Members).
Time / Schedule	January – December 2022/2024
Responsibility	WBSC Anti -Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> eLearning: number of completions of the eLearning course. Track athlete completion and success rate. Assessment task at the beginning and end of the education activity. After a determined period, check whether this category has committed some whereabouts /TUE filling failures, AAFs, ATFs. Analyze the Doping control form data (supplement use, TUEs), whistleblower data. Check the ADRVs totals per year and per category. Event-based-education : Number of participants attending; Interview some participants before and after the activity about its usefulness. In-person workshops and webinars: 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.

	<ul style="list-style-type: none"> • Communication campaign: For Social media, the number of online engagements (likes, shares, retweets) and use of Google Analytics will be analysed. Regarding the letter to Members, a feedback form will be sent indirectly to Minors about the content of the letters. • General: Administer surveys, feedback forms and interview participants to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	<ul style="list-style-type: none"> • Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances. • In-person workshops during the events explaining to the Athletes the out- and in-competition testing procedures.

7.6 Planning for Talented Athletes

Figure 22. Planning for Talented Athletes

Overall Aim	<ul style="list-style-type: none"> • To develop clean values and prepare all athletes to train and compete clean.
Program objectives	<ul style="list-style-type: none"> • All Athletes will attend in-person workshops and outreach booths. • A communication campaign will be launched to generate awareness about AD.
Learning objectives	<ul style="list-style-type: none"> • To be able to differentiate between healthy training practices and unhealthy ones. • To be able to list the strategies for recovering from common injuries. • To comprehend the health consequences of using doping substance.
Topics	<ul style="list-style-type: none"> • WADA mandatory topics • Nutrition Basis
Education Activity/ Tool	<ul style="list-style-type: none"> • Communication Campaign: Letter to Members & Social Media Campaign • Event Based education and in-person workshops.
Time / Schedule	January – December 2021/2024*
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> • Event Based Education: Number of participants attending; number of materials disseminated; Check Social Media campaign. • In-person workshops: 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. • Communication Campaign: For social media, the number of online engagements (likes, shares, retweets) and use of Google Analytics will be analysed. Regarding the letter to Members, a feedback form will be sent to Talented Athletes about the content of the letters.

	<ul style="list-style-type: none"> • After a determined period, check whether this category has committed some whereabouts /TUE filling failures, AAFs, ATFs. Analyze the Doping control form data (supplement use, TUEs), whistleblower data. • Check the ADRVs totals per year and per category. • General: Administer surveys, feedback forms and interview participants to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	<ul style="list-style-type: none"> • Email sent to the athletes about the WADA Code, the WBSC Anti-Doping rules and the list of prohibited substances. • In-person workshops during the events explaining to the Athletes the out- and in-competition testing procedures.

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

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

Figure 23. Planning for Children

Overall Aim	<ul style="list-style-type: none"> To develop clean values and ethical sports conduct
Program Objectives	<ul style="list-style-type: none"> WADA's sport values in every classroom (SViEC) will be delivered by teachers to 8-to 12- years-old children across the country. All will register and take a course on ADEL if they will receive the authorisation from their parents/guardians.
Learning objectives	<ul style="list-style-type: none"> To be able to describe the meaning of inclusion. To be able to demonstrate respectful behavior when in conflict. To be able to describe the meaning of equity.
Topics	<ul style="list-style-type: none"> WADA Mandatory topics
Education Activity/ Tool	<ul style="list-style-type: none"> In-person workshops (at the events) and webinars, outreach booths. Letter to Members
Time / Schedule	January – December 2021/2024 *
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> In-person workshops at school: 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. In-person workshops at events and webinars: 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. Outreach booths: Number of participants attending; number of materials disseminated; Letter to Members: a feedback form will be sent indirectly to Children about the content of the letters. 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. General: Administer surveys, feedback forms and interview participants to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	No activity

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

7.8 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. 24 Planning for Parents

Overall Aim	<ul style="list-style-type: none"> To increase the knowledge and awareness about the Anti-doping topics.
Program objectives	<ul style="list-style-type: none"> Parents will be aware of the main Anti-Doping topics. A communication campaign will be launched to generate awareness about AD.
Learning objectives	<ul style="list-style-type: none"> Make parents aware of the potential risks doping has on athletes' health. To be aware of the sanctions foreseen in the event of an ADRV. To be aware of the best communication strategies to use with their children. To be aware of the risks involved with nutritional supplements and the features of a proper nutrition. Promote the intrinsic good values of sport.
Topics	<ul style="list-style-type: none"> WADA mandatory topics
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> eLearning: number of completions of the eLearning course. Webinars and in person workshops: 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. Communication campaign: For Social Media, the overall engagement will be calculated. For the website, we will monitor the traffic through number of visits, materials downloaded. Regarding the letter to Members, a feedback form will be sent indirectly to the parents about the content of the letters. General: Administer surveys, feedback forms and interview participants to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	No activity

7.9 Planning for Youth Athletes

Figure 25. Planning for Youth Athletes

Overall Aim	<ul style="list-style-type: none"> To develop clean values and ethical sports conduct.
Program objectives	<ul style="list-style-type: none"> A social media campaign on resiliency in sport. All athletes will be educated on the mandatory topics. All athletes will attend the in-person workshops.
Learning objectives	<ul style="list-style-type: none"> After launched the social media post, viewers will be able to describe what it means to be resilient. To be able to describe the principles associated with clean sport. To recognise what is contained within a substance through the label.
Topics	<ul style="list-style-type: none"> WADA mandatory topics
Education Activity/ Tool	<ul style="list-style-type: none"> Communication campaign: A social media campaign targeted to youth athletes that includes some Instagram, Facebook posts and Tik Tok videos on resiliency in sport. In-person workshops
Time / Schedule	January-December 2021/2024 *
Responsibility	WBSC Anti-Doping Team in collaboration with ITA
Monitoring and evaluation activities	<ul style="list-style-type: none"> Communication Campaign: Monitor the number of likes, comments and retweets. In-person workshops: A quiz/scenario/discussion/ role play will be delivered at the beginning and at the end of the entire session. 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). Check the ADRVs totals per year and per category. General: Administer surveys, feedback forms and interview participants to evaluate generally the education activity (quality of didactic material and educators, environment, obstacles, comments, etc.).
Current Status	No activity

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

8. Roles, Responsibilities and Sanctions

8.1 Roles and Responsibilities

WBSC: WBSC is responsible to coordinate the antidoping education Programme among all its partners according with their tasks.

International Testing Agency (ITA)

The ITA assists WBSC in the implementation of its Educational Plan as follows:

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

The ITA will also deliver a series of online seminars for the WBSC community annually:

- Five (5) on-demand webinars;
- sport-specific custom webinars;
- monthly ITA webinars .

Furthermore, the ITA will develop, deliver and evaluate the event- based education activities.

NADOs: WBSC will collaborate with NADOs for the implementation of the event-based education activities and potentially for the webinars to different target groups , as predicted in the “Roles and Responsibilities” within CISP.

WBSC will support NADOs by providing them useful information about the features of its disciplines as well as will support them if they require some education material.

We are going to explore on how this collaboration will be possible and we will explain the details when we will have further information.

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

WBSC is implementing a strategy of communication with NFs in order to facilitate the communication between them and the NADOs in their countries, especially for the event-based education activities.

NOCs: As per Code Article 20.4.6, where a NADO doesn't exist, the NOC shall be the authority on Education in their country subject to article 7.2.

Where a NADO exists, the NOC shall cooperate with their National Anti- Doping Organization to ensure that Athletes and ASP selected to participate in the Olympic Games shall receive Education in advance of the Event as per Article 5.²⁰

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.

²⁰ Source: ISE guidelines

In this case, we will contact NOCs and propose them to implement some education activities in collaboration with NFs. We are going to implement this strategy and we will deepen this situation as soon as we have further information.

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 within their regions to provide support for the coordination and delivery of education programs. RADOs 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.²¹ We are going to draft a strategy of collaboration with NADOs/RADOs and we will explain the details when we will have further information.

NFs and Continental associations : WBSC will engage their NFs and Continental associations in order to implement and collaborate in the development of education activities together with NADOs/ NOCs as encouraged in the ISE and established in the WADA Code and WBSC AD Rules (art.17).

WBSC strongly encourage all NFs to cooperate in the education journey for all target groups (especially those under their jurisdictions such as NLA, YA, RA). The next paragraph includes the reference to the WBSC Anti -Doping rules related to this as well as the further sanctions established for NFs in case an athlete belonging to a NF commits and ADRV.

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.

²¹ See above

8.2 Envisaged sanctions in the WBSC AD rules

The WBSC Anti -Doping rules apply to each of WBSC NF, including board members, directors, officers and specified employees and Delegated Third Parties and their employees, who are involved in the Doping Control Process.

The art. 18.8 of the WBSC Anti-Doping Rules established that NFs shall conduct anti-doping Education in coordination with their NADOs.

Furthermore, if more than one athlete belonging to the same NF, commits an Anti-Doping Rule Violation during an International Event, 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. For more information about this, please consult the art.12 of the WBSC Anti -Doping Rules.

According with the art.17 of the WBSC Anti-Doping Rules, failure by an Athlete to complete educational activities as requested by WBSC may result in the imposition of sanctions.

9. 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 aims²².

This is preparatory in order to analyze whether the actions have had a good impact and to understand which activities to repeat in the future and which ones to improve.

This will be a constant process and it will consist mainly of gathering data about the activities. It will serve to establish a potential pattern of progress towards our goals and will 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 (Houhlan B., Melville S.)²³.

Houhlan 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.²⁴

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 there is room for improvement.

WBSC wants to analyze the effectiveness of its anti-doping education programme, 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.

²² Improving and Proving: A Handbook for the evaluation of antidoping education programmes, Houhlan B. and Melville S., Institute of Sport and Leisure Policy and Institute of Youth Sport, Loughborough University, UK

²³ See above

²⁴ See above

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

- 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 and
- Values-based education: we will monitor the number of values based education in-person workshops delivered.

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

Regarding the evaluation of our programme, in a short -term prospective, WBSC will analyze 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. 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 analyze whether there is a decrease of 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 education activities will be held through a feedback form. For example, the atmosphere of the location, the lighting, the experience of the educator, the connection to a webinar and the quality of the eLearning courses will be assessed

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 educated people (per target group), number of completions of WADA eLearning courses, number of completed education activities, 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 Programme by investigating whether it has 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 behaviors, levels of interaction with our organization, 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 the knowledge about Anti-Doping is increasing over time or whether attitudes towards doping are changing.

ITA Commitment

The ITA commits to providing the Partner with an Event-based Education 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

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

Figure 26. Monitoring and evaluation

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

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 Team 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 educators, engagement of each participant, quality of session and information.

The monitoring and evaluation mechanisms used in this plan were developed in line with the WADA Guidelines for the International Standard for Education. More specifically, they are consistent with the four monitoring and evaluation components:

Figure 27. Monitoring and Evaluation Components

Monitoring (M)	<p>What: Collecting Information and capturing data regularly and over time to analyze progress towards achieving program objectives.</p> <p>When: Throughout the education program, before, during and after the education activities.</p>
Evaluating Learning (EL)	<p>What: Determining whether participants have learned something as well as gathering feedback to determine the quality of the learning experience or interaction.</p> <p>When: During and at the end of education activities.</p>
Program Evaluation (PE)	<p>What: Was it worth it? Were program objectives met?</p> <p>When: Annually on a fix date; i.e. once all educational activities have been completed.</p>
Determining Impact (DI)	<p>What: Measuring whether the education program has made a difference. Has it affected the behavior of athletes and Athlete Support Personnel? Has it made an impact beyond the set program objectives?</p> <p>When: At the end of each calendar year and at the end of the fouryear cycle.</p>

10. References

1. Houlihan B. and Melville S., Improving and Proving: A Handbook for the evaluation of anti-doping education programmer, 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;
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.