

Paddle CLEAN

Anti-Doping Education Strategy 2022-26

ENGAGE - INFORM - EMPOWER



Introduction

British Canoeing, the Canoe Association of Northern Ireland, the Scottish Canoe Association and Canoe Wales committed to promoting and supporting clean 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 the National Associations are committed to playing their part in ensuring that the paddling community provides an environment that supports fair play and clean sport, which can be nourished by a clear and comprehensive education and information strategy.

The National Associations are working in accordance with the National Anti-Doping Policy (NADP) rules which are the UK's interpretation and application of the WADA code. The basic principle of which is to preserve the spirit of sport and protect the right of all paddlers to compete in doping-free sport.

As part of the code, the National Associations are committed to supporting and providing anti-doping education to paddlers and support personnel, at a variety of levels to ensure all paddlers remain current with anti-doping information and can make informed choices.

To ensure the National Associations support the philosophy of clean 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 prevent doping and firmly integrate this into a paddler'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:



Sitting alongside this collective Education Strategy are individual National Association implementation plans.

Collaboration & Driving Change

The National Associations recognise 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 Education Strategy and annual implementation plans. The 'Anti-Doping Working Group' will bring together representatives with expertise from across the National Associations 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 and shall consist of:

Anti Doping Working Group

- British Canoeing Anti-Doping Board Lead (Chair)
- CANI Anti-Doping Board Lead
- SCA Anti-Doping Board Lead
- Canoe Wales Anti-Doping Board Lead
- British Canoeing Anti-Doping Lead Officer
- British Canoeing Chief Medical Officer
- CANI Anti-Doping Lead Officer
- SCA Anti-Doping Lead Officer
- Canoe Wales Anti-Doping Lead Officer
- UKAD Education Partnership Officer

British Canoeing Operational Group

- British Canoeing Anti-Doping Lead Officer (Chair)
- British Canoeing Chief Medical Officer
- British Canoeing Head of Governance and Compliance
- British Canoeing Head of Performance Operations
- British Canoeing Head of Performance Science
- British Canoeing Head of Coaching and Qualifications
- British Canoeing Head of Talent
- British Canoeing Athlete Representative

National Associations to develop groups if desired.

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1. Raise awareness of clean sport and doping free behaviour to the competition paddling community.
2. Engage paddlers and support personnel across the competition pathway providing appropriate level information and understanding in order to create a culture of clean sport and avoid inadvertent doping.
3. Provide a range of targeted educational programmes to talent/development programme, national team and world class programme athletes and support personnel to provide them with the information, tools and understanding in order to compete clean.
4. Raise awareness of the British Canoeing's Paddle Clean education programme and effectively deliver key messages through a range of communication channels.

Risk Analysis

Strengths

- Consistent sport wide approach across the UK, with clarity of roles and responsibilities across the pathway.
- Strong culture of clean sport in the sport in the UK.
- Existing education programme and history of education of athletes and support personnel.
- Positive messaging from a cohort of athletes within education settings.

Weaknesses

- Resource, financial and personnel, to deliver the strategy.
- Breadth of entry points into the sport e.g. schools, universities, clubs, independent paddling, direct into national team.
- Breadth of the sport with multi disciplines to support and resource each with their different structures.
- Cross over between recreational and competitive paddlers.

Opportunities

- Collaboration and sharing of resources between National Associations.
- Collaboration using online delivery for cross nation workshops.
- Use the digital landscape to raise the profile of clean sport through the pathway.
- Use our athletes as ambassadors to promote clean sport.

Threats

- Complacency of athletes and support personnel who have been in the system for a prolonged period.
- Lack of workforce to deliver required education programmes.
- Availability of supplements not on informed sport.
- Unregulated industry with false promotions and increased media around body image and generic gym supplement use.
- The funding system around Olympic and Paralympic sport potentially adding pressure for performance on individuals.
- Known doping in Sprint Canoeing in other nations. Coaches or support personnel coming into the UK system from a different anti-doping culture.

Sport Systems & Significant Partners

Governance Structure

British Canoeing is the National Governing Body (NGB) for paddling in England and has a number of UK wide directives. The Canoe Association of Northern Ireland (CANI), the Scottish Canoe Association (SCA) and Canoe Wales (CW) are the respective member bodies for paddling in Northern Ireland, Scotland and Wales.

British Canoeing is the member body of the International Canoe Federation, European Canoe Association and International Rafting Federation. At a UK level British Canoeing has responsibility for setting strategy and framework for international teams, anti-doping, coaching and competition.

British Canoeing adopts the UKAD Rules with a small number of amendments and supplemental provisions as detailed in the British Canoeing Anti-Doping Rules. CANI, the SCA and CW operate under the British Canoeing Anti-Doping Rules.

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 Slalom
- Canoe Sprint
- Wildwater Racing
- Stand Up Paddling

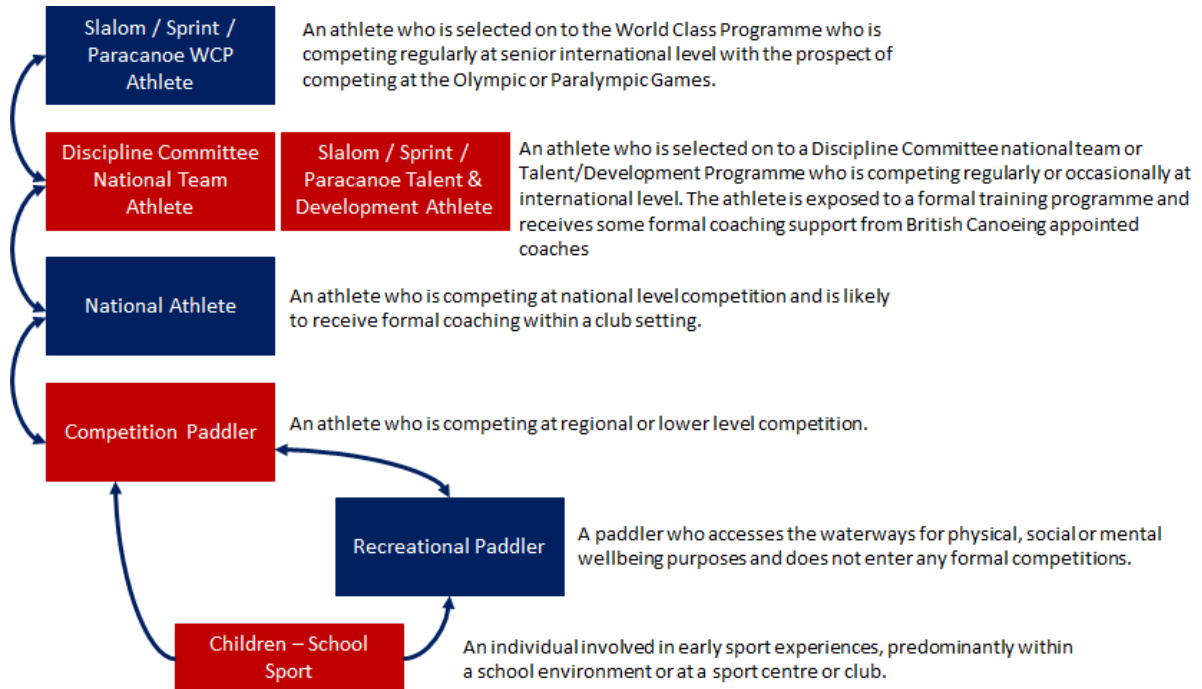
Whilst Canoe Sailing is a recognised discipline by the ICF and the National Associations, the National Associations have limited engagement with the sport administrators and participants. As such participants can engage through central digital resources but proactive education will not be undertaken, unless specifically requested.

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.

British Canoeing is also the member body of the World Surf Kayak Association for Surf Kayak in England, with CANI, the SCA and CW the respective member bodies for Northern Ireland, Scotland and Wales.

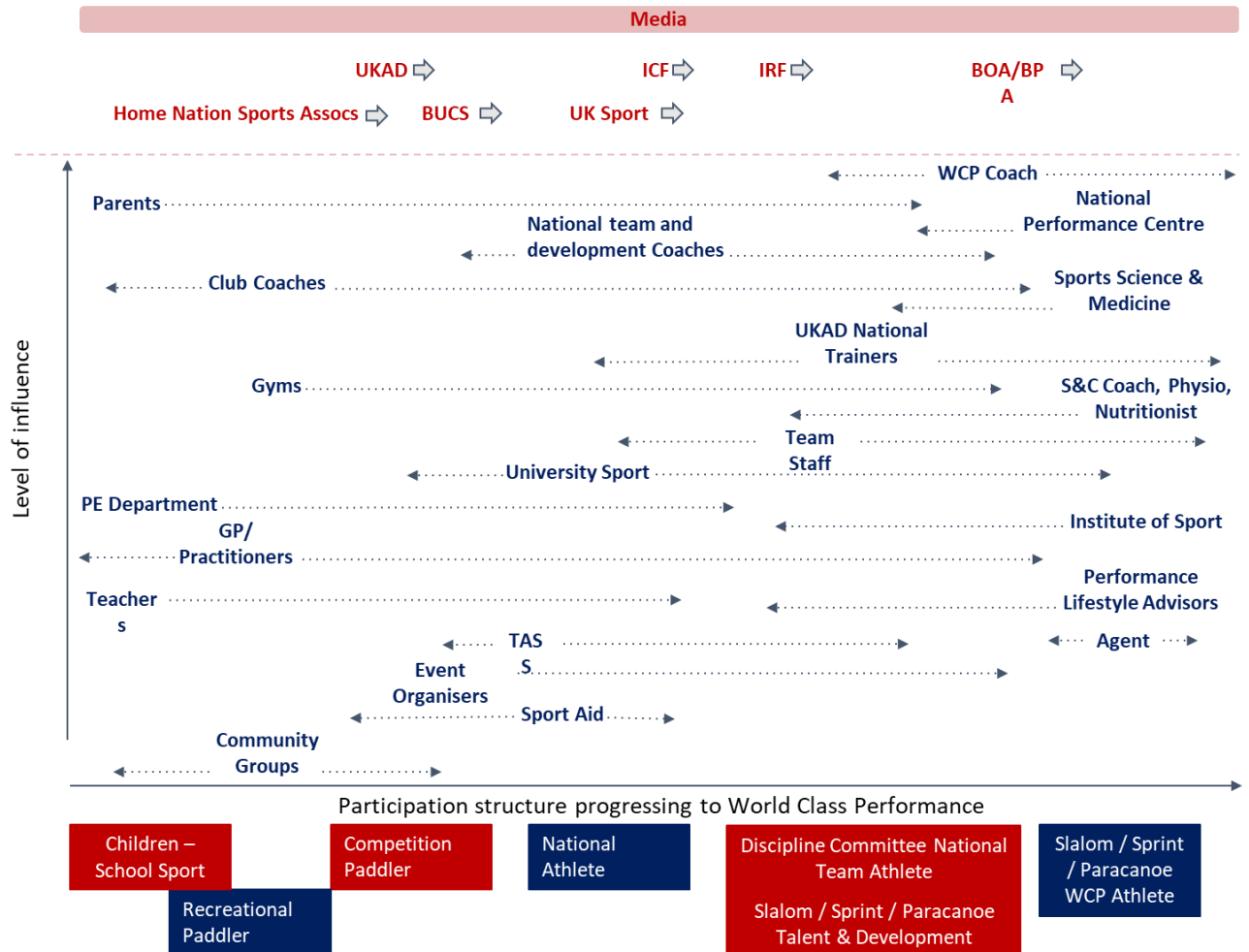
Participation Structure

Paddlesport encompasses a broad range of paddlers from recreational paddlers enjoying the sport for exercise and mental health benefits and being in the natural environment through to competition paddlers competing at the elite end of the sport.



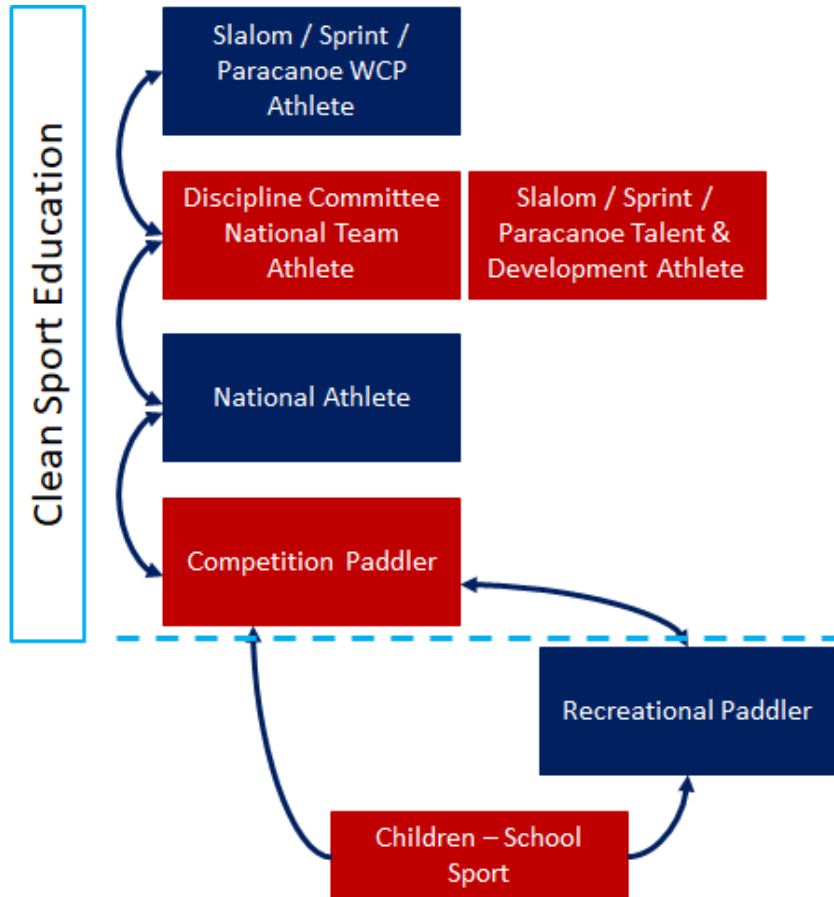
Sport Systems

The below identifies the sporting landscape within which canoeing athletes and the National Associations operate. Through engagement with key influencers and partners, the culture of clean sport can be strengthened. This strategy principally focuses on the pathway from talent and national level athletes through to National Teams and Olympic/Paralympic programme athletes and support personnel.



Target Groups

Paddling has its own unique pathway with a differentiation between competition and recreational paddlers. Education will be delivered to all athletes, coaches and ASP on the competition pathway.



Targeted education will be delivered to athletes, coaches and ASP in the top two tiers of the pathway - World Class Programme, Discipline Committee National Team and Talent/Development programmes. Parents of paddlers on the Talent/Development programmes will also have the opportunity to access education.

Athletes selected for ICF and/or UKAD testing pools will receive bespoke training on the requirements and ADAMS system.

Athletes and ASP selected on the Olympic and Paralympic Games long list will be required to complete Clean Games education.

Education (delivered by British Canoeing) will be mandatory for athletes returning from a sanction, regardless of the level within which they compete.

Competition paddlers and national level athletes will be able to access open education and outreach sessions, in addition to clean sport messaging provided through media/communications channels.

Recreational paddlers are deemed to engage in the sport for reasons not associated with competition and as such will not receive clean sport education. Anyone following the National

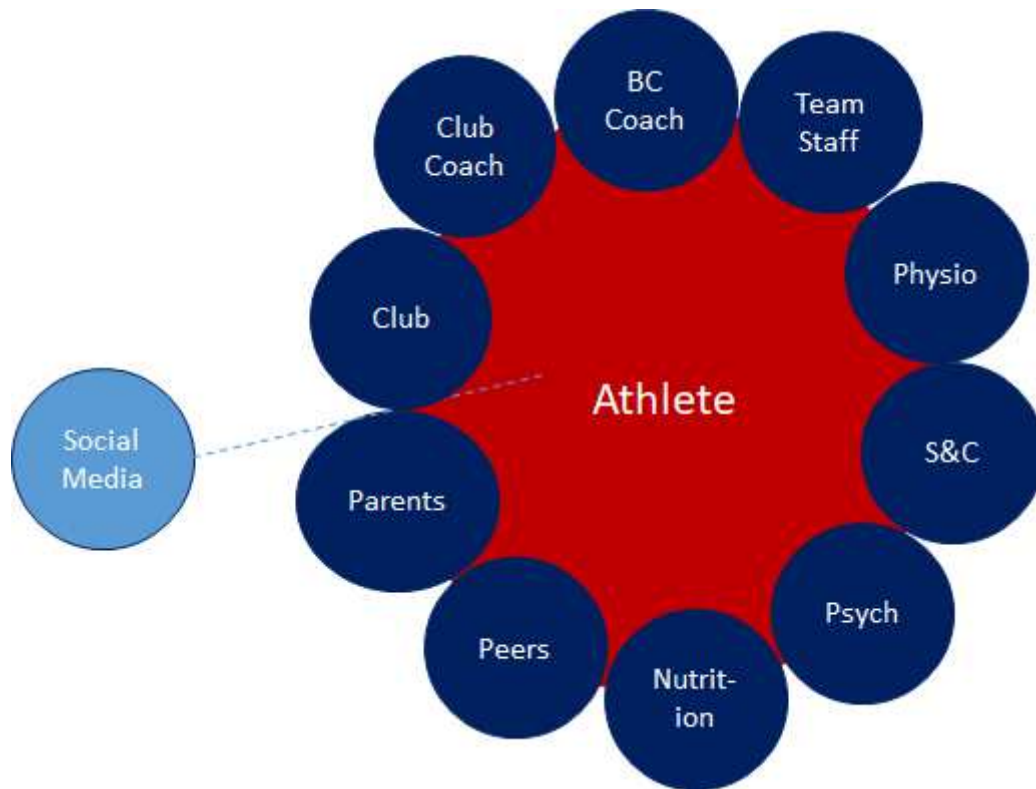
Association social media channels will be able to engage through this route, and likewise through the NGB websites.

National Associations have minimal delivery and engagement with school activities. Any enquiries will be signposted and the Get Set Network resources promoted.

| Stage | Participation Numbers |
|------------------------------------|--|
| World Class Programme | 60 |
| Discipline Committee National Team | Total across all disciplines 215 <ul style="list-style-type: none"> ● Marathon 30 ● Freestyle 30 ● WWR 25 ● Rafting 30 ● Polo 80 ● Ocean Racing 20 |
| Talent / Development Athletes | Total across UK programmes 160 <ul style="list-style-type: none"> ● BC 80 ● SCA 40 ● CW 30 ● CANI 10 |
| National Athletes | Total across all disciplines 3800 <ul style="list-style-type: none"> ● Slalom 500 (Div 1-3) ● Sprint 750 (National Regattas) ● Marathon 1500 (Haslers) ● Freestyle 80 (National Champs) ● WWR 25 (National Champs) ● Rafting 50 (National Champs) ● Polo 900 (National Leagues) |
| Competition Paddlers | Total across all disciplines 3800 <ul style="list-style-type: none"> ● Slalom 200 ● Sprint 200 ● Marathon 500 ● Freestyle 50 ● WWR 25 ● Rafting 0 ● Polo 250 |
| Recreational Paddlers | Individual and Club Membership of the National Associations <ul style="list-style-type: none"> ● BC 115,000 ● SCA 7,300 ● CW 4,000 ● CANI 1,200 Based on broader participation surveys it is estimated that |
| Children - School Sport | Unknown |

Core Influencers

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



UKAD Clean Sport Curriculum: Identifying what an athlete needs to know

| Unit | Competition Paddler | National Athlete | Nat Team / Talent & Development | World Class Programme |
|---|---------------------|------------------|---------------------------------|-----------------------|
| Principles and values associated with clean sport | Awareness | Awareness | Understanding | Understanding |
| Athletes', ASP and other groups' rights and responsibilities under the Code | | Awareness | Understanding | Understanding |
| The principle of Strict Liability | Awareness | Awareness | Application | Application |
| Consequences of doping | Awareness | Awareness | Understanding | Application |
| Anti-doping rule violations | | | Understanding | Application |
| Substances and Methods on the Prohibited List | | | Application | Application |
| Risks of supplement use | Awareness | Awareness | Application | Application |
| Use of medications and Therapeutic Use | Awareness | Awareness | Application | Application |
| Testing procedures, including urine, blood and the Athlete Biological Passport | Awareness | Awareness | Understanding | Application |
| Requirements of the Registered Testing Pool, including whereabouts and the use of ADAMS | | | Awareness | Understanding* |
| Speaking up to share concerns about doping | Awareness | Awareness | Application | Application |
| <i>Optional Topics:</i> | | | | |
| <i>Substances of Abuse</i> | | Understanding | Understanding | Understanding |
| <i>Image Performance Enhancing Drugs</i> | | Understanding | Understanding | |
| <i>Support Channels</i> | | | | |

Understanding* - Athletes should have an understanding that testing pools exist. Once selected for a testing pool athletes should be educated to understand the application of this.

Education Programme & Activities

The National Associations will undertake a variety of educational activities:

- **Values-Based Education:** Delivering activities that emphasise the development of an individual's personal values and principles. It builds the learner's capacity to make decisions to behave ethically
- **Awareness Raising:** Highlighting topics and issues related to clean sport
- **Information Provision:** Making available accurate, up-to-date content related to clean sport
- **Anti-Doping Education:** Delivering training on anti-doping topics to build competencies in clean sport behaviours and make informed decisions

| Education Delivery Method | Competition Paddler | National Athlete | Nat Team / Talent & Development | World Class Programme |
|---|---------------------|------------------|---------------------------------|-----------------------|
| Athletes, Coaches, ASP & Parents | | | | |
| Website | x | x | x | x |
| Social Media | x | x | x | x |
| Clean Sport Week Engagement | x | x | x | x |
| Membership newsletters | x | x | x | x |
| Discipline Committee Yearbooks | | x | x | x |
| Outreach work at national events (British Championships or GB Selection events) | | x | x | x |
| Athletes Only | | | | |
| Annual athlete introduction letter including TUE information | | | x | x |
| Annual prohibited list factsheet | | | Nat Team only | x |
| Issued Code and associated International Standards change information | | | Nat Team only | x |
| Parent introduction letter & resource | | | x | x |
| WADA Adel Online Athlete Education* | | | International competitors* | * |
| UKAD Athlete Online Course | | x** | Nat Team only | x |

| | | | | |
|--|---|---|-----------------------------|---|
| Clean Sport Workshop – Values Based (every 2 years) | | | x | x |
| Parent/Carer workshop | | | Talent only | |
| World Class Programme, Talent and National Team Coaches | | | | |
| WADA Adel Online Coach Education* | | | Internationally accredited* | * |
| UKAD Coach Clean (every 2 years) | | | x | x |
| World Class Programme and Talent ASP & National Team Managers | | | | |
| WADA Adel Online Coach Education* | | | Internationally accredited* | * |
| UKAD Clean Sport Advisor (every 2 years) | | | x | x |
| Athletes, Coaches & ASP Returning from Sanctions | | | | |
| Clean Sport Workshop – Values Based | x | x | x | x |

*The ICF require all athletes, coaches and ASP accredited at international events to complete the WADA Adel online course prior to their first competition. Once the UKAD Clean Sport online resource for athletes is finalised, British Canoeing will liaise with the ICF to see if this can be undertaken in place of the WADA Adel course.

**Promotion of the course through national level competitions and databases.

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 are made on a four year basis (submit to bi-annual review) by the Anti-Doping Working Group.

Resources – Workforce & Financial

Clean Sport Workforce

Each National Association will appoint a Board Member and Anti-Doping Lead Officer to oversee the organisation's anti-doping responsibilities.

The Anti-Doping Lead Officer will oversee the development and delivery of its respective implementation plan and management of its workforce.

Education will be delivered through a number of personnel:

| Organisation & Role | Deliverables | Current Position | Workforce Development Requirements |
|------------------------------|---|---|--|
| UKAD National Trainers | Clean Games CS workshops for WCP | - | - |
| British Canoeing Educators | CS workshops for British Teams & England Talent Outreach at National Championships | Gemma Wiggs Nick Fowler Ian Rospin Charlie Barwis Pete Catterall Kevin Bowerbank | Recruit & train 2 more educators (outside of WCP & Talent staff) |
| CANI Educators | CS workshops for Northern Irish teams and development programmes | None | Recruit and train a minimum of 1 educator |
| Scottish Institute Educators | CS workshops for Scottish teams and development programmes | SIS actively support provision of educators | Recruit and train a minimum of 2 educators |
| Canoe Wales Educators | Welsh teams and development programmes | Kevin Bowerbank | Recruit and train a minimum of 1 educator |

Educators will be paid expenses for delivery of clean sport education. Discussions will be held as to whether Educators, who are not staff or board members, should be paid a fee for delivery. All Educators will be encouraged to engage with the UKAD knowledge development sessions. Feedback forms will be monitored by the Anti-Doping Lead Officer and CPD arranged as required to develop specific areas.

Monitoring & Evaluation

National Associations 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.

National Associations will put in place systems to monitor and report the following data on an annual basis. Information will be provided to UKAD on request.

- Collate data on attendees of the workshops (sharing this information with UKAD as required)
- Collate feedback from attendees at any formal education session delivered.
- Collate feedback Educators on the formal sessions they deliver.
- Web-hits to its anti-doping links on its web-page.
- Number of canoe/kayak individuals undertaking Coach Clean and Clean Sport Advisor annually (information to be obtained from UKAD) – UK only.
- Number of canoe/kayak Global DRO enquiries (information to be obtained from UKAD) – UK only.