Introduction & Background

➢ New requirements for anti-doping organisations, education mandatory
➢ Other prevention strategies are expensive and have proved not to be effective enough (testing)
➢ Existing need of anti-doping education
➢ Protecting clean athletes
Objectives

➢ Utilise theoretical frameworks as well as the results from recent social science research and evaluate the applicability of these from the IFF’s perspective
➢ Utilise the different WADA guidelines and follow the requirements of the World Anti-Doping Code
➢ Take other prevention strategies such as testing in floorball into consideration and evaluate the risk of doping in the sport
➢ Gather and analyse the opinions from the athletes who are the main target group
➢ Develop the IFF anti-doping education programme based on the above-mentioned data and input
Process Model

Social science research & Theoretical frameworks

World Anti-Doping Code requirements & WADA Guidelines

IFF Anti-Doping Education Programme

Prevention through testing & History of doping in floorball

Input from the main target group (athletes)
Anti-Doping research & theories

Sport Drug Control Model

- Individual demographic
  - Athlete
  - Type
  - Nation
- High benefit appraisal
- Low threat appraisal
- High use of legal supplements and technologies
- Low legitimacy
- Not personal moral issue
- Low efficacy/perceived behavioural control factors
- Easily accessible online
- Likely performance enhancement drug use
- Cheap

Reference Groups: pro performance enhancement drugs
Society: Sport as business
Personality: High fear of failure
Participatory Education Planning

➢ Involving the athletes in the process

➢ Aims with this approach:
  ➢ to collect valuable input
  ➢ to get the buy-in from the athletes
Mixed Methods

➢ Quantitative approach appropriate method to explore the perceptions of a quite large group of athletes (314 players)

➢ Qualitative method was best suitable for gathering deeper information from a small predefined group, such as the nine IFF athletes’ commission members
Data Collection

➢ Survey
  ➢ World Floorball Championships players

➢ Focus group interview
  ➢ IFF Athletes’ Commission members
Conclusions, general

➢ Anti-doping information and education is important and needed in floorball

➢ The risk of doping in floorball is still low, but the IFF shall stay alert to the fact that the sport is growing and might include more business-like thinking in the future

➢ Collaboration and partnerships with the national anti-doping organisations and the IFF member associations is essential
Conclusions, general

➢ The national anti-doping organisations in cooperation with the IFF member associations, should be the primary source for delivering anti-doping education

➢ The IFF shall concentrate its own education sessions on delivering face to face education during the IFF Events

➢ These sessions should primary be organised for the U19 teams and teams who have not received prior education nationally
Conclusions, goals

➢ The short-term goal should be that all athletes entering the major U19 Events would have received anti-doping education.

➢ The long-term goal should be that all athletes and their entourage entering the major IFF events would have received anti-doping education.
Conclusions, target groups

➢ The education should be targeted towards youth players, so the under 19 age category should be the IFF’s main target group.

➢ New countries/teams should be targeted and countries without close cooperation with the national anti-doping organisation.

➢ The athletes’ entourage such as the team managers, coaches, team doctors and other team staff should also receive anti-doping education and information.

➢ Anti-doping awareness campaigns should be directed towards a wide audience such as athletes, fans, spectators and media.
Conclusions, content & channels

➢ Addressing the range of topics, including a variety of anti-doping topics, but also other more values-based topics related to fair play, the spirit of sport and/or for example nutrition, should be emphasised.

➢ It is also essential for the athletes to understand that there can be both health and social consequences when using doping.

➢ Education should at least include information about the Prohibited List, about the risks associated with using nutrition supplements, testing, therapeutic use exemptions, sanctions, the athletes’ rights and athletes’ responsibilities.
# Education Programme U19

<table>
<thead>
<tr>
<th>Target group</th>
<th>Goal</th>
<th>Activity</th>
<th>Responsible organisation</th>
<th>Time</th>
<th>Priority</th>
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<tbody>
<tr>
<td>U19 teams entering IFF <em>WFCs</em></td>
<td>Floorball players shall understand the consequences of doping and the importance of staying clean</td>
<td>IFF to be in contact with the <strong>MAs and/or</strong> **NADOs to make sure that all teams entering the Events have completed anti-doping education sessions</td>
<td>IFF responsible for initiating the cooperation between the MAs and NADOs</td>
<td>Initial contact latest six months prior to the IFF Event</td>
<td>Highest priority</td>
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<tr>
<td>All U19 players participating in the IFF Events should be educated in a wide range of anti-doping topics such as: prohibited substances and nutritional supplements, the athletes’ right and responsibilities as well as testing and therapeutic use exemptions</td>
<td>IFF to develop interactive anti-doping seminars for those teams who have not completed a national anti-doping session prior to the IFF Event</td>
<td>MAs to run or book an anti-doping session nationally and organise a session for those teams who have not received anti-doping education</td>
<td>IFF education session during Event</td>
<td>Starting immediately</td>
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<td>IFF to include anti-doping topics at the captains’ meetings</td>
<td>IFF to oversee that all teams have completed a session</td>
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<td>Peer-led teaching should be a priority for the U19 players</td>
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