



## EAA Anti-Doping Education Survey

### Introduction

Education is often cited as being as important a weapon in the fight against doping in sport as doping control tests and sanctions. Athletics has long been a leader in the latter two areas and at its December 2004 meeting the EAA Anti-Doping Working Group agreed that the EAA should try to learn more about the anti-doping education activities of its 49 Member Federations.

In response to a request from Hansjörg Wirz, the EAA President and the Chairman of the Anti-Doping Working Group, the EAA office designed and conducted a survey in 2005-06. The aims of survey were to:

- Document the current anti-doping education activities of the EAA's Member Federations (including resources and support from partners);
- Identify those federations that require support from the EAA and the types of support required;
- Collect examples of best practice;
- Establish contacts for future research in this area;
- Create a "good news" story showing the EAA to be taking positive and effective action in the fight against doping.

For the purpose of the survey "anti-doping education activity" was defined as any measure to disseminate information or material on the topic of doping or doping control.

The company International Doping Test & Management agreed to support the project with partial funding, input to the development of the survey and general advice. In return for its contributions, IDTM will receive access to the data collected and be publicly identified as supporting the project.

A preliminary report was made to the EAA Anti-Doping Working Group meeting in December 2005 and the same report was copied to the EAA Development Committee.

This final report gives an overview of how the survey was conducted, 30 key findings and comments on selected findings. The data from areas covered below and the other questions are in the database and can be accessed for additional analysis when required.

## **Procedure**

The survey design was based on the collection of data through structured telephone interviews with the person identified by each federation as being responsible for its anti-doping activities. The contact details of these individuals have been retained for the purpose of gathering additional information in the future.

The use of telephone interviews was selected instead of paper or web questionnaires because:

- The response rate to paper or web questionnaires is generally low;
- The quality of the data from paper or web questionnaires is affected by the fact that the person who completes the questionnaire is not necessarily the appropriate person to provide the required information;
- Interviews provide the opportunity to focus on qualitative aspects that arise in the course of the discussion.

The interview structure was designed by the EAA office with input from the President in August-September of 2005.

An EAA Circular Letter announcing the project and requesting contact details for the responsible person in each federation was sent on 29 September 2005. A reminder email was sent by the EAA Director General after seven weeks (on 17 November 2005) to those federations that did not respond to the circular letter. A final reminder was emailed by the Director General to those federations that had still not responded on 24 February 2006.

The survey interviews were carried out between October 2005 and April 2006.

## **Response**

A total of 42 federations responded to the email announcement or reminders, although the contact data provided by 4 federations proved difficult to follow up. Interviews were eventually conducted with 38 federations (77% of the EAA membership).

Although this is the final report for the project, efforts will continue to collect the data from the other federations so that the documentation can be completed.

## **Selected Findings**

Note: the percentages given below are based on the number of federations that participated in the survey.

## Federation Work in Anti-Doping Education

1. 18 federations (47%) reported that they devote staff or volunteer time to anti-doping education activities. Of these, 4 said that their anti-doping education activities were delivered solely by the federation and the other 14 (36%) said that they worked together with a national partner (such as a national anti-doping agency, national Olympic committee or governmental agency).
2. 19 federations (50%) reported that they did not devote staff or volunteer time to anti-doping education activities but that these activities were delivered for athletics by a national partner.
3. 1 federation reported that it did not devote staff or volunteer time to anti-doping education activities and that no national partner did either.

Comment: It was expected that most federations would work with national partners for anti-doping education measures and the data shows that in fact 33 (87%) do so. It is of interest that even though half of the responding federations rely totally on their partners, nearly the same number makes some efforts of their own in this area. Even if we assume that anti-doping education activities are not available in the countries whose federations are not included in the survey results, athletes in a majority of EAA member countries have at least a theoretical access to this type of measure.

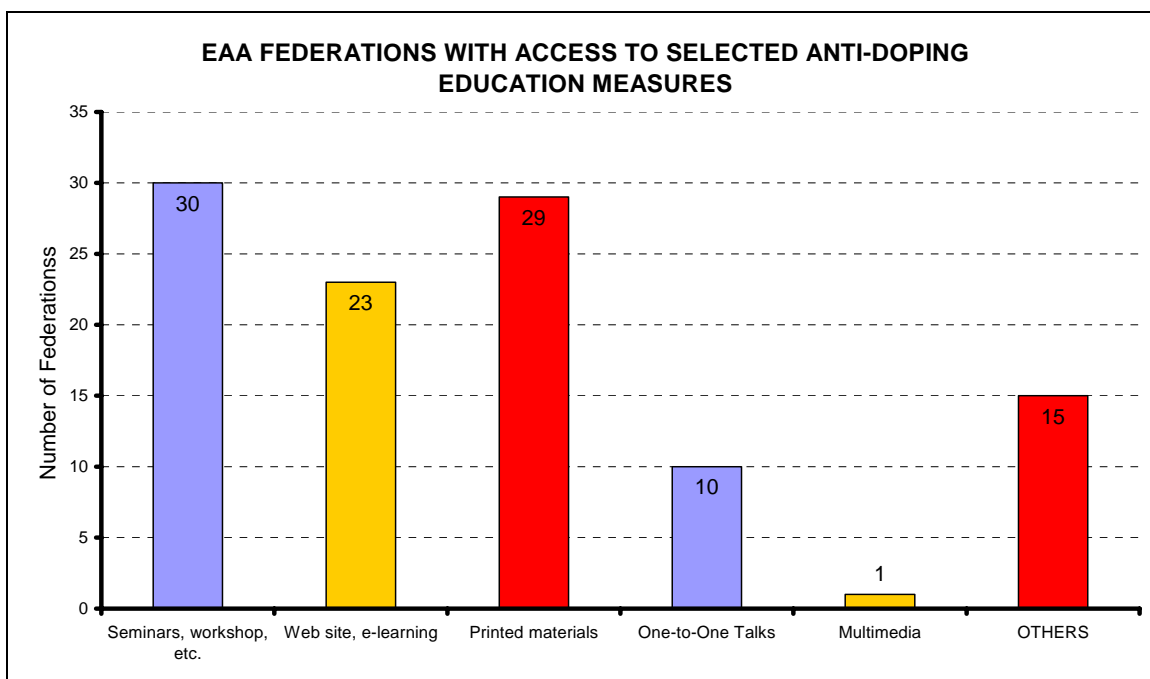
## Anti-Doping Education Budget

4. 6 federations (15%) reported a specific budget for anti-doping education. The average of the budgets identified was approximately € 16,000 p.a. with the largest being € 30,000. Another 9 federations (24%) indicated that a budget for these activities was included in other budget lines but could not be separated.
5. Of the 4 federations that said they devoted staff and volunteer time to anti-doping education activities and did not have a partner, 2 could identify a specific budget (in one case € 30,000 and the other € 1,000).
6. 2 federations (5%) reported that they conduct their anti-doping education activities with a zero budget.
7. None of the 19 federations that said they rely on national partners for anti-doping education activities reported a budget figure for these activities.

Comment: Unfortunately, the budget data is very limited. Analysis of the available figures shows that federation budgets for anti-doping education measures tend to be relatively small. However, the budgets of the partners, data of which was not collected in this survey, must also be considered.

## Types of Anti-Doping Education Activities

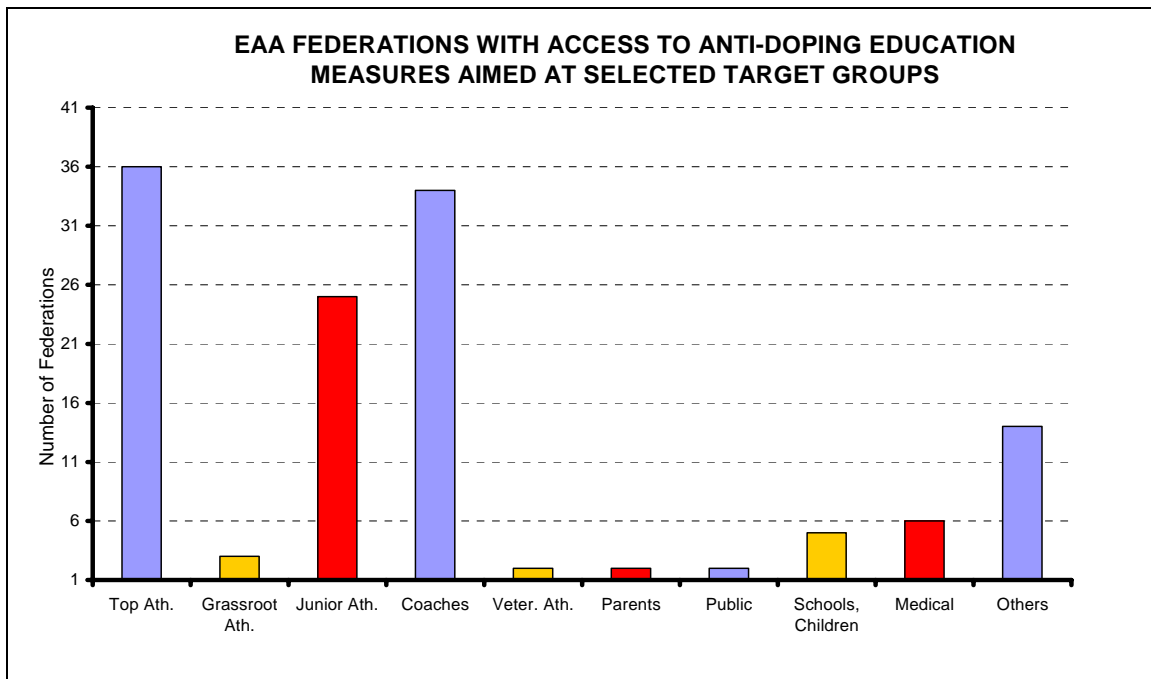
8. 28 federations (74%) reported that printed anti-doping materials are available for athletics in their country. One of these said that the federation produced the printed material, the remainder said they get their materials from partners.
9. 27 federations (72%) reported that lectures, seminars, workshops and group meetings of which at least part of the agenda covered anti-doping topics took place in 2004-2005.
10. 20 federations (52%) reported that anti-doping information was available on the website of the federation and/or the national partner.
11. 10 federations (26%) reported that one-on-one talks between a representative of the federation (leader, staff, volunteers) and athletes on the topic of anti-doping had taken place in 2004-2005.
12. 1 federation reported that a video/DVD of anti-doping material was available.
13. Additional anti-doping activities reported by the federations include outreach activities at athletics events, the publication of articles and anti-doping hotlines.



Comment: Those measures included in the column "Seminars, workshops, etc." were, in all but 3 cases, more general activities (such as meetings for teams about to travel to international events) that included discussion of anti-doping topics.

## Target Groups for Anti-Doping Education Activities

14. 36 federations (94%) reported that the available anti-doping education activities targeted top athletes.
15. 34 federations (89%) reported that the available anti-doping education activities targeted coaches.
16. 25 federations (65%) reported that the available anti-doping education activities targeted junior athletes.
17. Additional groups are shown in the graph below.
18. Groups not specified in the interview but mentioned by one or more federations were officials/judges (1), managers (3), event organisers (1), clubs (7) and regional associations (2).



Comment: It was expected that the main target of anti-doping education measures would be elite athletes and their coaches and the data seems to confirm this. By definition, the number of people reached by these measures will be small, which is consistent with the tendency towards small budgets mentioned above. From the way the questions were asked it is not possible to say if the 25 federations that reported they target junior athletes are doing so for all junior athletes or only elite/selected junior athletes.

19. Although the interview included a question about how many in each group were reached by the various measures in 2004-2005, only a very few of the survey participants were prepared to give any information along this line.

Comment: The results could be interpreted to mean the information is collected by someone else (in the case of measures delivered by partners) and not shared or else it is not collected at all, which is the more likely explanation. In either case the data is not available to the federations or European Athletics for planning future measures or for corporate communications purposes.

#### Topics of Anti-Doping Education Measures

20. 37 federations (97%) reported that the available anti-doping education activities covered doping control procedures.
21. 36 federations (94%) reported that the available anti-doping education activities covered the banned substances list.
22. 37 federations (97%) reported that the available anti-doping education activities covered health aspects related to doping.
23. 21 federations (55%) reported that the available anti-doping education activities covered the issues of fairness and integrity.
24. Topics not specified in the interview but mentioned by one or more federations were "nutrition" and "Therapeutic Use Exemptions".

Comment: The results for the first three topic areas listed are much as was expected. However, it is somewhat surprising that the fourth topic area, fairness and integrity, is not covered in 45% of the countries participating in the survey. If we assume that there are no anti-doping education activities available for athletics in the countries that did not participate in the survey, it means that in more than half countries of Europe sport and athletics are not making an effort to put forward a clear position to athletes on the ethics related to doping.

#### Future Plans for Anti-Doping Education Activities

25. 21 federations (55%) reported that they had plans to develop anti-doping education activities in the coming years.

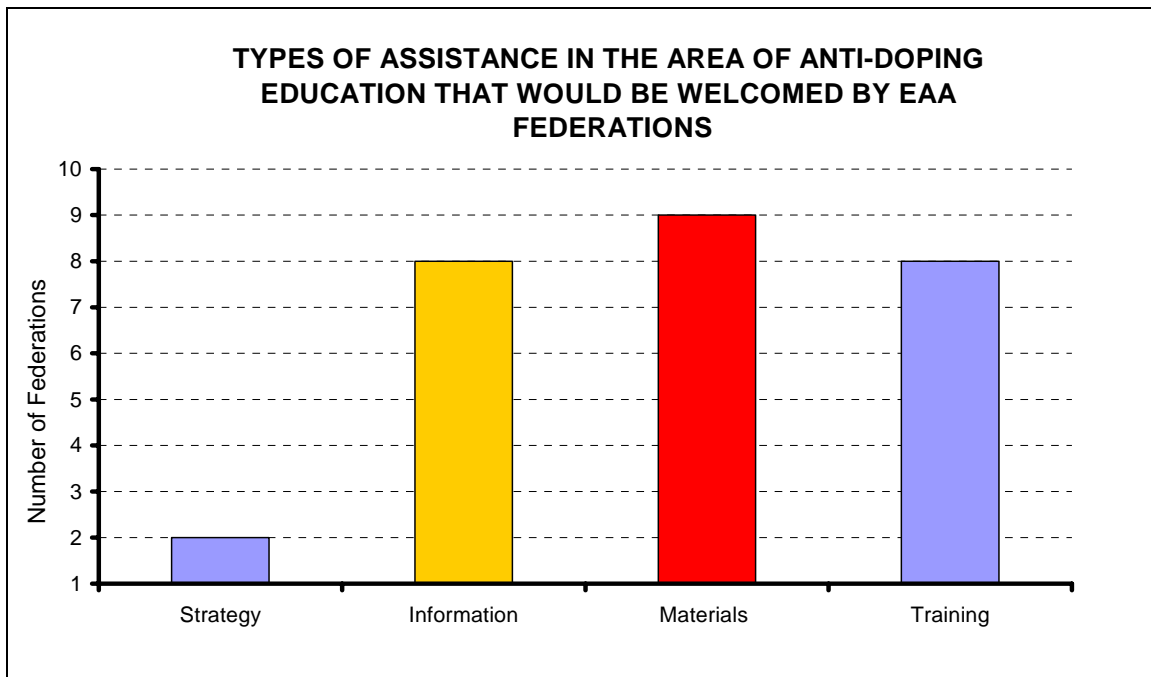
Comment: If we compare this result to the data on staff and/or volunteer time currently devoted to anti-doping education activities we could conclude that the tendency is that more federations want to become involved in these activities.

26. 14 federations (36%) reported that they had plans to produce anti-doping education materials in the future.

Comment: Comparison of this result to the finding that currently only 1 federation produces its own anti-doping education materials tends to confirm the tendency identified in point 25.

## Assistance Required

27. 30 federations (78%) reported that they would need assistance from the EAA to improve their anti-doping education activities in the future.
28. The types of assistance that would be welcomed are shown in the graph below.
29. 24 federations (62%) reported that they would be interested in being contacted by IDTM with regard to the development of anti-doping education activities.



30. In addition the options shown in the graph above, 5 federations suggested a conference or workshop to share information on anti-doping education activities and one federation said it would welcome financial assistance.

## **Summary and Conclusion**

In describing the picture of anti-doping education in athletics, it would be fair to say that athletes in a majority of EAA member countries do have at least a theoretical access to some sort of measure in this area. These measures tend to be aimed at elite athletes and their coaches; the focus of the measures tend to be doping control procedures, the banned substances list and health aspects; and the federations tend to rely either partially or wholly on national partners for delivery, especially for printed materials.

However, the findings that it was nearly impossible to get even an estimate of how many athletes or other target groups were touched by anti-doping

education measures and the relatively small federation budgets in this area (where budgets can be identified at all) suggest that these measures have not been a high priority for federations in the recent past. With this said, the fact that more than half the federations surveyed are planning to develop their anti-doping activities in the future and the high level of interest in assistance from both the EAA and or IDTM suggests that the situation may be changing.

The findings that there is a relatively narrow focus, in terms of target groups and topics covered, suggest that federations and their partners have not been prepared to make significant efforts to educate more than the current elite element of athletics or play a part in the education of society as a whole on anti-doping matters. It is notable that the ethical dimension of this issue is probably not addressed by anti-doping education in the majority of EAA member countries. If we take the view that doping is a problem of all sport and even society as a whole, the situation could be viewed as an opportunity for athletics to develop its image by going beyond testing and sanctions and providing real and visible leadership in the area of education.

By collecting data on the anti-doping education measures currently available to athletics in the 49 member countries of the EAA, this survey represents a step towards realising this opportunity.

### **Acknowledgements**

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I also thank Manuel Sillero Quintana, Ph.D from the University of Madrid, who constructed the database and provided general advice on the project.

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Bill Glad – 15.06.2006