



Commented [A1]: New 100% me logo to be added

RFL Anti-Doping Education & Information Strategy 2010-2012

This strategy details the RFL's commitments to ensuring that all participants in the game have the opportunity receive anti-doping education and information appropriate to their level. Information will be made available to all participants to ensure they are fully aware of their rights and responsibilities. Education will be primarily aimed at younger players with the objective to develop and maintain the values players need to succeed in drug-free sport.

Programme Strategy

Vision

To create a generation of players who have confidence in their ability to succeed in Rugby League without the misuse of Prohibited Substances or Prohibited Methods and are fully aware of their responsibilities as specified in the World Anti-Doping Code and the RFL Anti-Doping regulations.

To create a generation of Player Support Personnel who understand that the players they are involved with can achieve their goals without resorting to Prohibited Substances or Prohibited Methods, and to encourage their players to adopt the 100% ME concept.

To empower Rugby League Clubs to be confident and competent to enable them to support their players in all aspects of anti-doping.

To achieve a greater level of awareness of anti-doping issues throughout the game at all levels.

Mission

The basic principle of the RFL's anti-doping education and information programme is to protect the spirit of the game from being undermined by doping and to establish an environment which encourages doping-free behaviour among participants.

The RFL will commit to educating players to empower them to make positive choices throughout their career.

The RFL will provide information to players to enable them to make the right decision to avoid inadvertent doping.

The RFL further acknowledges it has a duty to Player Support Personnel and to Rugby League Clubs, and will ensure that both these groups are taken into account when undertaking anti-doping education.

The RFL's education activity will be complimented by the strong deterrent of an effective testing programme at all levels utilising intelligence and the principles of intelligent testing.

Goals

1. Every first team player in the professional game to receive an annual anti-doping information session containing relevant, accurate and credible information to ensure that they can make positive choices to avoid inadvertent doping and so that they are aware of the deterrent of the RFL's testing programme.
2. Develop new 100% me programmes for Academy, Reserve and Scholarship players. Tutors will then have to be inducted on these new programmes.
3. Every player in the professional game below first team to receive an annual anti-doping education session including relevant and accurate content for the level of rugby they are playing to ensure that they can make positive choices and so that they are aware of the deterrent of the RFL's testing programme.
4. Make apparent to all players that any players intent on either avoiding testing or misusing Prohibited Substances or Methods, will be sanctioned appropriately.
5. Ensure the National Registered Testing Pool (NRTP) are fully aware of their responsibilities around whereabouts and Anti Doping Administration and Management System (ADAMS)
6. Support those players who require Therapeutic Use Exemptions (TUEs) or Declarations of Use.
7. Encourage the contributions and input of players in formulating an effective and intelligent testing programme.
8. Create a Player Support Personnel population who understand the benefits of drug free sport, encourage their players not to misuse Prohibited Substances or Methods and can support players to make positive choices to avoid inadvertent doping.
9. Each Super League club to have at least 1 trained 100% ME tutor who is current, pro-active and licensed, with every professional club having access to tutors who are current, pro-active and licensed.
10. Continually support the RFL 100% ME tutors with further learning opportunities and correspondence to keep them up to date and engaged.
11. Provide clubs with the knowledge and resources they need to enable them to ensure that their players are sufficiently educated
12. Increase awareness of anti-doping issues throughout the game.
13. Develop a community game education campaign which is age/level appropriate and includes key anti-doping messages.
14. Ensure every player in the community game to be aware of the community game anti-doping education programme and to have access to the information.

Programme Framework

Anti-Doping Messages

The RFL will provide players with up to date, accurate, relevant and credible messages regarding at least the following anti-doping issues, where applicable, to the relevant target groups:

- The Anti-Doping framework – WADA, UKAD
- Anti-Doping Rule Violations
- Consequences of doping, including sanctions, health, social and professional
- Urine testing procedures
- Blood testing procedures
- Player rights and responsibilities when being tested
- Values of the game and a sense of fair play
- Player Support Personnel duty of care and moral and professional responsibilities
- Substances and methods on the Prohibited List
- How to check the status of substances and methods
- Therapeutic Use Exemptions
- Nutritional supplements
- Whereabouts requirements.
- Social drugs

Key Anti-Doping Messages for each participant group

	Super League First team	Championship First team	NRTP	International Women	Reserve/Acade my	Scholarship [^]	Community game	Medical Staff	Coaching/ support staff	Chief Executives	Junior Performance	Junior Performance - parents
The Anti-Doping framework	√	√	√	√	√				√			
Anti-Doping Rule Violations	√	√	√	√	√	√	√	√	√		√	√
Consequences of ADRVs	√	√	√	√	√	√	√	√	√		√	√
Urine testing procedures	√	√	√	√	√	√	√	√	√		√	√
Blood testing procedures	√	√	√	√	√	√	√	√	√		√	√
Player rights and responsibilities - testing	√	√	√	√	√	√	√	√	√		√	√
Values, sense of fair play					√	√	√				√	√
Prohibited List	√	√	√	√	√	√	√	√	√		√	√
Health consequences of doping				√	√	√	√	√	√		√	√
Checking Substances	√	√	√	√	√	√		√			√	√
TUEs	√	√	√	√	√	√		√			√	√
Supplements	√	√	√	√	√	√	√	√	√		√	√
Whereabouts			√									
Overview of all areas										√		
Social Drugs*	√	√		√	√	√	√		√		√	√

* = social drug content will be delivered by separately to the 100% ME programme

[^] = The Scholarship anti-doping programme will be delivered in 4 sessions over 2 years.

Ambassador Programme

Ambassadors

The RFL values the role that Ambassadors can play in influencing the attitudes and behaviours of others.

The RFL's 100% ME Ambassador is **REDACTED**.

The RFL are currently considering increasing the number of Ambassadors.

Accreditation programme

Accredited Tutors

The RFL is committed to delivering quality education and information by using trained and accredited 100% ME Tutors.

The RFL currently have approximately 50 licensed tutors within the game.

Community Game Tutors

During 2010 the RFL will be training community game anti-doping tutors who can deliver sessions specifically aimed at participants in the community game.

Programme Plan

The RFL will undertake the following activities in order to meet our goals.

Target Group	Activity	Resources	Start Date
All First Team Players	Attend a First Team 100% ME session	GlobalDRO card Advice card RFL 100% ME booklet Pseudoephedrine poster Asthma poster Postage	Annually
All Professional Players	Poster Display	Posters displayed in changing rooms Postage	All season
All Professional Players	Receive copy of RFL's 100% ME booklet	Printing Postage	Annually
All Professional Players	Receive the RFL anti-doping newsletters annually	Printing the newsletters Postage	Annually
All Professional Players	Section in the Professional Players Guide	Copy	Annually
All Professional Players	Social Drugs education	Delivery to begin in 2010	TBC
NRTP players	ADAMS inductions for any new players & ongoing support for all	Time	Ongoing
All Reserve & Academy Players	Attend a Reserve & Academy 100% ME session	GlobalDRO card Advice card RFL 100% ME booklet Pseudoephedrine poster Asthma poster Sample Collection Kit Postage	Annually
All Scholarship Players	Receive the Scholarship 100% ME programme	Advice card RFL 100% ME booklet Postage	Annually
Rookie School	100% ME session	GlobalDRO card Advice card RFL 100% me booklet Water bottles Pseudoephedrine poster Asthma poster Sample Collection Kit Postage	Annually
U18's International Representatives		GlobalDRO card Advice card 100% me Tutor 100% me booklet	Annually

U16's International Representatives	National Preparation Activity	GlobalDRO card Advice card 100% me Tutor 100% me booklet Testing Kit for mock test	Annually
Parents of the above	National Preparation Activity	Advice card Testing procedures leaflet 100% me Tutor RFL 100% me booklet	Annually
England Women	100% ME session	GlobalDRO card Advice card RFL 100% me booklet Pseudoephedrine poster Asthma poster Sample Collection Kit Postage	Annually
England Wheelchair	100% ME session	GlobalDRO card Advice card RFL 100% me booklet Pseudoephedrine poster Asthma poster Sample Collection Kit Postage	Annually
Medical Staff	TUE Advice - general	TUE advice sheets circulated when required	Ongoing
Medical Staff	Annual anti-doping CPD event	Development time	Annually (December)
Medical Staff	100% ME(abridged) training	UKAD tutor orientation RFL set-up time	2010
Chief Executives	Correspondence	Regular circulars keeping CEO's up to date	
100% ME accredited Rugby League Tutors	Tutor orientations	Tutor training Resources Venue Hire	Sept 2010
100% ME accredited Rugby League Tutors	Annual tutor CPD event – focus on content and delivery skills	Development time Venue hire Resources	Annually
100% ME accredited Rugby League Tutors	Orientation to scholarship sessions	Development time Venue hire Resources	
100% ME accredited Rugby League Tutors	Tutor updates	Articles, circulars etc copied to 100% me RL Tutors RL specific questions on tutor assessments RL tutor portal effective	Ongoing
Community Game players & support staff	Player wellbeing workshop	Venue hire Time Resources	TBC
Community Game parents	Player wellbeing workshop	Venue hire Time Resources	
Community Game tutors	Annual tutor CPD event	Development time	Annually

All involved in the Game	Prominent Anti Doping section on the RFL website	Development time	March 2007
All involved in the Game	16 press releases per year	Development time	Ongoing
All Involved in the Game	Magazine Article in the Bulletin		Annually
All	Carry out awareness survey	Printing & postage	

Resources

In order to support an effective strategy, the RFL will produce a variety of resources. Presently these include:-

RFL 100% ME booklet
Asthma leaflet
Pseudoephedrine/Ephedrine leaflet
RFL 100% ME presentation slides

The RFL will also use UKAD's resources to support the delivery. Resources currently in use

Global DRO posters
Global DRO cards
100% ME advice card
DVD clips
Water bottles x 750 for scholarship players and attendees at Rookie School.

The RFL will look at ways to integrate WADA's educational resources into its education programme.

Evaluation Plan

The RFL will evaluate the Anti-Doping Education Programme by:

- Keeping a record of the education and information delivered to players and support personnel.
- Supporting and, where necessary, contributing to UKAD's Social Research Programme and Evaluation Programme.
- Regularly reviewing and updating this Education Strategy and Annual Plan
- 6-monthly meetings with the UKAD Education team to review the activity.
- Questionnaire/ feedback from recipients of the education and information that has been provided by the RFL. To test the understanding and effectiveness of the education provided and the delivery method.

For further information regarding the RFL's Anti-Doping Education strategy please contact **REDACTED**, on **REDACTED** or on **REDACTED**