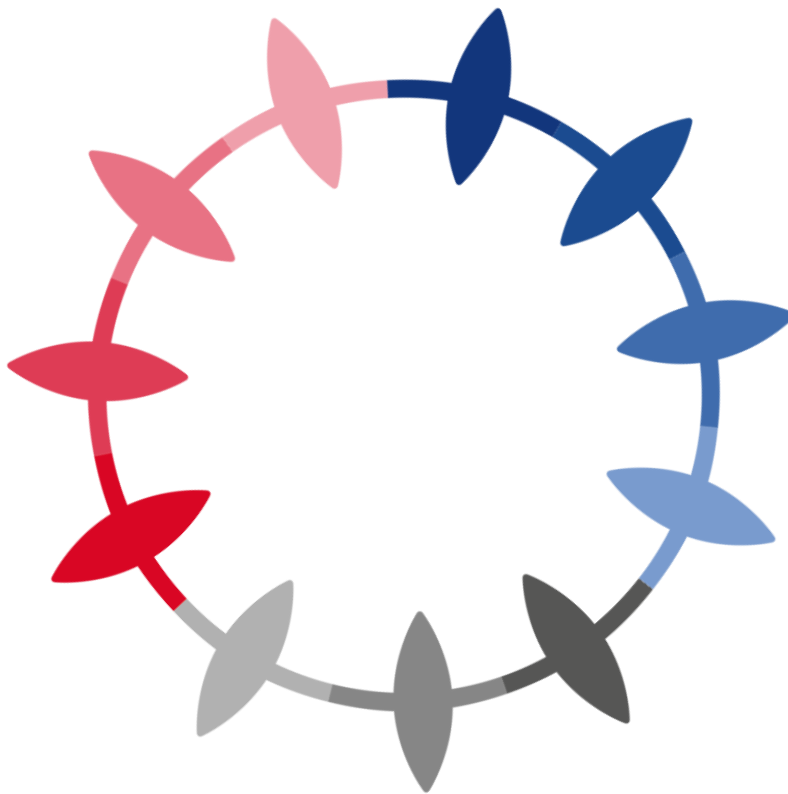


# Paddle Clean

## Anti-Doping Education Strategy



## Introduction

British Canoeing is committed to promoting and supporting doping-free sport within the UK. The sport recognises the contribution that sport can make to health, national pride and social development when supported by a strong ethical and moral environment in which to develop.

Integrity, fairness, equity and respect as values are core to success in canoeing and British Canoeing is committed to playing their part in ensuring that the canoeing community provide an environment that supports fair play and doping-free sport, which can be nourished by a clear and comprehensive education and information strategy.

British Canoeing is working in accordance to the UK Anti-Doping (UKAD) rules which are the UKs interpretation and application of the WADA code. The basic principle of which is to protect the right of a canoeist to compete in doping-free sport.

As part of the code, British Canoeing is committed to supporting and providing anti-doping education to its canoeists and wider support personnel, at a variety of levels to ensure all canoeists remain current with anti-doping information and can make informed choices.

To ensure British Canoeing supports the philosophy of doping-free sport an Anti-Doping education strategy, "Paddle Clean", has been developed in conjunction with UKAD, which is based on a long-term and systematic approach to anti-doping education to firmly integrate this into a canoeist's development.

## Adoption

British Canoeing's Anti-Doping policy is adopted by the National Associations under a single agreement and this Paddle Clean Strategy is adopted and supported by:



## Driving Change

British Canoeing recognises the need to embed anti-doping across its working areas, with every aspect of business adopting strong anti-doping principles and taking responsibility for the delivery of our Paddle Clean anti-doping education strategy and annual implementation plans. The 'Anti-Doping Working Group' will bring together representatives with expertise from across British Canoeing to drive progress in delivery and provide a forum where ideas can be generated and discussed, problems be identified and resolved. This group will meet a minimum once a year (first meeting scheduled for January 2018) and shall consist of:

- British Canoeing Chief Medical Officer (Chair)
- British Canoeing Anti-Doping Lead Officer (Secretary)
- British Canoeing Head of Governance and Compliance
- British Canoeing Programmes Director - Operations
- Scottish Canoe Association Anti-Doping Lead Officer
- Canoe Wales Anti-Doping Lead Officer
- Canoe Northern Ireland Anti-Doping Lead Officer
- British Canoeing Head of Performance Science
- British Canoeing Slalom Performance Programme Anti-Doping Lead
- British Canoeing Sprint Performance Programme Anti-Doping Lead
- British Canoeing Paracanoe Performance Programme Anti-Doping Lead
- British Canoeing Coaching Development Manager
- British Canoeing Sport Development Manager

## Ambassadors

British Canoeing will appoint three Paddle Clean Ambassadors to help increase awareness, engage with athletes and support personnel, and provide input into the Paddle Clean Strategy through an Athlete Representative on the British Canoeing Anti-Doping Working Group. Appointments will be confirmed by December 2017.

## Underlying Principles

British Canoeing is committed to providing a long-term education and information strategy so that successive generations of canoeists can stand proud and define themselves as clean athletes. We will work with UKAD and other partners to encourage the canoeing community to engage and participate in anti-doping programmes. The core principles that underpin this strategy are as follows:

- Positive and systematic approach to anti-doping education that is fully tracked and monitored
- Canoeist focused, whilst recognising the core influences that surround canoeists at various stages of their development
- Increase the quality and consistency of knowledge across the canoeing community
- Is integrated into the overall development of a canoeist in any discipline and at any level

## Vision

To create a generation of canoeists, who have confidence in their own ability to succeed in canoeing cleanly and who see anti-doping best practices as an integral part of being a canoeist.

To create a generation of support personnel who understand that the canoeists they are involved with can succeed in canoeing cleanly and who see anti-doping best practices as an integral part of being involved with canoeing.

## Mission

The basic principle of British Canoeing's Paddle Clean education strategy for anti-doping shall be to support, promote and educate the canoeing community to take a positive approach to anti-doping, and integrate anti-doping best practices into the overall development of a canoeist.

British Canoeing will encourage its community to protect the spirit of canoeing and sport as a whole from being undermined by doping and to establish an environment which promotes doping-free behaviour among all members.

British Canoeing acknowledges that it has a duty to provide canoeists, support personnel and members with the information and guidance they need to make informed and responsible choices in compliance with British Canoeing's anti-doping regulations.

## Objectives

British Canoeing has identified the following objectives to be delivered over the next four years:

1. To integrate anti-doping education and information into the development programmes for competition canoeists at all levels.
2. To promote doping free behaviour through engaging, informing and educating the canoeing community in their role to support canoeists at all stages.
3. Provide a range of targeted educational and informational interventions that are current, relevant, accurate and consistent in message to both canoeists and the main core influences on canoeing as they progress through the sport to;
  - a. minimise the risk of inadvertent doping.
  - b. to help canoeists make informed and responsible decisions so they do not misuse Prohibited Substances or Prohibited Methods.
4. To reinforce a canoeing culture of doping-free sport by a targeted, long-term and planned approach to anti-doping education which aims to help all those within the canoeing community remain fully aware, and to actively support, the anti-doping strategy of British Canoeing.
5. Raise awareness of the British Canoeing's Paddle Clean education programme and effectively deliver key messages through a range of communication channels.

## The Canoeing Landscape

British Canoeing is the National Governing Body (NGB) for the sport of Canoeing and the Paddle Clean education strategy supports the following core disciplines which are recognised by the International Canoe Federation (ICF) and European Canoe Association (ECA).

- Canoe Freestyle
- Canoe Marathon
- Ocean Racing
- Paracanoe
- Canoe Polo
- Canoe Sailing
- Canoe Slalom
- Canoe Sprint
- Canoe Surfing
- Wildwater

In addition British Canoeing is the NGB for the sport of rafting in the UK under the auspices of International Rafting Federation (IRF). As such this Paddle Clean education strategy will fully integrate rafters in the UK within it.

## Monitoring

British Canoeing will apply a number of monitoring techniques to measure and report on the progress of this strategy which will capture both quantitative and qualitative data.

Mechanisms will include the following, as detailed below, and as UKAD develops its own monitoring programme the aim is for British Canoeing to align its monitoring mechanisms with UKAD to ensure a cohesive approach to progress over the next four years.

British Canoeing will put in place systems to monitor and report the following data on a half yearly basis (with reports produced June and December annually from December 2017):

- British Canoeing web-hits to its anti-doping links on its web-page
- British Canoeing will collate data on attendees of the anti-doping facilitator sessions and courses within the British Canoeing database to provide easy access to evidence based information if required, and monitor and communicate renewal timelines of education as per detailed roll out plans (a database will be developed as part of the British Canoeing digital strategy with integration into the wider British Canoeing database)
- British Canoeing will collate feedback from attendees at any formal education session delivered (commencing June 2017)
- British Canoeing will collate feedback from its anti-doping facilitators on the formal sessions they deliver (commencing June 2017)
- British Canoeing will integrate questions into their annual membership survey to establish a baseline impact of the implementation of this anti-doping strategy (commencing 2018)

- UKAD will provide opportunities for British Canoeing to contribute to wider anti-doping initiatives, research and sharing of best practice

## Evaluation & Review

The Paddle Clean strategy provides a long-term approach to anti-doping education to create a generation of canoeists who see anti-doping best practices as an integral part of being a canoeist.

British Canoeing will commit to:

- A regular meeting (at least twice per year) with UKAD to evaluate the effectiveness of previous interventions and support the planning for future events.
- An annual meeting with Home Nations to evaluate roll out plans and review progress (commenced April 2017).
- An annual case review where British Canoeing and UKAD will work together to establish a progress summary of the previous year that can be published to promote the achievements of the previous year and outline the priorities of the forthcoming year (commencing December 2017/January 2018).
- Undertake a four yearly report to assess the impact of the education programme and review ahead of the next cycle (first report due December 2020).
- When implemented, British Canoeing will commit to support the baseline education survey commissioned by UKAD to establish the current reach of anti-doping education across sports. UKAD will commit to reporting to British Canoeing the sport specific data as applicable.

It is anticipated that British Canoeing, working collaboratively with UKAD, will help support the development of more robust qualitative and impact evaluation mechanisms which can then be used as models of good practice across sports.

## Research

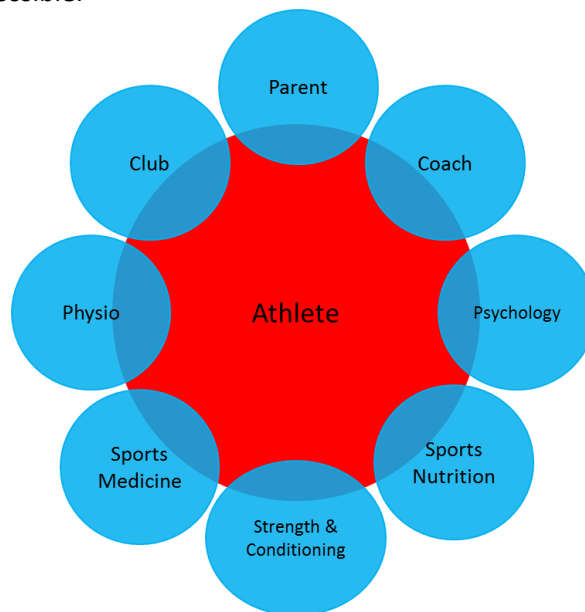
British Canoeing will work closely with and engage in any research opportunities that UKAD develops to support the understanding and impact of the proactive educational approach to anti-doping.

## Target Groups

There are a number of core roles that will support a canoeist to varying degrees throughout their development. British Canoeing formally acknowledges their influence and role in supporting canoeing as part of this strategy and will commit to their inclusion in order to fully meet its strategic objectives.

The Paddle Clean programme will provide information that can be accessed by all engaged in canoeing but will target the groups set out below.

- **Members** – all members of British Canoeing and the Home Nations regardless of whether they paddle, volunteer or a supporter.
- **Paddlers** – all levels of paddlers in the performance and community level of the sport.
- **Support Personnel** – including coaches, team managers, physios, conditioners, doctors, physios, nutritionists, club volunteers and committee volunteers.
- **Parents/Carers** – for junior paddlers (U18) British Canoeing will provide information to parents where possible.



In line with the UKAD Athlete Performance Pathway model, British Canoeing has identified the following groups of canoeists to target in this strategy:

- **Beginner** – a canoeist who either paddles recreationally or as part of a club and perhaps competes from time to time.
- **Gifted & Talented** – a canoeist who competes in national level events.
- **Performance Development** – a canoeist who is identified within a talent based programme and is now within a performance club setting as part of a 'development' squad or a non-Olympic national junior squad. The canoeist competes regularly at national level events.

- **Performance** - a canoeist who has been identified as a member of a National Squad/Team (U19, U21, U23 or Senior) and is now competing internationally at ICF, ECA or IRF Championships. The canoeist competes in National Championships for their discipline and is within the top 10 for their respective age range.
- **Olympic/Paralympic High Performance** – a canoeist who is part of an Olympic or Paralympic Great Britain Podium or Podium Potential Programme and is now competing internationally at ICF and ECA Championships.

## Education Delivery

British Canoeing and the Home Nations will undertake a variety of educational activities to support the objectives of this strategy including:

- Communication through British Canoeing and Home Nations websites, Discipline websites and social media
- Signposting through Year Books, newsletters and magazines
- Outreach – through events or training camps
- Online resources e.g. UKAD Advisors, UKAD Coach Clean, ICF anti-doping online tool
- Workshops – face to face delivery to a targeted audience

A detailed delivery plan will be established by British Canoeing and the respective Home Nations by November 2017 including target audience, method of delivery, responsible person, timeline for delivery (e.g. annual or every other year).

## Capacity Building

**‘Advisors’:** Role is to be able to advise canoeists in accordance with Anti-Doping requirements and signpost effectively when necessary. Typically, canoeing support personnel who have day to day contact with canoeists and may be required to advise canoeists in the direct and wider issues around Anti-Doping, e.g. coaches, science and medicine staff, nutrition lists.

**‘Facilitators’:** Role is to be able to plan, deliver and evaluate educational based sessions in relation to Anti-Doping. These educators may sit at National (Home nation or GB) level and work with squads or may work regionally to work with a wider range of canoeists.

There focus is run education sessions to meet the level and stage of the canoeists’ development ultimately with a focus in year one on national competitive performance/development level canoeing in non-funded disciplines.



## British Canoeing Athlete performance-level mapping against UKAD Athlete performance-level

Discipline	Beginner	Gifted & Talented	Performance Development	Performance	Olympic/Paralympic High Performance
<b>Freestyle</b>	Recreational and Clubs	National Competition	Junior	Senior	
<b>Marathon</b>	Recreational and Clubs	National Competition	Junior	U23 & Senior	
<b>Ocean Racing</b>	Recreational and Clubs	National Competition		Senior	
<b>Paracanoe</b>	Recreational and Clubs	Paddleability		Talent Confirmation	Podium, Podium Potential
<b>Polo</b>	Recreational and Clubs	National Competition		U21, Senior	
<b>Rafting</b>	Recreational and Clubs	National Competition		U19, U23, Open & Master	
<b>Sailing</b>	Recreational and Clubs	National Competition		Senior	
<b>Slalom</b>	Recreational and Clubs	National Competition	Regional Squads Incl RTA, TID programme, Talent Club Programme, CANI TID & Dev Sq, CWTPS, SCA Regional Programme	Talent Squads Incl ENTS & ESRS, CANI Talent Sq, CWPPS, SCA PP	Podium, Podium Potential, England Performance Squad

<b>Sprint</b>	Recreational and Clubs	National Competition	Regional Squads Incl Flatwater Racing Skills, Talent Hub Club Programme, CANI TID & Dev Sq, CWTPS, SCA Regional Programme	Talent Squads Incl ENTS & ESRS, CANI Talent Sq, CWPPS, SCA PP	Podium, Podium Potential, Olympic Development Programme
<b>Surf</b>	Recreational and Clubs	National Competition			
<b>Wildwater</b>	Recreational and Clubs	National Competition	Junior	U23 & Senior	

## Athlete & Support Personnel performance-level mapping against curriculum knowledge-level

Unit	Beginner	Gifted & Talented	Performance Development	Performance	Olympic/Paralympic High Performance
Global anti-doping governance	-	-	2	4	4
UK Anti-Doping: Corporate structure and function	1	1	2	3	3
WADA Code, I. S.'s, UKAD Rules and Regs and IF	-	1	3	4	4
Principles of 100% me	1	2	3	4	4
The Prohibited List	-	1	3	4	4
Checking medications	1	2	3	4	4
Therapeutic Use Exemptions	-	1	3	4	4
Supplements	-	1	3	4	4
Reporting doping in sport	1	2	3	4	4
Testing procedures for blood and urine	-	1	3	4	4
Registered testing pools	-	-	-	2	4
Whereabouts requirements	-	-	-	2	4
ADAMS	-	-	-	-	4
Biological passports	-	-	-	-	4
Major competitive events	-	1	2	4	4
Anti-Doping Rule Violations and sanctions	-	1	2	4	4
Case management process	-	-	-	1	1

Consequences of doping	-	1	3	4	4
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1. The athlete and personnel are aware of...	3. The athlete and personnel understand....
2. The athlete and personnel know about..	4. The athlete and personnel can apply these principles in everyday life

## Delivery Method of Curriculum

Education Delivery Method	Recreational & Clubs	National Competition OC/SU/FA National Teams	CSP & CSL Regional Squads FR/MA/WWR National Junior Teams	CSP & CSL Talent Squads PA Talent Confirmation FR/MA/PO/RA/WWR U19-Senior Teams	CSP, CSL, PA Podium & Podium Potential
Website	x	x	x	x	x
Social Media	x	x	x	x	x
Membership newsletters		x	x	x	x
Canoe Focus		x	x	x	x
Discipline Yearbooks		x	x	x	x
Outreach work at national events		x	x	x	x
Athlete introduction letter			x	x	x
Parent introduction letter & resource			x		
ICF Pure Paddler				x	x
Support Personnel UKAD Advisors Course			x	x	x
Clean Sport Workshops			x	x	x
Parent/Carer workshop			x		
Clean Games Workshops					x