



BULL'S EYE THE ISSF IPOD ON DOPING

BULL'S EYE ON EDUCATION AND PREVENTION

THE NEED TO CARRY ON THE FIGHT AGAINST DOPING IN SPORT REMAINS REAL AND SIGNIFICANT. DOPING IS NOT GOING AWAY; RATHER IT IS BECOMING MORE SOPHISTICATED AND IT IS MORE READILY AVAILABLE TO YOUNGER AND YOUNGER ATHLETES.

As a result, although much progress has been made to date, the long sought-after level playing field for all athletes remains elusive.

The effort to educate athletes about the harms and consequences of doping, not just at the high performance level, but right down to regional competitors and those in sport development systems, is an integral part of preventing the use of doping in sport and the many negative repercussions that can follow.

DEFINING EDUCATION

On a day to day basis, we seldom think of what the real purpose of education is or of the reasons why it is so important.

Some simply define education as the process of gathering knowledge. As knowledge is infinite, education is a never ending process with endless possibilities.

Certainly, when applied to anti-doping in sports, the same can be said. The doping culture and landscape in sport is consistently shifting and expanding. Anti-doping rules are constantly evolving: the World Anti-Doping Code is undergoing its third review process; the scientific development of new drugs is a constant struggle: the WADA Prohibited List keeps expanding year to year to keep up; rights and responsibilities are constantly being redefined: International Standards for Testing, for TUE's, Privacy and Laboratories are all systematically being revised and refined accordingly. Conversely, individually and communally, we too need to adapt and acquire greater knowledge on these ever changing trends, rules and regulations, substances, responsibilities etc.

Luckily, in order to keep up with this seemingly perpetual process, new educational tools with their wide-reaching availability continue to be developed by WADA and various anti-doping organisations world-wide.

Education is certainly the process of gaining knowledge, but it is also the process of learning forms of proper conduct. This process involves cultivating the mind and instilling values that enable an individual to distinguish between the right and the wrong. Bill Beattie, a famous author believes that education should teach us how to think, rather than telling us what to think.

Therefore, anti-doping education looks to import knowledge on all athletes and athlete support personnel on various negative consequences of doping, but also on the value systems that should be perpetuated to protect the athletes and the sporting world as a whole. It seeks to teach us all how to think by helping develop or strengthen a value based approach to sport based on ethics, fair play and a collaborative spirit.

In fact, to give credence to Bill Beattie's belief, another commonly accepted thought is that imparting education to people enables the development of a responsible society. Similarly, imparting education to athletes of all ages enables the development of responsible athletes. And imparting education to coaching staff, parents and medical staff facilitates the development of responsible individuals in position of authority.

In sum, anti-doping education's goal is ultimately to promote and protect the "spirit of sport" by instilling proper knowledge and establishing a sporting environment that is not only free from doping but that can also have a positive long-term influence on the choices made by all athletes and their support personnel, families, etc.

WADA'S ROLE

With increasing emphasis being put on "prevention" in the fight against doping in sport, WADA's education programs continue to play a central role in WADA's overall anti-doping strategy.

As the agency responsible for overseeing and coordinating the world-wide fight against doping in sport, WADA is the most important educational resource we all have. Article 22 of the World Anti-Doping Code clearly states that some of WADA's roles and responsibilities are to promote, conduct, commission, fund and coordinate anti-doping research and to promote anti-doping education.

WADA is successfully fulfilling its roles and responsibilities in various ways. Most notably, it acts as a central clearinghouse for informational and educational resources and/or programs developed by WADA or Anti-Doping Organizations. The many resources WADA offers allow all signatories and athletes and their entourage to cooperate with each other and governments to coordinate their efforts in anti-doping information and education. Each holds an important role in the effectiveness of the many programs that have established to prevent doping in sport.

WADA's various education programs provide updated and accurate information on at least the following issues:

- Substances and methods on the Prohibited List
- Anti-doping rule violations
- Consequences of doping, including sanctions, health and social consequences
- Doping control procedures
- Athletes' and athlete support personnel's rights and responsibilities
- Therapeutic use exemptions
- Managing the risks of nutritional supplements
- Harm of doping to the spirit of sport

WADA has also developed specific education programs aimed at anti-doping prevention and education. These include:



PLAY TRUE GENERATION PROGRAM

The Play True Generation Program provides a framework for young athletes, their coaches and entourage to be leaders in promoting and ensuring clean sport. During multi-sport, multi-national sports events, the goal of the Play True Generation Program is to provide young athletes with an opportunity to learn more about anti-doping while associating anti-doping with something positive – a reminder that the anti-doping community is there to protect their right to compete clean.

To date the program has been present at the following events:

- 2008 & 2011 Commonwealth Youth Games
- 2010 African Youth Games
- 2010 & 2012 Youth Olympic Games
- 2012 South American School Games

EDUCATION CURRICULUM

WADA continues to support and find new ways of engaging anti-doping organizations (ADOs) around the world in planning, implementing, evaluating, and monitoring their respective education programs for doping-free sport.

Over the past few years, WADA claims to have noted a marked change in the willingness of ADO's to engage in more substantial education programs. As a result, the WADA Education Department has begun looking at what stakeholders need in order to support and guide this shift from simply providing factual information to wider education programs.

Many educational tools and documents available for download off the WADA website have been translated in many languages.

The WADA Outreach Team continues to be on site at all Major International Events and the Outreach Model continues to be used by various International Sporting Federations, like ISSF, in the course of their international competitions to offer athletes a fun and interactive way to test their anti-doping doping knowledge and learn in the process.

THE UNIVERSITIES PROJECT

The Education Committee first recommended in 2009 that WADA work with universities to ensure that future practitioners/professionals are exposed to anti-doping messages as part of their tertiary education. The Education Department began work on this project in 2010, exploring different partnerships, including with the International University Sports Federation (FISU) and the International Council of Sport Science and Physical Education (ICSSPE).

HWADA met with FISU and the 2015 Gwangju Universiade Organizing Committee in September 2012 to create a working group and plan for the development of a first year university course on anti-doping. The project will include the development of a textbook for students and teaching aids for professors, including presentations and assessment tools. During the pilot phase of the project, the tools will be implemented

within up to five universities from FISU's network. WADA will serve as project manager and content developer for the project.

EDUCATION SYMPOSIA

The anti-doping education survey conducted in 2011 called for an increase in education awareness in Africa, Asia, Oceania and the Americas (specifically in the Caribbean and Latin America), and requested that WADA takes a more active role in promoting education by working with individual regions. To this end, WADA's Education Department has begun to co-host regional education symposia in these areas.

The purpose of the symposia is to provide a mechanism for officials directly involved in education to share their expertise and experiences to further develop models and resource materials for use by all ADOs within a given region. The overall goal is to establish mechanisms to implement effective anti-doping education programs.

There have been three successful symposiums to date. The first took place in November 2011 in Johannesburg, South Africa for the African Countries. The second was held in October 2012, in Shanghai, China for the Asian Region. The third was held in April 2013 in Montevideo, Uruguay for Latin American countries.

RESEARCH AND PREVENTION

In the past, WADA has awarded research grants to organizations of all types – universities, colleges, small businesses, for-profit and not-for-profit organizations, etc. WADA has now recently announced a Social Science Research Grant Program. It has invited applications for this 2014 Program from the community at large.

The Social Science Research Grant Program encourages research in social science in order to obtain information that will enable more efficient doping prevention strategies.

THE ISSF'S ROLE

As an international federation, the WADA Code states at article 20.3.11 that one of the ISSF's responsibilities with regards to anti-doping is to promote education. In order to show that ISSF respects this Rule, its commitment to education was entrenched into the ISSF Anti-Doping Rules. Accordingly, the Introduction of the ISSF Rules reads as follows:

The ISSF and each of its Member Federations are dedicated to prevent the intentional or unintentional use of Prohibited Substances and Methods in shooting sport and shall, within their means and in cooperation with each other and the World Anti-Doping Agency, plan, implement, evaluate and monitor information and education programs for doping-free sport at all levels.

Of course in order to be applied in both theory and in practice rules must not only be written, they need to be implemented. This is why for the last eight years, the ISSF

has committed much time and resources in order to develop its education and prevention program and is proud of its many accomplishments in this regard.

THE ISSF EDUCATION AND PREVENTION PROGRAM

Anti-doping education aims to instill a culture of doping-free sport by ensuring that all athletes understand and practice the values of clean sport. The ISSF's anti-doping education and prevention programme has identified ways in which it can create a deeper level of engagement with aspiring athletes. The ISSF's education and prevention programme's goal is for athletes to be supported in understanding anti-doping throughout their careers. The programme seeks to ensure that athletes are healthy, informed, and training and competing based on a value based system that is shared and respected by all.

REACHING ALL ATHLETES

The cornerstone of the ISSF's approach to ethical sport is the acknowledgement of its responsibility to educate all athletes and their support personnel about their rights and responsibilities.

For elite-level athletes, education is focused on the anti-doping program, including information about banned substances and methods, the sample collection process, and the whereabouts program.

For national and regional level athletes, this is focused on prevention. It seeks to impart knowledge to athletes on the anti-doping system as a whole; this includes the ISSF anti-doping rules, their rights and responsibilities and the many risks of doping, including most importantly the dangers to their health and to their careers.

The ISSF has both adopted and developed a variety of education tools to keep all athletes informed:

- > The ISSF anti-doping education programme teaches athletes about doping control, about their rights and responsibilities, and applying for Therapeutic use exemptions...
- > The ISSF anti-doping education programme also offers training to athletes on how to use ADAMS, how to submit whereabouts, on proper nutrition and alternatives to certain medication.
- > The ISSF anti-doping education programme provides an ethical background, seeks to instill values and morals, and encourages athletes to grow personally with a value based approach to their sport, and their goals.

In fact, the ISSF has remained actively committed to its focus on education initiatives to ensure that athletes at the international and national levels, as well as the local and regional levels, are educated on the dangers of using drugs – for their health, their athlete status, their national pride, their reputations, and ultimately, their legacy.

ANTI-DOPING SECTION ON THE ISSF WEBSITE

The ISSF website is a great source of information for all athletes and coaches. The ISSF certainly hopes that athletes and coaches alike take the time to navigate through the information provided therein.

The Anti-Doping Section of the website contains links to fundamental information under headings like the ISSF Anti-Doping Rules, the Prohibited List of Substances, Doping Control, Results Management and the Disciplinary Process (when a positive sample occurs), etc.

The website also contains a section which provides specific resources for athletes and support personnel, including Athlete's Rights and Responsibilities, an ADAMS tutorial, clarifications on the Registered Testing Pool and Therapeutic Use Exemptions, Links to Coach's educational anti-doping tool kits, etc.

Other than the material available on the ISSF website, ISSF also provides useful direct links to all materials available for athletes and support personnel on the WADA website.

UTILIZING ALL AVAILABLE MEDIUMS

ISSF also disseminates educational materials via its member federations, through Information Portal On Doping (IPOD) articles like this one, published in the bi-monthly ISSF News publication, and at some of its International Events by means of the Athlete Outreach Booth.

ISSF trusts that these tools will continue to educate all athletes and their support teams on the ISSF anti-doping program, the results management and sanctioning processes and the various negative implications of using performance enhancing drugs.

WE MUST BE PROACTIVE:

When athletes cheat by doping, they harm themselves, they harm their sport and they harm their fellow athletes who compete clean. Needless to say, they also harm the individuals, communities and nations that have stood behind them, supporting them and motivating them.

As a result, education and prevention are two of the most important elements in the successful fight against doping in sport because they seek to minimize the risk of athletes cheating by providing the necessary information and tools to allow them to make informed, ethical decision while competing in shooting sport.

In our shared infinite quest for acquiring anti-doping knowledge we must all strive to be proactive:

- By actively seeking out greater knowledge on banned substances,
- By downloading various documents and tool kits that provide valuable information,
- By researching topics on which we are not knowledgeable or comfortable with



(like for example the blood biological passport) so we can understand their value and application.

- By acquiring a greater understanding of the ISSF Anti-Doping Rules and the Code and all applicable International Standards, and,
- By sharing this knowledge with others and inviting them to also utilize the many educational tools available to them.

CONCLUSION

Education leads to prevention.

The WADA Code says, and the ISSF agrees, that the basic principle for information and education programs for doping-free sport is to preserve the spirit of sport from being undermined by doping. The primary goal of such programs is prevention.

- > Let's prevent as many anti-doping rule violations as possible.
- > Let's prevent our young athletes from growing up in a culture where doping may be permitted and welcome.
- > Let's prevent our athletes from competing again athletes who are doping.
- > Let's prevent the many health issues that can follow a prolonged use of doping agents.

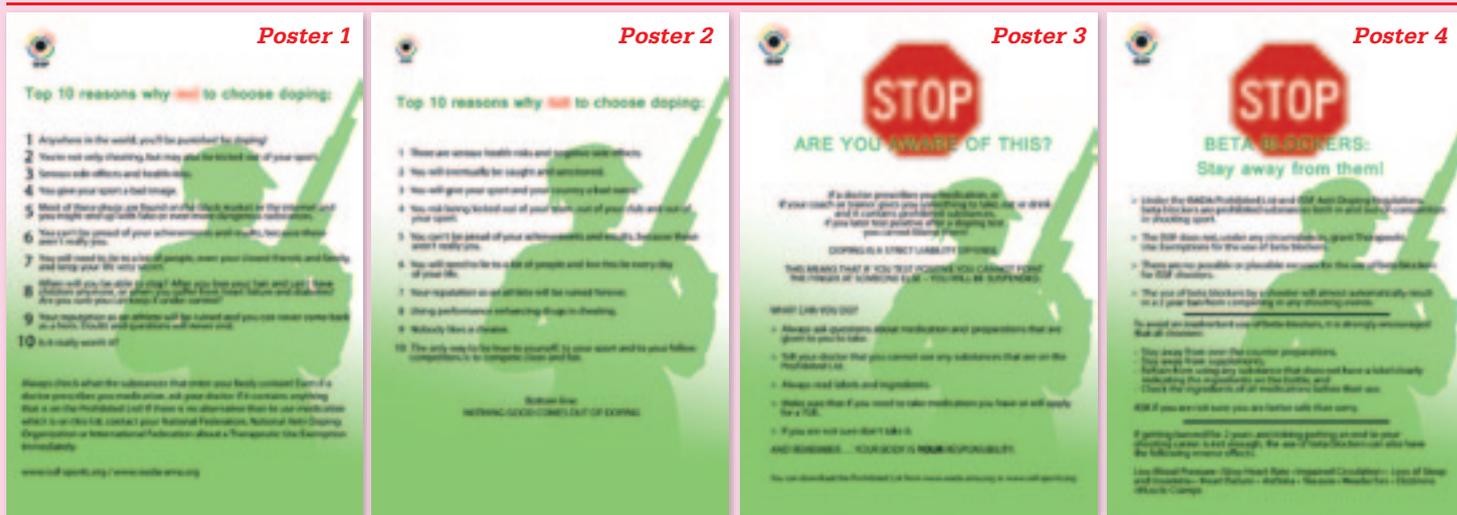
Everyone has responsibilities in this regard. What more can you do to meet yours?

Janie Soublière BSS, LL.M, LL.B.

Legal Consultant, Anti-Doping in Sport

EDUCATIONAL POSTERS

To supplement to Athlete Outreach education booth that the ISSF has set up at various World Cups in Munich, ISSF developed a series of educational posters. These are available for download on the ISSF website and can be printed and posted at your ranges and training centres. Suitable for printing on DinA3-sized paper they are a great way to increase awareness about anti-doping in your shooting club!



Poster 1

TOP 10 REASONS WHY NOT TO CHOOSE DOPING:

- 1 Anywhere in the world, you'll be punished for doping!
- 2 You're not only cheating, but may also be kicked out of your sport.
- 3 Serious side-effects and health risks.
- 4 You give your sport a bad image.
- 5 Most of these drugs are found on the black market or the internet and you might end up-with fake or even more dangerous substances.
- 6 You can't be proud of your achievements and results, because those aren't really you.
- 7 You will need to lie to a lot of people, even your closest friends and family, and keep your life very secret.
- 8 When will you be able to stop? After you lose your hair and can't have children anymore, or when you suffer from heart failure and diabetes? Are you sure you can keep it under control?
- 9 Your reputation as an athlete will be ruined and you can never come back as a hero. Doubt and questions will never end. '
- 10 Is it really worth it?

Always check what the substances that enter your body contain! Even if a doctor prescribes you medication, ask your doctor if it contains anything that is on the Prohibited List! If there is no alternative than to use medication which is on this list, contact your National Federation, National Anti-Doping Organization or International Federation about a Therapeutic Use Exemption immediately.

www.issf-sports.org / www.wada-ama.org

Poster 2

TOP 10 REASONS WHY NOT TO CHOOSE DOPING:

- 1 There are serious health risks and negative side effects.
- 2 You will eventually be caught and sanctioned.
- 3 You will give your sport and your country a bad name.
- 4 You risk being kicked out of your team, out of your club and out of your sport.
- 5 You can't be proud of your achievements and results, because those aren't really you.
- 6 You will need to lie to a lot of people and live this lie every day of your life.
- 7 Your reputation as an athlete will be ruined forever.
- 8 Using performance enhancing drugs is cheating.
- 9 Nobody likes a cheater.
- 10 The only way to be true to yourself, to your sport and to your fellow competitors is to compete clean and fair.

Bottom line:
NOTHING GOOD COMES OUT OF DOPING

Poster 3

STOP: ARE YOU AWARE OF THIS?

If a doctor prescribes you medication, or if your coach or trainer gives you something to take, eat or drink and it contains prohibited substances, if you later test positive after a doping test you cannot blame them!

DOPING IS A STRICT LIABILITY OFFENSE.

THIS MEANS THAT IF YOU TEST POSITIVE YOU CANNOT POINT THE FINGER AT SOMEONE ELSE - YOU WILL BE SUSPENDED.

WHAT CAN YOU DO?

- > Always ask questions about medication and preparations that are given to you to take.
- > Tell your doctor that you cannot use any substances that are on the Prohibited List.
- > Always read labels and ingredients.
- > Make sure that if you need to take medication you have or will apply for a TUE.
- > If you are not sure don't take it.

AND REMEMBER . . . YOUR BODY IS YOUR RESPONSIBILITY.

You can download the Prohibited List from www.wada-ama.org or www.issf-sports.org

Poster 4

STOP: BETA BLOCKERS: STAY AWAY FROM THEM!

- > Under the WADA Prohibited List and ISSF Anti-Doping Regulations, beta blockers are prohibited substances both in and out-of-competition in shooting sport.
- > The ISSF does not, under any circumstances, grant Therapeutic Use Exemptions for the use of beta blockers.
- > There are no possible or plausible excuses for the use of beta blockers for ISSF shooters.
- > The use of beta blockers by a shooter will almost automatically result in a 2 year ban from competing in any shooting events.

To avoid an inadvertent use of beta-blockers, it is strongly encouraged that all shooters:

- Stay away from over-the-counter preparations,
- Stay away from supplements,
- Refrain from using any substance that does not have a label clearly indicating the ingredients on the bottle, and
- Check the ingredients of all medications before their use.

ASK if you are not sure; you are better safe than sorry.

If getting banned for 2 years and risking putting an end to your shooting career is not enough, the use of beta blockers can also have the following reverse effects: Low Blood Pressure - Slow Heart Rate - Impaired Circulation Loss of Sleep and Insomnia - Heart Failure - Asthma - Nausea - Headaches - Dizziness - Muscle Cramps

Poster Download:

Poster 1: <http://www.issf-sports.org/getfile.aspx?mod=docf&pane=1&inst=26&iist=15&file=Poster-10reasons-1stversion.jpg>

Poster 2: <http://www.issf-sports.org/getfile.aspx?mod=docf&pane=1&inst=26&iist=15&file=Poster-10reasons.jpg>

Poster 3: <http://www.issf-sports.org/getfile.aspx?mod=docf&pane=1&inst=26&iist=15&file=Poster-Stop-Awareness.jpg>

Poster 4: <http://www.issf-sports.org/getfile.aspx?mod=docf&pane=1&inst=26&iist=15&file=Poster-Betablockers.jpg>