

IFSS Anti-Doping Education Program (ADEP) 2023-2027

1. BACKGROUND

The fundamental rationale for the IFSS ADEP is to preserve the spirit of sport as described in the IFSS Anti-Doping Rules, the World Antidoping Code and its International Standard for Education.

According to the Code (article 18), IFSS shall plan, implement, monitor, evaluate and promote education programs in line with the International Standard for Education, and thus have a positive long-term influence on the choices made by athletes and other persons involved. To support such development, the Code (article 20.3.13) also provides for National Federations (NF) to conduct education in coordination with the applicable National Anti-Doping Organization (NADO).

A key underpinning principle is that an Athlete's first experience with anti-doping should be through education rather than doping control, which calls for education activities on all levels, internationally as well as nationally and locally.

2 SCOPE

The IFSS ADEP 2023-2027 is designed around the needs, priorities and capacity of IFSS, based on an assessment of the current situation. This document is intended to provide an overall presentation of the ADEP and its step-by-step approach to successively increase the reach of education activities. The program will be annually supplemented by a more detailed annual action plan for each year. The action plan for 2023 is submitted as Appendix 1.

3. CURRENT SITUATION ASSESSMENT

Priorities

As a basis for IFSS overall Anti-Doping Program, the IFSS Board previously adopted a purpose and vision, which is presented below. This decision also included guidelines for the distribution of roles and responsibilities between the organizational levels within IFSS. All in all, a decision that formed an important platform in the development of the IFSS ADEP 2023-2027:

Mission

The overall purpose of the IFSS Anti-Doping Program is to ensure all Sleddog athletes their natural right to participate and compete in a doping-free sport.

Vision

The ultimate vision is a worldwide IFSS sports culture where:

- *A winning athlete can rejoice true victories.*
- *A losing athlete can be confident to have lost in a fair fight.*
- *The audience can fully enjoy the competition, convinced that the outcome is not affected by doping.*

Roles and responsibilities

The realization of this purpose and vision requires all organizational levels to be involved. Anti-doping is a common responsibility:

- **IFSS** leads and coordinates the overall anti-doping program internationally, with operational focus primarily on international-level athletes and their support personnel.
- **National Federations** shall support the IFSS program and implement it nationally, adjusted to the national context, with operational focus primarily on national elite-level athletes and their support personnel.
- **Clubs** contributes by realizing the national program locally, thereby upholding anti-doping knowledge, values and life-skills among broader groups of athletes and athlete support personnel.

All organizational levels should cooperate with the relevant NADO, which may be able to assist in the implementation of the program.

History of anti-doping education

Since doping has not been perceived as a major problem within the IFSS, anti-doping education initiatives have historically been limited. Apart from information available on the IFSS website, activities have been occasional rather than a part of a structured program. Still, some athletes and other target groups may nevertheless have received adequate information and education through their NF or NADO activities.

With this history in mind, it is reasonable to conclude that anti-doping knowledge and attitudes may vary significantly within IFSS, between National Federations and Clubs as well as between athletes and other target groups. To reach all levels and target groups more equally a structured approach to anti-doping education is needed. Even if the prevalence of intentional doping is perceived to be low in Sleddog sports, proactive preventive actions are still necessary, both to uphold a strong anti-doping culture in the long run and to protect athletes from doping by mistake (medical use without a TUE and use of uncontrolled food supplements etc). Available statistics also show that anti-doping rule violations do occur.

Potential target groups

The obvious primary target group includes athletes on different levels. For IFSS as an international federation, International-Level athletes should always be given priority. However IFSS take the responsibility to overview and initiate education in other group by National Federations and clubs. Such groups are emerging national level athletes and younger athletes with high potential. The fundamental purpose of anti-doping information and education programs is to preserve the spirit of sport as described in the Code. It also aims to provide athletes with the information, values and life skills they need to stay clean. This cannot be achieved without a goal-oriented work over long time. Values are something that we usually learn at young age, which means that anti-doping education must start at early age and follow the athlete throughout their entire sports career.

Also, athlete support personnel (coaches, trainers, managers, medical and paramedical personnel, and other persons working with, treating or assisting an athlete) are crucial. Like athletes, they risk being sanctioned if they do not adhere to the anti-doping rules. The involvement of support personnel is important also to build a strong anti-doping culture. Individually they may influence athletes both through their advice and attitudes and together they may also impact the organizational culture. A clear and well-communicated anti-doping policy (see Code article 21.1-3) is like a vaccine, it may protect the organization and makes it more difficult for individual athletes and leaders in different positions to make their own decision about what is right and wrong. However, considering that Sleddog Sport is essentially an amateur sport and practiced by more adults than children, the occurrence of support personnel is likely less common compared to most sports.

A third target group may include different sports officials (in elected positions, as well as professionals, semi-professionals, volunteers and others) like Board and Committee members, different sports administrators, competition officials etc., who may influence the primary target group or who may have a key role for the realization of the ADEP. A fourth target group may potentially include sponsors, politicians and bureaucrats, media and other opinion leaders etc., who may affect the condition for how sports is conducted and perceived.

Since most target groups are present at all levels - internationally as well as nationally and locally, the responsibility for anti-doping education must be shared between the IFSS, NFs (see Code article 20.3.13 and 21.4) and Clubs. This is a prerequisite to reach broader target groups, in line with the intention of IFSS Anti-Doping Rules, the World Anti-Doping Code and its International Standard for Education.

Finally, as already highlighted, there are national variations in terms of knowledge and attitudes towards doping. There may also be cultural differences, as well as organizational differences as to how sport is organized and conducted. These differences must be considered in the selection of target groups. NFs and Clubs are obviously best placed to decide their mixture of target groups themselves, based on their context. However, for NFs national elite-level athletes and their support personnel should always be given priority.

Resources

Resources may be of different forms - financial, human or material - which unfortunately are all severely limited.

Over the last five years IFSS anti-doping budgets have included a limited doping control program and minor funds for other activities. To our knowledge similar budgets are hardly existing at all among NFs and Clubs.

In terms of human resources, the IFSS office in Brussels, Belgium, is entirely voluntarily based, just like the Board. The IFSS Anti-Doping Committee (ADC) is the organizational body appointed by the IFSS Board to manage the overall IFSS Anti-Doping Program (i.e., testing, therapeutic use exemptions [TUE's], intelligence, investigations, results management, education and Code compliance) in accordance with the IFSS Anti-Doping Rules. The ADC is also voluntary based and consists of five free-standing members (i.e. not elected representatives or active athletes in the sport). The ADC also maintains a TUE Committee and a small group of certified doping control officials. Like IFSS, NFs and Clubs are generally also depending on voluntary efforts. Their operations would also be strengthened by a designated committee (or at least a designated person) to support national and local anti-doping activities.

The main material resource to support the IFSS ADEP is the IFSS website. To be able to offer a broader mix of educational activities - internationally, nationally and locally - IFSS will be dependent of a further developed cooperation with WADA and the NADO system to provide relevant educational tools. WADA's primary role is to develop, harmonize and coordinate anti-doping efforts internationally and NADOs may provide similar services nationally.

Summary

As the above assessment of the current situation shows:

- IFSS is committed to the spirit of sport and to protect athletes right to participate in a doping-free sport.

- An effective and efficient ADEP must involve all organizational levels – IFSS as well its National Federations and Clubs – and be flexible enough to meet the actual needs in different countries and regions.
- National elite-, International-Level Athletes and their support personnel should always be given priority. International-Level Athletes (ILA) and their support personnel should use WADAs Alert education modules and after 3 years repeat. Modules which are central for ILA and their support personnel are the education programs for ILA, for national elite and their support personnel the education programs for ILA or those for National elite and after 3 years the education should be repeated. The national federations should identify talented athletes and activities with this group should include anti-doping education preferably education programs in Alert aimed at this group.
- A step-by-step approach must be used to successively involve athletes, NFs, Clubs and other target groups in the educational activities.
- The level of anti-doping knowledge among athletes and other target groups is largely unknown.
- Cooperation with WADA and NADO and use of their educational tools are crucial resource-wise.

4. PROJECT PLAN

Purpose and Objectives

ADEP is based on the World Anti-Doping Code, its International Standard for Education and IFSS's own Anti-Doping Regulations. The project is also developed to clarify how IFSS should realize the adopted mission and vision in practical terms through its annual anti-doping program.

The following main objectives have been established:

1. IFSS shall be the central hub and coordinator of anti-doping education initiatives for member National Federations, athletes and other prioritized target groups.
2. National Federations (NF) shall have national Anti-Doping Committees, or at least an Anti-Doping Coordinator, to support and coordinate the anti-doping program nationally.
3. Clubs shall play an active role in the realization of each NF's national anti-doping program and thereby uphold anti-doping knowledge, values and life-skills among broader groups of athletes and athlete support personnel.
4. Metrics shall be established to annually monitor and evaluate the ADEP and measure impact.

In other words, when 2027 turns into 2028, not only the IFSS but also its NFs and Clubs should have their own action plan to prevent both conscious and unconscious doping, adapted to each organization's specific reality. The level of knowledge among athletes and other target groups should be improved and attitudes towards doping strengthened. If a doping case should still occur, all organizational levels would be better equipped to handle it, with minimized damage to the affected organizations and the sport as such. The action plans should be an integrated part in each organization's annual operations, dominated by tailored training programs for different target groups in collaboration with the relevant NADO and/or WADA. The cooperation between the organizational levels should also flow naturally and generate added value also in other areas in the development of Sleddog Sports.

It is an ambitious and well-founded project to strengthen our sport, but certainly also challenging resource-wise. However, with a step-by step approach over the entire project period and support from WADA and the NADOs (see Code article 18.2.3), it is still perceived as realistic.

A subsequent outcome of the implementation of the ADEP and working towards these objectives in a structured manner is that IFSS will be in compliance with the World Anti-Doping Code.

Milestones

To clarify the projects objectives and the necessary step-by-step approach to manage it organizationally and resource-wise, the following milestones have been assigned to each objective:

Objective	Milestones	Time limit
1	<p>A. IFSS shall have launched the project.</p> <p>B. IFSS shall have an updated website and an established communication plan to regularly share anti-doping information.</p> <p>C. IFSS shall have provided anti-doping education to the Education Pool, including an introduction to ADEL.</p> <p>D. IFSS shall have implemented ADEL as a compulsory education program for athletes participating in International Events (similar e-learning programs developed by NADOs may also be accepted).</p> <p>E. IFSS shall have implemented ADEL as a compulsory education program also for other target groups (similar e-learning programs developed by NADOs may also be accepted).</p>	<p>- June 2023</p> <p>- June 2023</p> <p>- Dec. 2023</p> <p>- Dec. 2024</p> <p>- Dec. 2025</p>
2	<p>A. NFs shall have appointed an Anti-Doping Committee or a Coordinator.</p> <p>B. NFs shall have established cooperation with their respective NADO and adopted national ADEPs.</p> <p>C. NFs shall have implemented their national ADEPs, including a strategy to involve Clubs.</p>	<p>- Dec. 2023</p> <p>- Dec 2024</p> <p>- Dec 2025</p>
3	<p>A. Clubs shall be involved in the realization of their NF's anti-doping plan and have their own local action plans on how to uphold anti-doping knowledge, values and life-skills among their members.</p>	<p>- Dec 2027</p>
4	<p>A. IFSS shall have completed a zero-state measurement of relevant variables to better understand and be able to follow up the level of anti-doping knowledge among athletes and other target groups from time to time.</p> <p>B. IFSS shall have evaluated year one of the project and adopted an annual action plan for 2024.</p> <p>C. IFSS shall have completed a final evaluation of the project and adopted a new ADEP from 2028.</p>	<p>- Sept. 2023</p> <p>- Dec. 2023</p> <p>- Dec. 2027</p>

Educational Content

In accordance with the World Anti-Doping Code the education program shall include the following awareness, information, and values-based education components:

- Principles and values associated with clean sport.
- Athletes, athlete support personnel and other groups rights and responsibilities under IFSS Anti-Doping Rules.
- The principle of strict liability.
- Consequences of doping (physical, mental, socially, economically and sanctions).
- Anti-doping rule violations.
- Substances and methods on the Prohibited List.
- Risks of supplement use.
- Use of medications and Therapeutic Use Exemptions.
- Testing procedures, including urine, blood and the Athlete Biological Passport.
- Requirements of the Testing Pools.

- Speaking up to share concerns about doping.

Monitoring and evaluation

A set of key performance indicators (KPI) will be developed for each year of the project period, associated to the main objectives. The annual evaluation of the ADEP 2023-2027 will be based on an overview of reports covering all objectives, milestones and KPIs.

Organization

The ADEP 2023-2027 as well as each annual plan should be adopted by the IFSS Board along with an annual budget.

IFSS Anti-Doping Committee (ADC) is responsible for the implementation of the ADEP within the given budget, and to propose new annual action plans for each new year. The ADC should also give regular progress reports to the IFSS Board.

Appendix 1
IFSS ADEP 2023-2027

Annual action plan 2023 (year one)

Education Pool

The Education Pool represents the final list of prioritized target groups for educational initiatives during 2023 and includes the following target groups:

- International-Level Athletes, in accordance with the definition available on the IFSS website (including Pools athletes and Pool athletes returning from a sanction).
- Athletes participating in International Events, including
 - World Championship Dryland (DBM, DBW, DCM, and DCW)
 - World Championship on Snow (SM1, SW1, Sp2, Sp4, and Sp6)
- NF’s Head of Sports and/or National Team Managers
- NF’s Chairperson and/or General Secretary

The composition of the Education Pool may vary from year to year.

Action plan per milestone

Based on the established objectives and milestones for the project, the following activities are planned for 2023:

Milestones 2023	Activities	Timeline
Budget/Resources		
1A	<ul style="list-style-type: none"> • Prepare launching of the project. • Launching of the project. 	Q1 Q2
1B	<ul style="list-style-type: none"> • Website overhaul. • Establish a communication plan for targets groups. Including specific objectives for each group. • Execute the communication plan and measure impact. 	Q3-4 Q4 Q2-Q4
1C	<ul style="list-style-type: none"> • Prepare the educational events, scope and targets for the Education Pool. • Carry out planned training and measure impact. 	Q3 Q2-Q4
1D-E	(No relevant activities during 2023.)	
2A	<ul style="list-style-type: none"> • Require NFs to appoint an Anti-Doping Committee or a Coordinator. • Inform NADOs of the project and ask them to support it nationally. 	Q3 Q4
2B-C	(No relevant activities during 2023.)	
3A	(No relevant activities during 2023.)	
4A	<ul style="list-style-type: none"> • Develop a questionnaire to measure anti-doping knowledge among relevant target groups. • Carry out, compile and evaluate the survey and plan for future follow up studies. 	Q4 Q4

4B	<ul style="list-style-type: none"> Follow-up of KPIs and evaluate year one of the project. Prepare a new annual action plan for 2024. 	Q4 Q4
4C	(No activities necessary during 2023.)	

Monitoring and evaluation

A set of key performance indicators (KPI) for 2023 are associated with each objective of the ADEP:

Objective	KPIs
1. IFSS shall be the central hub and coordinator of anti-doping education initiatives for member NFs, athletes and other prioritized target groups.	<ul style="list-style-type: none"> Each milestone will be monitored in relation to its purpose and time-limits. Traffic to the anti-doping part of IFSS website should increase by at least 50% during 2024. At least 90 % of International-Level Athletes and 50% of other athletes participating in International Events should have started to use ADEL during 2024.
2. NFs shall have national Anti-Doping Committees, or at least an Anti-Doping Coordinator, to support and coordinate the anti-doping program nationally.	<ul style="list-style-type: none"> Each milestone will be monitored in relation to its purpose and time-limits. At least 50% of all NF's should have appointed an Anti-Doping Committee or a Coordinator during 2023. IFSS ADC should have informed all NADOs of the project and established personal contact with at least 50% of the relevant NADOs during 2023.
3. Clubs shall play an active role in the realization of each NF's national anti-doping program and thereby uphold anti-doping knowledge, values and life-skills among broader groups of athletes and athlete support personnel.	(No relevant KPIs for 2023.)
4. Metrics shall be established to annually evaluate the ADEP and measure impact.	<ul style="list-style-type: none"> Each milestone will be monitored in relation to its purpose and time-limits. The questionnaire should have a response rate of at least 60% and be distributed to: <ul style="list-style-type: none"> - All International-Level Athletes - All other athletes participating at International Events - All NF's Head of Sports and/or National Team Managers - 100 % of Chairperson and/or General Secretary - 100 % of other target groups

The final evaluation of year one of the ADEP 2023-2027 will be based on the main objectives and include an overview of reports covering all milestones, KPIs and activities.