

# ANTI-DOPING EDUCATION STRATEGY

2021



# ANTI-DOPING EDUCATION STRATEGY

## INTRODUCTION

The Football Association of Wales shares FIFA's objective in protecting the integrity of football, specifically in preventing all methods or practices, such as corruption, doping or match manipulation, which might jeopardise the integrity of matches, Competitions, Players, Officials or give rise to abuse of Association Football.

The FAW aim to implement an effective approach towards preventing and challenging all forms of manipulation and unlawful influencing of football matches, competitions or individual performance.

The objective of the FAW's Anti-Doping Strategy is based on the promotion of integrity and clean sport in order to protect football matches and competitions. This will be achieved through an approach around 3 Core Pillars:

## PREVENT: DETECT: RESPOND.

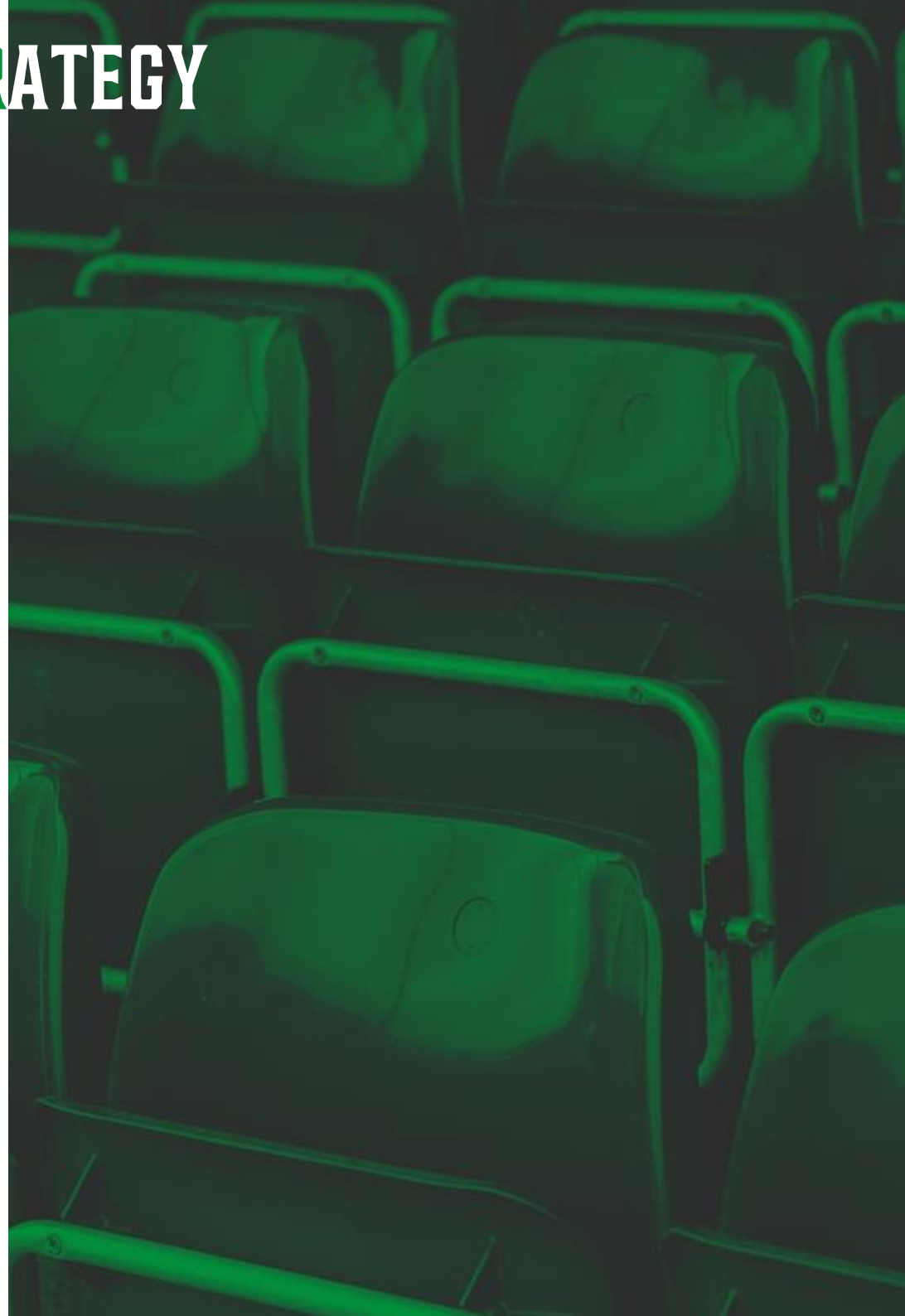
These pillars are comprised of promoting integrity and clean sport at all times through proactively educating and raising awareness throughout the football family to protect the values of clean sport and a level playing field in football.

We will protect football matches and competitions against doping through detection programs and by responding swiftly investigating any alleged breaches and imposing sanctions where sufficient evidence is found proven.

We believe that football should be an equal game where everyone has the same opportunity to be the best they can be and should always attain this cleanly and fairly.

Success should always be strived for and achieved on hard work and merit and not through manipulation or cheating.

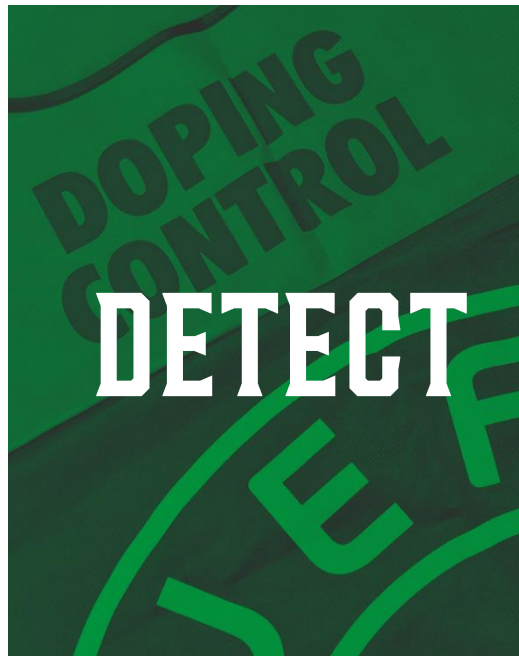
**The Anti-Doping Education Strategy outlines our commitments and implementation plan in delivering a value based approach for anti-doping education within the prevent pillar of the FAW Integrity Strategy.**



# OBJECTIVES:

The objective of the FAW's Anti-Doping Strategy is to promote integrity and clean sport in order to protect football matches and competitions. This will be achieved through implementing 3 Core Pillars: **PREVENT:DETECT:RESPOND**.

This document outlines our Education Strategy & Implementation Plan within the Prevent Pillar.



# CORE PILLARS

## PREVENT

The first stage of the FAW Anti-Doping Strategy is **Prevention** through advocating anti-doping principles. We aim to be proactive in our approach in raising awareness and providing a values-based education programme to the football family, highlighting the values of clean sport and the FAW anti-doping rules and regulations in football.

## DETECT

At the second stage of **Detection**, partnership work and mechanisms will be implemented for effective monitoring and reporting of information linked to allegations or suspicion of anti-doping breaches.

## RESPOND

The final stage is **Responding** where an allegation, positive test or anti-doping rule violation is detected. An effective response process will commence involving an investigation leading to sanctions working with UKAD or relevant authority in accordance with FAW Rules and Regulations.





**PREVENT**

# PREVENT

## AWARENESS & EDUCATION

### PROMOTION OF INTEGRITY & CLEAN SPORT.

#### **Awareness and Promotion of Integrity & Clean Sport Principles and FAW Rules & Regulations.**

We will develop and implement campaigns and communications to raise awareness and promote the core principles of integrity and clean sport throughout the year, specifically during periods such as Clean Sport Week (May) and Sport Integrity Week (Sep) to educate and inform the football family in Wales.

We will provide pre-competition briefings on integrity and clean sport before the start of each season for our Member Clubs, Match Officials and our National teams & regional squads.

#### **Educational Training and Prevention Programs.**

An important element of the Prevent pillar will be the education of Players, Coaches, Officials and other Player support personnel throughout the football family. Greater awareness and education is the best defence against integrity breaches and in developing a clean sport mentality throughout football. It is important that everyone understands the risks of doping and the consequences of breaching the FAW's anti-doping rules.

We will provide a range of anti-doping educational resources and establish anti-doping education and prevention programmes.

The education and prevention programme will include e-learning modules as well as briefings and educational workshops for Players/Team Officials/Player Support Personnel and all National/National Youth Team Players (working in partnership to implement the programme with other National Associations and Clubs where required).

# EDUCATION PROGRAMME AUDIENCE & DELIVERY PLAN

## TARGETED GROUPS (GROUPS FOR MANDATORY EDUCATION)

Below is a list of mandatory target groups to receive anti-doping education as part of the education programme described in the implementation plan. The number of participants in these groups can be found in the appendix within the sporting landscape section.

GROUP	HOW	WHEN
Men's National 1 <sup>st</sup> Team	Delivered via Clubs and/or by workshop by FAW/UKAD accredited Educator (where required).	Delivering during regular football season and/or delivered on camp in line with major tournaments.
Women's National 1 <sup>st</sup> Team	Delivered via Clubs or by workshop by FAW/UKAD accredited Educator (where required).	Delivering during regular football season and/or delivered on camp in line with major tournaments.
Men's National Youth Teams	Delivered via Clubs or by workshop by FAW/UKAD accredited Educator (where required).	Delivering during regular football season and/or delivered on camp in line with major tournaments.
Women's National Youth Teams	Delivered via Clubs or by workshop by FAW/UKAD accredited Educator (where required).	Delivering during regular football season and/or delivered on camp in line with major tournaments.
Men's Cymru Premier (Tier 1) Players & Player Support Personelle (Coaches /Club Official & Medical staff)	UKAD Athlete & Coach/Clean Sport Advisor online courses.	Commencing in 2022/23.
Women's Adran Premier (Tier 1) Players & Player Support Personelle (Coaches /Club Official & Medical staff)	UKAD athlete Online course & Coach/Clean Sport Advisor online courses.	Commencing in 2022/23.
FAW Academy Players	Delivered through FAW Anti-doping workshop by Club Official who is a Clean sport advisor as part of Academy Education Programme.	Commencing in 2022/23.
Players returning from a sanction	Delivered by online programme offered by UKAD for athletes returning from a sanction or 1-2-1 workshop delivered by FAW/UKAD accredited Educator.	Upon return to play.

## OTHER GROUPS (OPTIONAL GROUPS FOR EXPOSURE TO CLEAN SPORT EDUCATION ACTIVITIES)

Below is a list of additional target groups that are not part of the targeted mandatory groups that will receive information on how to access anti-doping education.

GROUP	HOW	WHEN
All Players (Tiers 2 & below)	UKAD Athlete online course.	Commencing in 2022/23.
All Player support personnel (Tiers 2 & below)	UKAD Clean Sport Advisor Course.	Commencing in 2022/23.

## RESOURCES – WORKFORCE

Below is the current anti-doping workforce at the FAW. The FAW will utilise UKAD tutors from the National Educator pool working in collaboration with other NGBS in Wales sharing current educators delivering in Wales. The number of UKAD anti-doping accredited tutors at the FAW will be trained as demand increases.

PERSON	RESPONSIBILITY
FAW Integrity Manager.	FAW Anti-doping lead & UKAD accredited Educator. Workshop/briefing delivery to Nation Teams & National Youth Teams.
FAW Academy - Clean Sport Advisors.	Delivering anti-doping workshop as part of FAW Academy Education Programme.
UKAD Educator pool.	Delivering educational workshops where required.



# PREVENT PILLAR IMPLEMENTATION PLAN (EDUCATION & AWARENESS)

GOAL (WHAT)	ACTION (HOW)	YEAR (WHEN)	TARGET (PLAN)	OUTCOME (SUCCESS IS)	WHO (?)	PROGRESS (ACHIEVED)	STATUS (RAG)
Increase the Awareness and Promotion of Integrity Principles and clean sport. (Information Programmes)	<p>1. Develop &amp; implement communication campaigns for identified &amp; targeted Players and Player support personnel to raise awareness of clean sport &amp; anti-doping Rules &amp; Regulations.</p> <p>2. Update the Integrity section of the FAW website to include anti-doping information.</p>	<p>1. 2021/22 &amp; annually thereon.</p> <p>2. End of 2021.</p>	<p>1. Included as part of Player registration briefing document &amp; League handbooks. Social media campaign during Clean Sport Week (May), Play True Day (Apr) &amp; Sport Integrity Week (Sep).</p> <p>Create a range of Integrity and Clean Sport resources &amp; social media assets.</p> <p>Communicate annually changes to the code, associated International Standards and the prohibited list factsheet to all Members, along with TUE information to relevant personnel.</p> <p>2. Include information on Integrity &amp; clean sport &amp; FAW Rules &amp; Regulations with links to reporting suspected anti-doping rule violation breaches on the website.</p>	<p>1. A better awareness of integrity &amp; clean sport principles &amp; FAW anti-doping Rules &amp; Regulations across the football family.</p> <p>Members are up to date with changes to the code, International Standards, prohibited list &amp; TUE information.</p> <p>2. More detailed anti-doping section on FAW website Integrity page with links for further information &amp; support to UKAD.</p>	Integrity Manager, Competitions Department, International Department & Marketing Department.		

<p>Educational Training and Prevention Programs.</p>	<p>1. Provide provision of values-based anti-doping education to all Players &amp; Player support personnel.</p> <p>See FAW Clean Sport Curricula in the appendix for topics covered in education for Players &amp; Player support personnel.</p> <p>2. Provide values-based anti-doping education to FAW academy players.</p> <p>See FAW Clean Sport Curricula in the appendix for topics covered in the educational workshop for FAW Academy Players.</p> <p>3. Provide a bespoke values-based education workshop for individuals returning to football following</p>	<p>1/2. 2021/22/23 for all mandatory targeted Players &amp; Player support personnel.</p> <p>Revalidated &amp; delivered every two years thereon</p> <p>2. Delivered Annually.</p> <p>3. Before returning to football.</p>	<p>1. Deliver an anti-doping education programme to identified &amp; targeted mandatory Players &amp; Player support personal using UKAD Clean Sport Hub (online education courses) or face to face delivery by an accredited UKAD Educator:</p> <p>Mandatory as part of Club Licencing for all Players &amp; Player support personnel representatives (1 Medical representative, 1 Coach/Club Official at each Club) in Men's Cymru Premier &amp; Women's Adran Premier to complete an online UKAD course by end of 2022/23 season. (Revalidated every two years thereon.)</p> <p>Optional for all other Players &amp; Player support personnel in FAW sport system. Information will be provided to access UKAD online courses.</p>	<p>1/2. A better understanding of anti-doping principles and clean sport values, Rules &amp; consequences of anti-doping breaches.</p>	<p>Integrity Manager, International Department, Competitions Department, Head of Player Development &amp; Head of coaching at Clubs.</p>		
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	an anti-doping sanction.		<p>Provide anti-doping Educational workshops to all Players &amp; Player support personnel (required who have not received education via another National Association anti-doping program via Clubs) in all International/Age Group Teams during training camps in line with major tournaments. Players who have received education will have a briefing update prior to a major tournament with the information provided based on any relevant tournament rules or local information</p> <p>2. Updated Anti-Doping workshop delivered as part of FAW Academy Education Implementation Program. Tutors to complete UKAD Clean Sport Advisor Course &amp; FAW Anti-Doping Education (Train the Trainer) workshop prior to delivering education.</p> <p>3. Deliver bespoke anti-doping education workshop</p>	<p>3. Reflection of previous violations &amp; prevention of any further anti-doping violations.</p>			
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			with individuals returning to football following an anti-doping sanction delivered by a certified UKAD Educator or UKAD course.				
Training monitoring & revalidation tracking.	<p>1. Develop an anti-doping training monitoring database.</p> <p>2. Track &amp; monitor anti-doping education delivered by other National Associations via Clubs to Welsh National Team/Age Group Players</p>	1. Developed by end of 2021.	<p>1. Database to be developed &amp; monitored annually to track Players &amp; Player support personnel who have /have not accessed the anti-doping educational programme &amp; when revalidation is required.</p> <p>2. Agreement with other National Associations to share names &amp; dates of Players &amp; Player support personnel accessing anti-doping education to assist with tracking &amp; monitoring database &amp; informing any gaps in the education provision for all Welsh Players at National/Age Group pathway. Avoids Risk of duplication of education.</p>	<p>1/2. Validation that all targeted Player &amp; Player Support personnel have accessed anti-doping education in the targeted timeframe &amp; are alerted when revalidation is due.</p> <p>Being able to identify any Player &amp; Player support personnel who have not completed anti-doping education. Avoidance of duplication of education where Players or Player support personal have received anti-doping education via another National Association/Club.</p>	Integrity Manager, International Department, Competitions Department, Head of Player Development & Head of coaching at Clubs.		
NOT STARTED			IN PROGRESS		COMPLETED		

The background of the image features a dense arrangement of soccer balls and Adidas product boxes. The entire scene is overlaid with a semi-transparent green filter. The soccer balls are white with black and green patterns, and the Adidas boxes are white with the brand's logo and text. The word "APPENDIX" is written in large, white, bold, serif capital letters across the center of the image.

# APPENDIX



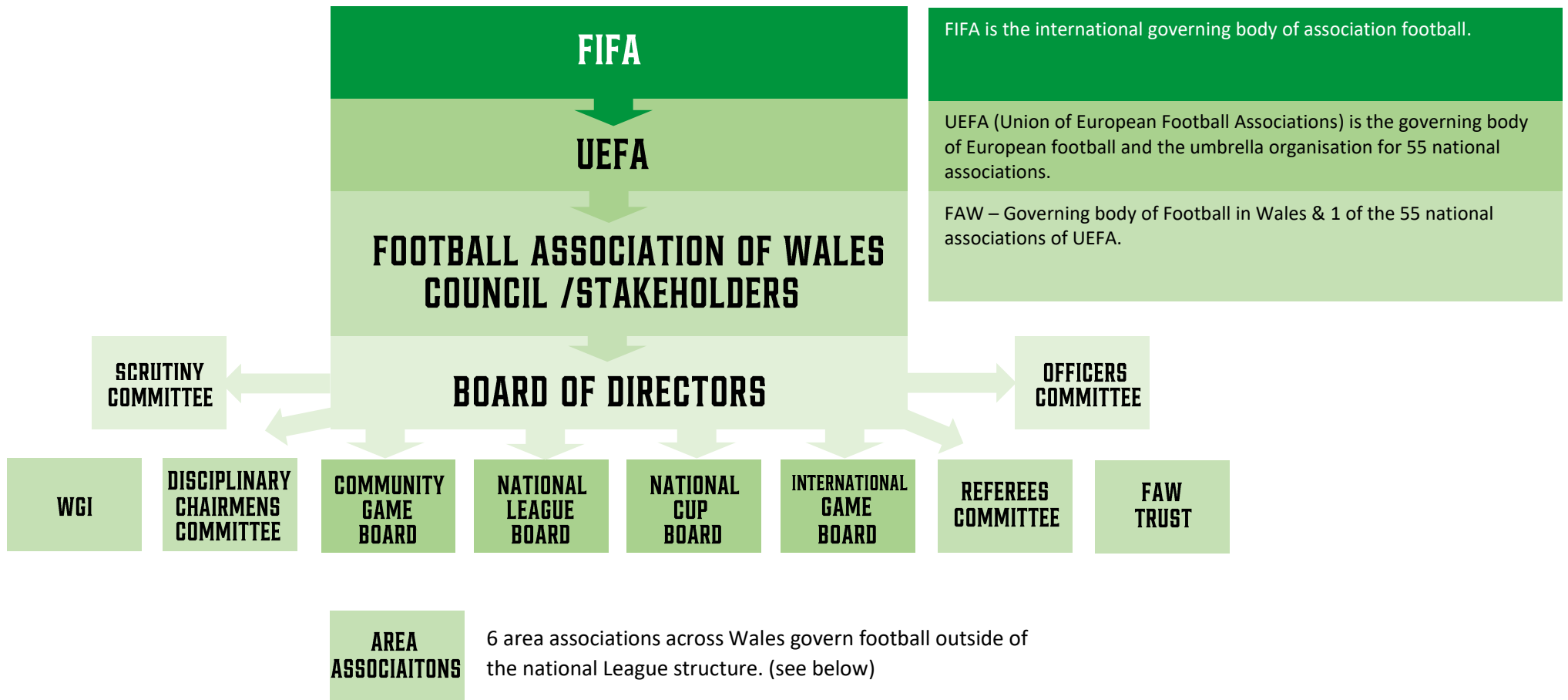
# APPENDIX

## RISK ANALYSIS

STRENGTHS	WEAKNESSES
Designated Anti-Doping lead at FAW.	Low numbers of designated staff & UKAD accredited educators.
Board commitment.	No current monitoring system to track the education of Players & Player Support Personelle.
Designated Anti-Doping lead on FAW Board.	No information sharing agreement in place with Clubs & other NGB's to track education of Players & Player Support Personelle operating outside of Wales.
Funding from UEFA for Anti-Doping.	Risk of duplication of education due to no monitoring system which could lead to over education and disengagement of Players & Player Support Personelle.
Anti-doping education is part of mandatory criteria in Club Licencing as part of FAW Academy Education Programme.	Lack of information sharing with football family on anti-doping.
Doping control & procedure part of matchday protocol in Cymru Leagues.	No current formal & mandatory education programme in place.
Testing is currently being carried out in Cymru Premier with UEFA competitions.	No current ongoing testing taking place in Wales (outside of Players participating in UEFA competitions) or any Players part of the National Testing pool.
Testing is currently being carried out with National Teams & National Youth Teams with UEFA/FIFA competitions.	Anti-doping education is not currently part of the mandatory requirements of Club Licencing or Club Accreditation.
	Anti-doping workshop for FAW Academy education programme is outdated.
OPPORTUNITIES	THREATS
New virtual environment for education.	Additional workload of Education programme on staff lead and Clubs.
New micro-site (Clwb Cymru) for Club support.	Large number of potential targets for education with limited capacity to deliver.
New education strategy & clear actions for education & awareness raising with Players & Player Support Personelle.	Majority of Elite Players in National Teams & National Youth Teams operating outside of Wales.
Add anti-doping to briefings as part of integrity workshop in line with major tournaments with National Team & National Youth Team.	Limited number of Professional Clubs & Players in top Leagues across Men & Women's game.
Integrate Anti-doping into Coach Cymru platform & Coach Education Programme.	Limited staff & resources at Clubs in Wales.
Use role models/ambassadors to support the awareness programme.	Financial pressures & additional pressures on Clubs, Players & Player Support Personelle following COVID 19.
Clear communication across football family through COMET system.	

# SPORTS SYSTEM & SIGNIFICANT PARTNERS

## FAW GOVERNANCE STRUCTURE



## SPORTING LANDSCAPE

The below diagrams outline the sporting landscape and performance pathways within the game in Wales.

### BOYS / MENS PATHWAY



The above diagram outlines our performance pathway for boys/mens football in Wales.

### GIRLS / WOMENS PATHWAY

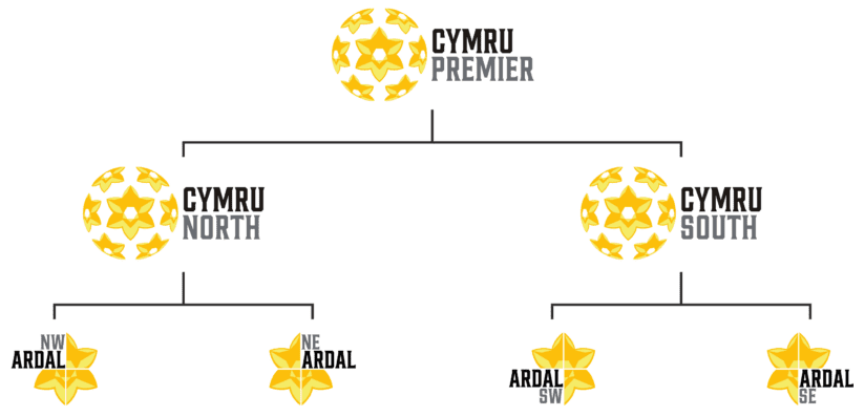


The above diagram outlines our performance pathway for girls/womens football in Wales.

NUMBER OF REGISTRATIONS	
National Team (pool)	850

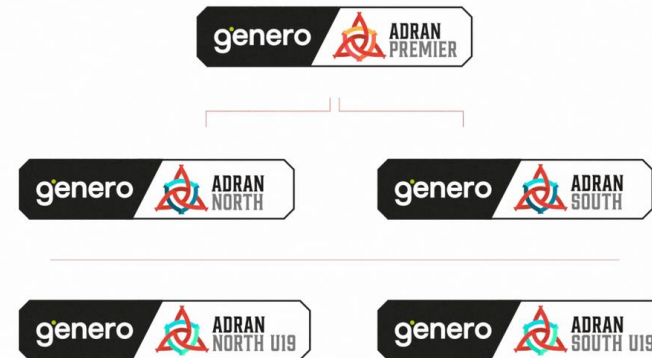
## NATIONAL LEAGUE STRUCTURE

### MENS



The above diagram outlines our National League structure for mens football in Wales in which is governed directly by the FAW.

### WOMENS



The above diagram outlines our National League structure for womens football in Wales in which is governed directly by the FAW.

NUMBER OF REGISTRATIONS	
Cymru Premier (Tier 1 Men's) - Under 16 age and above	916
Cymru North – (Tier 2 Mens) Under 16 age and above	1157
Cymru South - (Tier 2 Mens) Under 16 age and above	1257
Adran Premier – (Tier 1 Women's) Under 16 age and above	372
Adran North – (Tier 2 Women's) Under 16 age and above	280
Adran South – (Tier 2 Women's) Under 16 age and above	309

## IDENTIFICATION OF POTENTIAL TARGET GROUPS FOR EDUCATION

Below are the groups of individuals who are potential targets for education.

POTENTIAL TARGET GROUPS (NUMBER OF REGISTRATIONS)	
Players (91,249)	Safeguarding Officer (581)
Assistant Manager (650)	Security Officer (30)
Coach (7872)	Sports Therapist (29)
First Aider (2085)	Covid-19 Compliance Officer (67)
First Team Manager (566)	Accreditation Officer (315)
First Team Assistant Manager (180)	Assistant Secretary (124)
Team Helper (1891)	Chairperson (938)
Team Manager (1427)	Club Volunteer (245)
Academy Administrator (16)	COMET Champion (425)
Chartered Physiotherapist (11)	Commercial Officer (21)
Coaching Co-ordinator (123)	Committee Member (932)
Doctor (18)	Community Officer (124)
Finance officer (57)	Disability Access Officer (24)
Footie Huddle Co-ordinator (24)	Disciplinary Officer (7)
General manager (72)	Fixture Secretary (134)
Goalkeeper Coach (181)	Parent Liaison Officer (74)
Head of Coaching (19)	President (73)
Head of Youth (41)	Referees Officer (6)
Kit and equipment manager (75)	Secretary (1027)
Media Officer (104)	Steward (169)
Medical Officer (7)	Supporter Liaison Officer (26)
Volunteer Co-ordinator (143)	Treasurer (909)



## MONITORING & EVALUATION

Registers for all individuals participating in educational sessions and those accessing UKAD online courses will be collected and retained in the FAW anti-doping education database. This is essential to assess individuals who have not yet accessed the education programme and when revalidation is required.

The FAW Anti-Doping Education Strategy & Implementation Plan will be monitored by the FAW Integrity Manager and FAW Board Anti-doping Lead and progress will be tracked using the RAG & progress sections of the above implementation Plan. Changes to the Implementation Plan will be made as required and a report will be provided to the FAW CEO & Board annually.

The FAW will provide monitoring information to UKAD or other key stakeholders upon request.

# FAW CLEAN SPORT CURRICULUM

UNIT	TOPIC	NAME	GRASSROOTS CLUBS	FAW ACADEMIES /REGIONAL SQUADS	CYMRU PREMIER & ADRAN PREMIER CLUBS	PROFESSIONAL CLUB ACADEMIES	NATIONAL TEAM & NATIONAL YOUTH TEAMS
Unit One: Global and National Anti-Doping Governance	1	Global and National Anti-Doping Governance	1	1	2	3	3
Unit Two: Good Practice in Anti-Doping	2	Principles of 100% me	3	3	3	3	3
		The Prohibited List (The List)	1	2	3	3	3
		Checking Medications	1	3	3	3	3
		Therapeutic Use Exemptions (TUEs)	1	2	3	3	3
		Food First/Supplements	3	3	3	3	3
		Report Doping in Sport	3	3	3	3	3

## KEY (FOR PLAYERS & PLAYER SUPPORT PERSONELLE)

1 – The individual is aware of...

2 – The individual understands...

3 – The individual will be able to apply these principles in everyday life...

Unit Three: Preparation and Procedures for Testing Athletes	3	Testing Procedures for Blood and Urine	-	3	3	3	3
		Testing Pools	-	2	3	3	3
		Whereabouts Requirements	-	2	3	3	3
		Anti-Doping Administration and Management System (ADAMS)	-	2	3	3	3
		Athlete Biological Passport (ABP)*	-	1	3	3	3
Unit Four: ADRVs and the Consequences of Doping	4	Results Management Process	-	1	3	3	3
		Anti-Doping Rule Violations (ADRVs)	1	3	3	3	3
		Consequences of doping	1	3	3	3	3
Unit Five: Societal Factors	5	Image and Performancing Enhancing Drugs (IPEDs)/ Intravenous (IV) Infusion	2	3	3	3	3
		Psychoactive Drugs	2	3	3	3	3

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