



Clean Sport at the Front Line 2021

DAY 1 | 14 September 2021

#CSFL2021 | @ukantidoping

13:00

Welcome and Introduction

Speaker

Emily Robinson, UKAD Interim Chief Executive

Day 1 | 14 September

13:00

Welcome and Introduction

13:05

The Launch of Insight and Innovation at UKAD

Introduction to UKAD's new Research and Innovation Agenda

13:25

Coach Clean: An evidence informed Coach Clean Sport Curriculum

The research findings informing the development of UKAD's new Coach Clean curriculum

13:55

Athlete Support Personnel (ASP) and their Influence on Clean Sport

Findings of recent research investigating behaviours and influence of ASP on clean sport, and how this will inform UKAD's education offering to ASP

14:15

UKAD's Clean Sport Hub

An introduction of the newly launched Clean Sport Hub, exploring how it will support the delivery of innovative and tailored education activities across the sporting landscape

14:25

Informed Sport: Global Protection from Inadvertent Doping

14:55

Questions

15:15

Close

13:05

The Launch of Insight and Innovation at UKAD

Speaker

Nikola Costa, UKAD Research and Innovation Lead

Insight & Innovation at UKAD

Dr Nikola Costa, Research & Innovation Lead

CS@FL Sept 2021

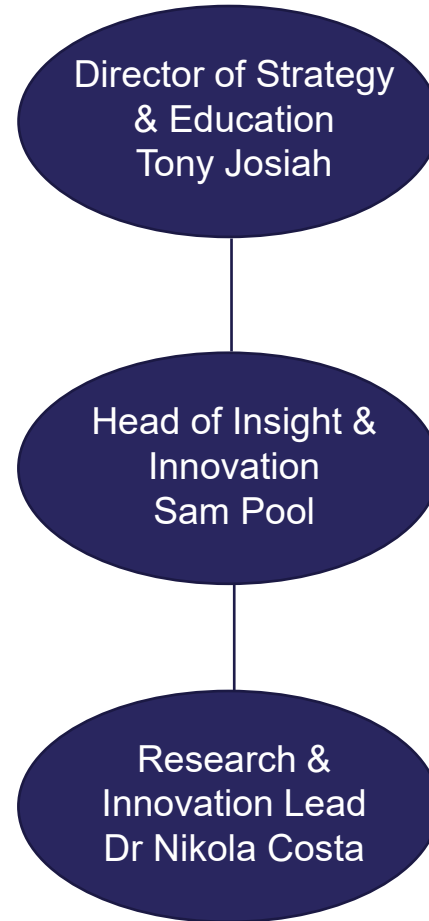
UKAD Strategic Plan 2021 - 2025

Strategic Objective and Aims

- **Harness** the latest research to inform what we do
- **Stimulate** the research agenda for interested partners
- **Seek** funding for commissioning research projects
- **Share** what we have learned



Insight & Innovation Team



Insight & Innovation Team



Co-ordinate the development of UKADs
Research and Innovation Agenda



Improve engagement with UK and
International Research Institutions



Commission research studies, pilot
projects and support research proposals



Seek out opportunities to embed
technology / approaches from other
sectors to enhance our operations

Our Research Agenda

Prevalence

Can we obtain a reliable and valid estimate of doping prevalence within sports in the UK?

Drug Detection

Improving our detection rates for prohibited substances through enhancing analytical methods and implementing novel sample collection methods.

Monitoring & Evaluation

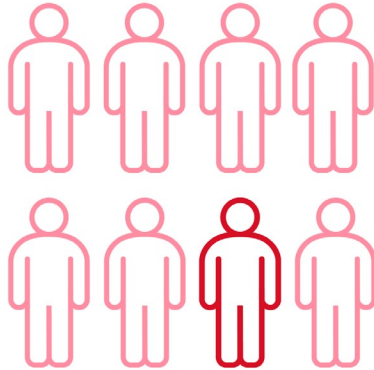
How can we measure the effectiveness of our programmes?

Data Analytics

Securing the data capabilities, tools and techniques to optimise our use of data

Our Research Questions

Prevalence



- Researching doping prevalence across UK sports
- Using new methods and technology to gain insight on doping prevalence within UK sports

- Can we obtain a reliable and valid estimate of doping prevalence within sports in the UK?

- Can we gain insight on doping prevalence other than through testing?

Our Research Priorities

Drug Detection

- Implement novel sample collection methods
- Improve our detection rates for prohibited substances and methods through enhancing analytical methods



Dried Blood Sampling (DBS)

- Detection of anabolic androgenic steroids
- Detection of steroid esters
- Expansion of analysis menu to other prohibited substances and methods

Blood Doping

- Detection of autologous blood transfusion
- Development of indirect methods for detecting blood doping

Improving existing analytical methods

- Growth hormone biomarkers (e.g. IGF-I, PIIINP)
- Growth hormone releasing factors (GHRFs)
- Erythropoiesis-stimulating agents (ESAs)

Our Research Questions

Monitoring & Evaluation

How can we measure the effectiveness of our programmes?



Education

- How can we measure the effectiveness of our education interventions?
- How effective are our education programmes towards reducing un/intentional doping?
- What are the most effective methods for educating athlete support personnel?

Testing

- How effective is our testing strategy at deterring athletes from doping?

Results Management

- Can we measure the impact of our sample storage and reanalysis programme on deterring athletes from doping?

Intelligence & Investigations

- Are there alternative methods towards gathering information on suspected doping activity?

Our Research Questions

Data Analytics

Securing the data capabilities, tools and techniques to optimise our use of data



- How we can use our existing data and external data sets to inform our policies and improve our processes?
- What can our data tell us? Can we do things better?
- Does Artificial Intelligence have a role in supporting anti-doping activities?

Academic Research

Expressions of Interest



- Stimulate interest for research
- Submit project proposals
- Open invitation

Calls for Proposals



- Invite research proposals to address a specific research need
- Call Document details purpose of the project, the outputs required, details of the timeframe and available budget
- Application window

Seeking Partners



Welcome innovative approaches from other organisations

Seek novel methods to tackle our problems

- Do you see an opportunity to collaborate on an innovative project that can help UKAD protect clean sport?
- Can your organisation offer a unique approach to answering our problems?
- Have you identified an area of our operations that your organisation can help us improve?

Get involved

insight@ukad.org.uk

www.ukad.org.uk/research

ASPs – we want to hear from you!

13:25

Coach Clean: An evidence informed Coach Clean Sport Curriculum

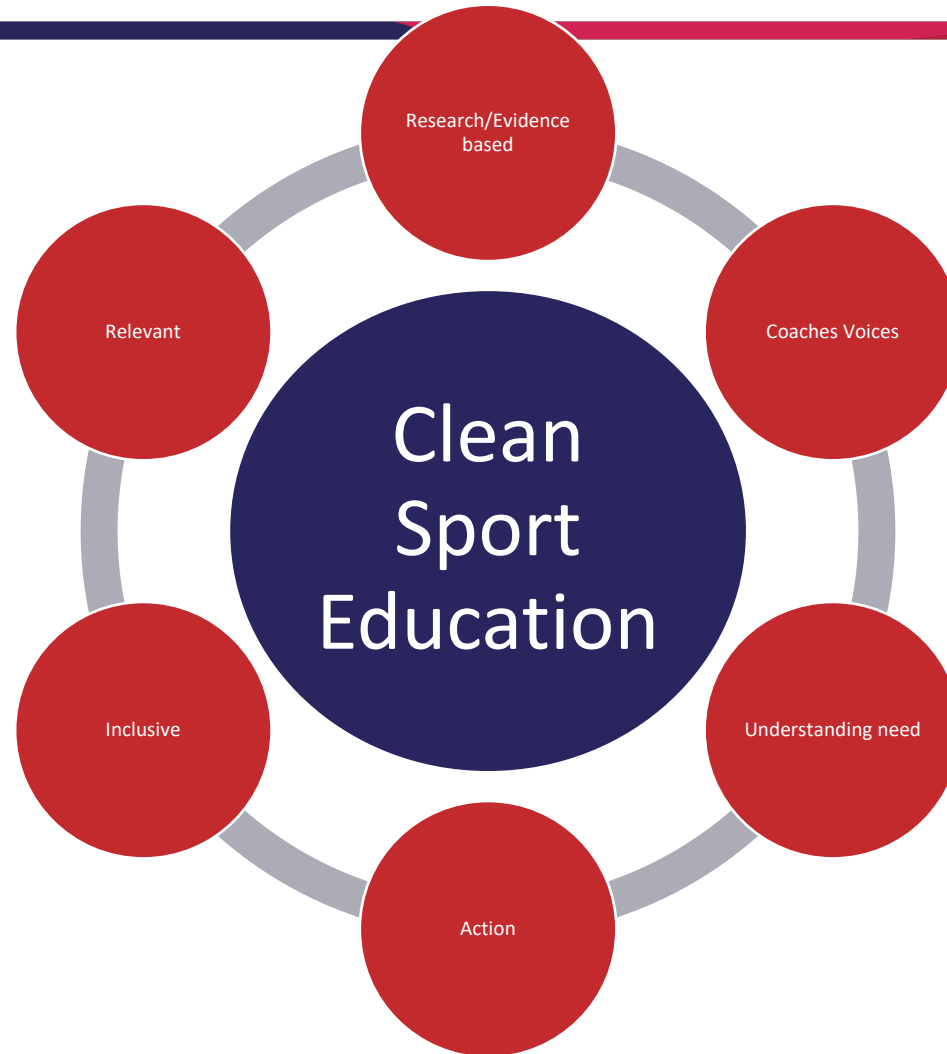
Speakers

- **Emma Brunning**, Coach Education Consultant, Active Blu and former UKAD Education Partnership Officer
- **Claire Lane**, UKAD Clean Sport Education Officer

Developing an Evidence Based Coach Clean Sport Curriculum

Emma Brunning and Dr Laurie Patterson

Evidence Based Research



- Increased emphasis on Clean Sport Education for Athlete Support Personnel
- Understanding that COACHES are a key influence
- Coaches education is essential for creating awareness and supporting clean sport behaviours

- Tasked to create a Coaches Clean Sport curriculum, for every coach within the UK
- This project focuses on developing a curriculum that enhances the work already done by UKAD
- The passion and enthusiasm shown by the coaches was incredible.

- UKAD Coach Clean
- UKAD Athletes and Parent curriculum
- Current E learning, workshops, scenario based education.

Existing Research and Projects

- Existing research papers
- International Standards for Education ISE
- International Sport Coaching Framework. ICCF

12
121
Interviews

Coaches
Research

7
NADOs

- Australia
- New Zealand
- Austria
- Switzerland
- Denmark
- USA
- Canada

- NGBS
- Stakeholders
- Key influencers
- Policy Makers
- Organisations
- Sporting Bodies

5
Focus
Groups

- Coach Developers
- National Trainers
- High performance
- Children and YP
- Participation
- Talent

Survey
341

- 56 sports
- 341 responses
- Age range
- Mixed experience
- Competitive / non competitive
- Coaching status

Past research

Coach perceptions

Anti-doping attitudes

Recognise they have a part to play

BUT, some irrelevance, low confidence, low knowledge

Education experiences

Low awareness of programmes & reliance on self-directed learning

Dominance of compliance-based topics

Often not 'coach-centred'

BUT, those who had engaged in some form of learning felt better equipped!

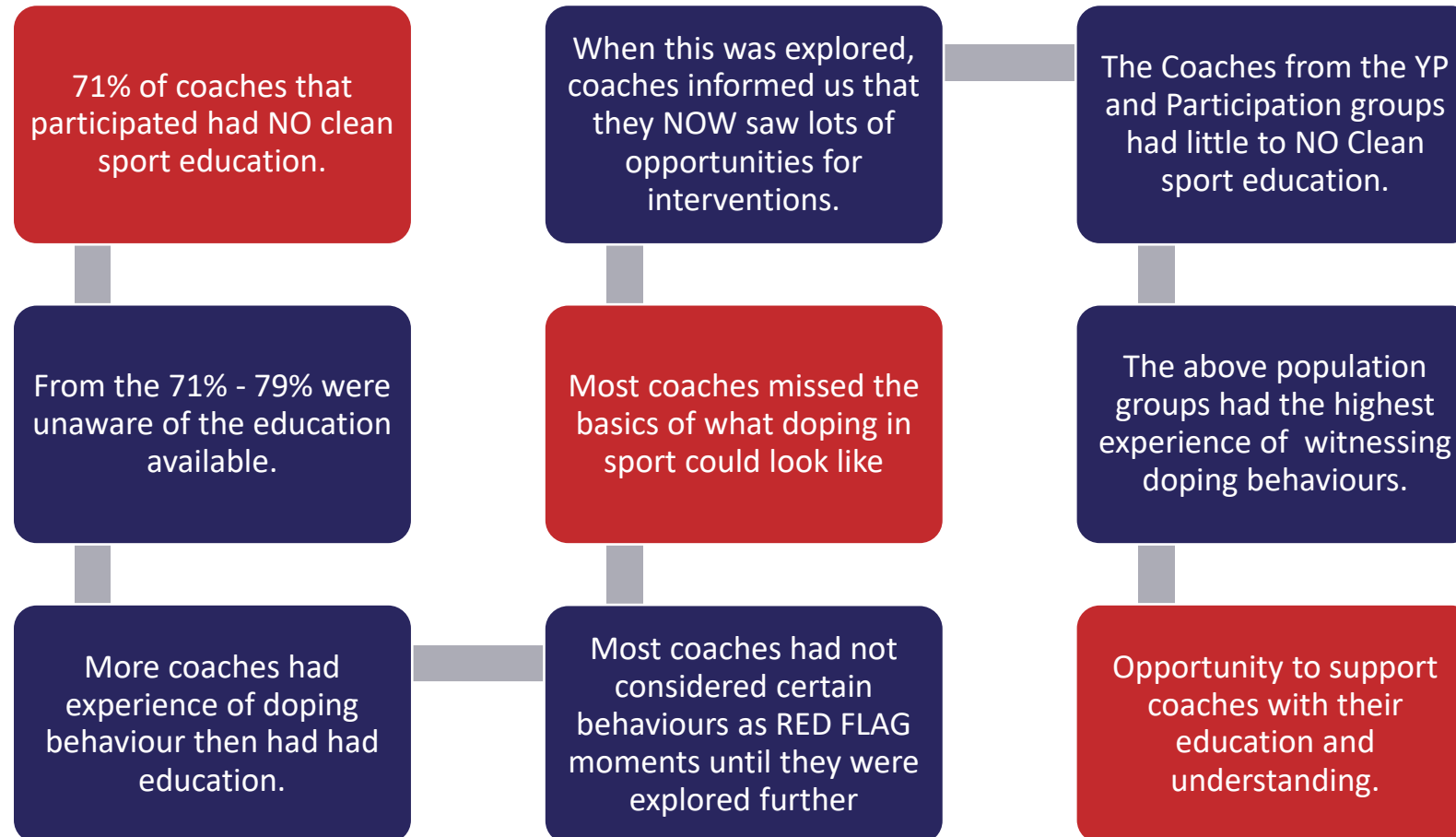
Education preferences

Integration and tailoring

Multi-method

Interactive (and engaging!)

Survey Insights



Coaches Voices



Accessible

Clear

Thorough

Useful

Well-presented


Box ticking

Compliance focussed

Information not
education

Limited





Coaches suggested UKAD must work closely with NGBs to achieve clean sport feeling like part of every-day practise, integrated into the ‘fabric’ of coaching.

Curiosity in and ‘comfort’ with clean sport must be provoked through regular, bitesize, interactive learning opportunities.

Recommendations

Varied

Interactive

Frequent

Bitesize learning

Progressive

Provide Clean Sport content on a range of topics

Enhance visibility and accessibility

Bring it to life and make it relevant

Framing is key

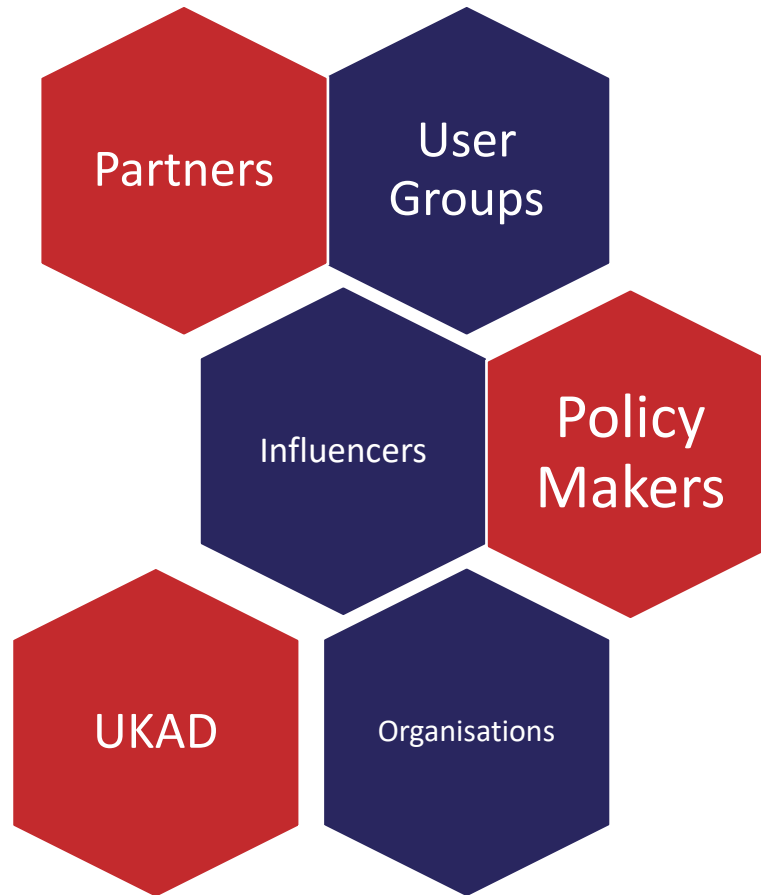


Embed Clean Sport in the fabric of coaching

Golden Threads



Supporters and Engagement



Evidence-Based Application



Clean Sport Advisor



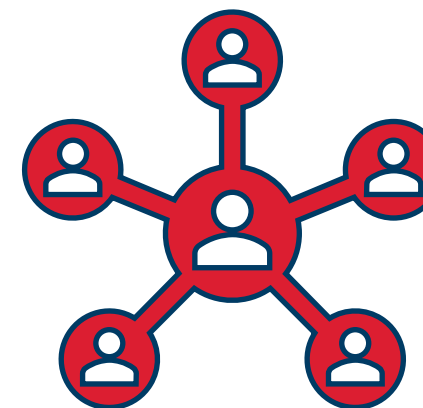
Introduction to Clean Sport



Coach curriculum

Review structure & format

Blended learning approach



Key partners

CIMSPA

13:55

Athlete Support Personnel (ASP) and their Influence on Clean Sport

Speakers

- Paul Moss, UKAD Head of Education
- Claire Lane, UKAD Clean Sport Education Officer

ASP and their Influence on Clean Sport

Paul Moss, Head of Education (UKAD)

Claire Lane, Clean Sport Education Officer (UKAD)

Overview

- Context and Purpose of the Research
- Project Aims
- Literature Review and Methodology
- Key Findings
- ASP Education Preferences
- Next Steps

Background & Aims

- ASP Identified as an influential group of practitioners towards an athlete's clean sport behaviours
- Existing eLearning provision – Clean Sport Advisor
- Target Audience: High Performance Elite Community

Project Aims

- Perceptions of the Importance of clean sport values
- Level of Anti-Doping knowledge
- Level of confidence to advise athletes
- Experience of UKAD
- Views on the most useful ways to target their education

Literature Review & Methodology



Literature Review: 7 studies published since 2015
Cross-sectional, self-report surveys; non-UK based ASP



Advisory Group of experienced elite ASP contacts (n=6)
to validate the survey resulting in amendments





Dissemination – elite context, across home nations, diverse
range of ASP, Professional Bodies

Demographics

ASP demographics (n=67):

70% 

48% 

31% 

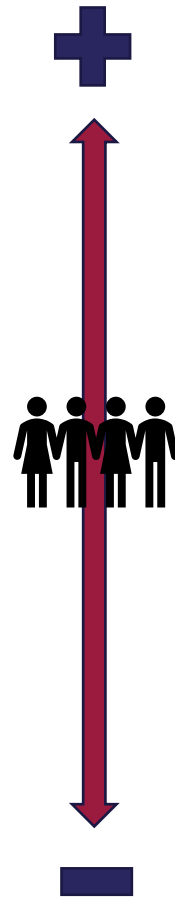
- Average experience of 12.8 ± 8.6 y
- Two thirds – members of professional bodies

Findings

- Professional responsibility
- Commitment
- Confident
- Compliance

- Positive recognition

- Negative reactions



- Awareness
- Highly motivated
 - protection & prevention
- Feelings of guilt

- Knowledge check: 8.5/10

- Notable areas of confusion

- Advisor / Coach Clean (n=23)

Findings

Sub-scale	Mean
Care for athletes within and outside of sport	4.01
Minimise the risk of athletes inadvertently doping	3.80
Set and uphold values and standards	3.59
Educate athletes to reduce the risk of intentional doping	3.40
Perform practical anti-doping tasks/duties	2.47

Education Preferences

Short,
bite-sized

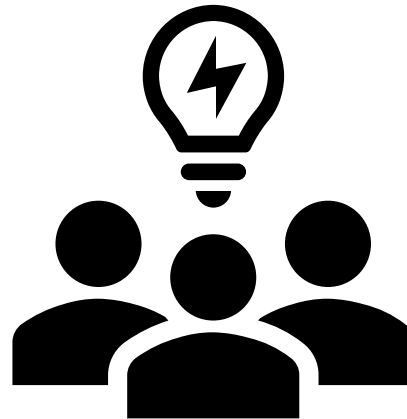
Interactive

Case
Studies

Online,
virtual

Tailored

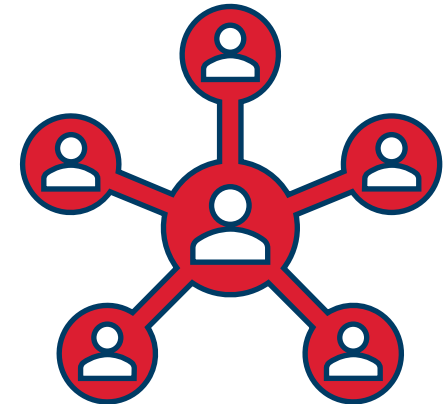
Regular



Phase 1 complete...

What next?

- Further and more detailed insight required
- **Phase 2: Roundtable discussions**
 - Expressions of Interest – education@ukad.org.uk
- Expectations:
 - Late 2021
 - Focus groups
 - 60-90min session



Acknowledgements

With sincere thanks to the research group:



Dr Laurie Patterson, Dr Gareth Jowett, Dr Suzanne McGregor & Professor Susan Backhouse (Leeds Beckett University)

Dr Ian Boardley (University of Birmingham)

Professor Andrea Petrozci (Kingston University, London)

Additional thanks to the ASP who were part of the advisory group and those ASP who responded to the survey.

14:15

UKAD's Clean Sport Hub

Speaker

Becky Dymond, UKAD Digital Learning and Workforce Manager

Clean Sport Hub

Digital Learning and Workforce Manager – Becky Dymond



Registration Process



1 Registration Details

- Name
- Email
- DOB
- Country
- Password

2 Sport Involvement

- Athlete
- Coach
- Parent, Carer or Guardian
- Support Personnel
- Student
- Teacher/Lecturer
- Spectator/Fan
- UKAD Personnel

Roles in blue will be asked which sport they and/or their athletes are involved in

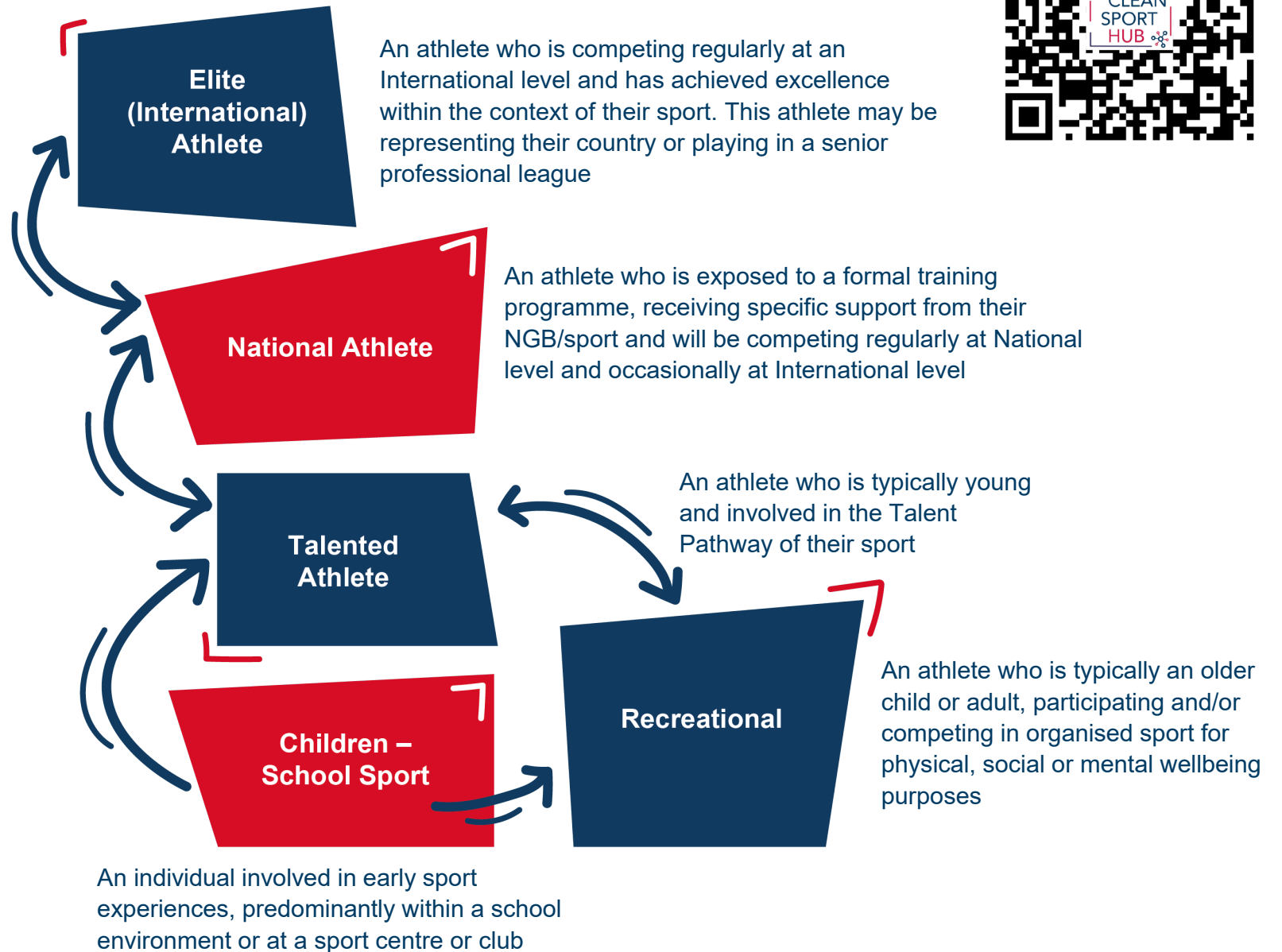
3 Sport Details

Initially will be asked what stage of the Athlete Pathway that:

- They compete
- They coach
- Their child competes
- They support

4 Confirm

- Review all of your details – make sure your email is spelt correctly!
- Agree to the terms and conditions
- And Register!





cleansporthub@ukad.org.uk

14:25

Informed Sport: Global Protection from Inadvertent Doping

Speaker

Terence O'Rorke, Business Development Manager, LGC Science Group



Informed Sport Global Protection from Inadvertent Doping

Terence O'Rourke
LGC Group

Overview



Supplements can be a risk to athletes and **all** athletes need to manage these risks



Overview



- The Risks

Contamination / spiking / marketing / messaging

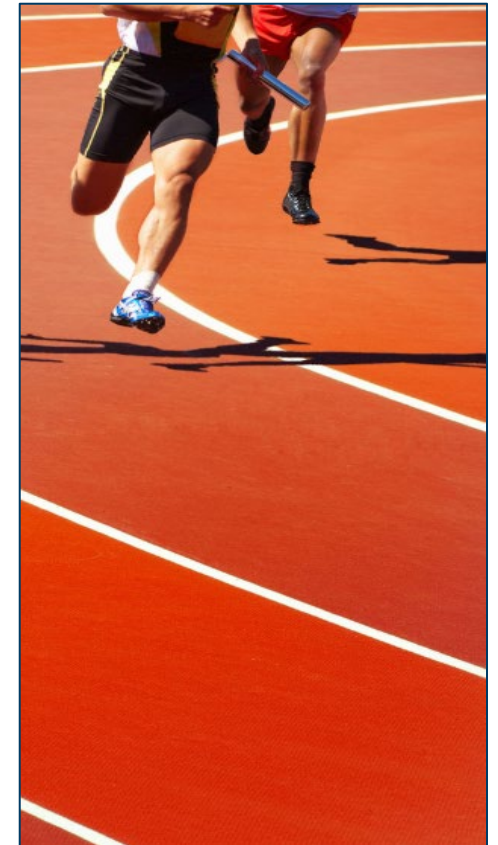
- Athlete Perspective

Code / due diligence / responsibility

- Minimising Risk

Manufacturing and product assessments / testing / harmonization

- Takeaways



WHAT IS INFORMED SPORT?

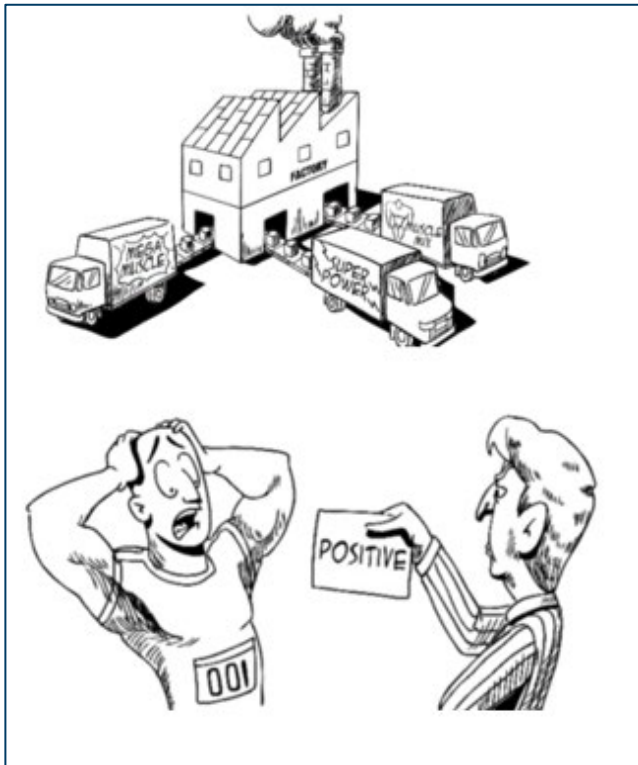


Global certification programme that tests supplements for substances prohibited in sport by WADA

Based on two fundamental pillars of quality assurance:

- rigorous pre-registration assessment of the product and its manufacturing process
- testing of **EVERY** batch **PRE-RELEASE** to market

THE RISKS



Three common causes of contamination:

- Raw materials: contamination at start of the manufacturing process - botanical ingredients with naturally occurring prohibited substances
- Cross-contamination: manufacturing facilities that handle prohibited substances, pharmaceutical products, medicines, poor quality controls
- Adulteration: products 'spiked' with prohibited substances

THE RISKS



Studies have repeatedly shown evidence of contamination with substances banned in sport

2000-2001 – Europe

634 products (13 countries, range of matrices) 14.8% contained undeclared steroids

(IOC survey, results from Geyer et al, Cologne Lab, Germany)

<https://www.olympic.org/news/ioc-nutritional-supplements-study-points-to-need-for-greater-quality-control>

2007 – USA

58 supplements (purchased via stores/internet), 25% contained prohibited steroids, 11% contained prohibited stimulants

(HFL Sport Science)

IOC Survey:

“Out of the 634 samples tested, 94 (14.8%) contained substances, non listed on any label, that would have led to a positive doping test. Out of these 94 samples, 23 contained precursors (building blocks) of both nandrolone and testosterone, 64 contained precursors of testosterone alone and 7 contained precursors of nandrolone alone.”

CHANCES OF CONTAMINATION



2008 UK

152 products (purchased via stores/internet): 10.5% contained steroids and/or stimulants
(*HFL Sport Science*)

2013 – Europe

114 products (purchased internet/stores from 12 countries): 10% contained steroids and/or stimulants
(*LGC*)

2016 – Australia

67 products (purchased internet/stores, targeted because they had not been tested): 19% contained substances banned in sport
(*LGC: <http://supplementsinsport.com/>*)

Typically, levels of contamination in supplements is very low

LGC testing parts per billion:
 $1/1,000,000,000 = 1\text{ng}$

50,000 times more sensitive than GMP regulation testing

INADVERTENT DOPING



Nicolas Jarry (Chile)

"With a clear conscience I tell you that we were able to prove in the investigation carried out by the ITF that the prohibited substances identified in the test, were originated in the Brazilian laboratory which cross-contaminated my vitamins. I have accepted the 11-month sanction offered by the ITF."

SARM LGD-4033
stanozolol

2020



Aphiwe Dyanti (RSA)

"I deny ever taking any prohibited substance, intentionally or negligently. I believe in hard work and fair play. I've never cheated and never will. The presence of this prohibited substance in my body has come as a massive shock. With my management team and experts we are doing everything we can to get to the source of this and to prove my innocence"

Methandienone, LGD-4033,
methyltestosterone,

2019



Beth Gerdes (USA)

"Following a lengthy and expensive investigation on my part, the WTC has agreed that based on the evidence presented, my ingestion of ostarine was unintentional, meaning I had absolutely no knowledge the substance was in my body. However, without a definitive answer to the exact source of the ostarine, despite exhausting all options, I will still serve a two-year suspension from the WTC."

Ostarine

2016

INADVERTENT DOPING



**Rhys Williams
(Wales):**

"I am utterly devastated about the news of this anti-doping rule violation, which has come as a great shock to me. From the outset, I would strongly like to state that I have not knowingly taken any banned substance."

Anabolic steroids

2015



**Asafa Powell
(Jamaica):**

"I want to be clear in saying to my family, friends and, most of all, my fans worldwide that I have never knowingly or wilfully taken any supplements or substances that break any rules."

Oxilofrine

2014



Marin Cilic (Croatia): "What has happened to me is a nightmare, your life is not any more in your hands and you are there in the position where your career can completely turn around."

"I could have been out for two years and what would happen after that? My life, my career is at stake - I knew I had not tried to cheat."

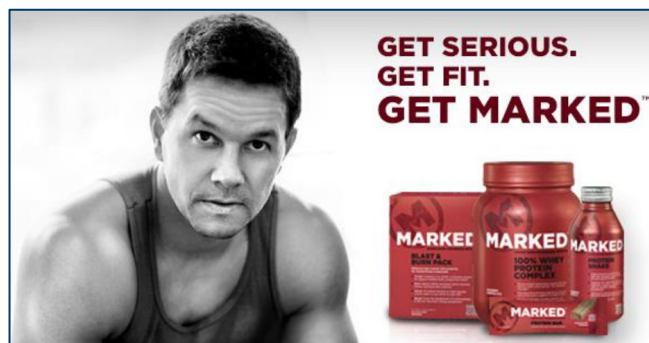
Nikethamide

2013

INDUSTRY SIZE / MARKETING



- Global sports supplements industry consistent growth: \$17 billion 2019, with CAGR 8.9% through to 2027, forecasting \$31 billion
<https://www.grandviewresearch.com/press-release/global-sports-nutrition-market>
- ‘Voice’ of anti-doping: coaches, nutritionists, performance directors can be overshadowed by the global supplements industry
- Highly-successful marketing machine, entrepreneurial, innovative
- Supported by high-profile endorsements and sponsorships
- Many athletes, coaches and nutritionists believe in the benefits of supplementation



MIXED MESSAGING



- ✓ Advice to athletes is inconsistent: lack of harmonized approach from anti-doping and sport
- ✓ Some sports advise athletes not to use supplements but then sign high-profile endorsement deals with supplements brands
- ✓ Lack of clarity increases risk for athletes



ATHLETE PERSPECTIVE

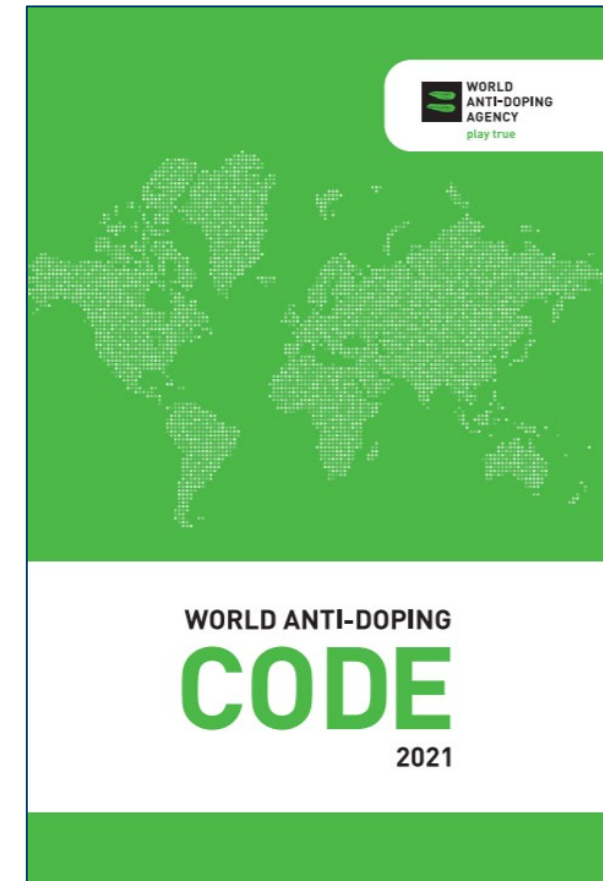


Many athletes use supplements to support training, performance, recovery. IOC Consensus Statement recognises benefits of certain supplements

STRICT LIABILITY

The principle of strict liability means that each athlete is strictly liable for the substances found in his or her bodily specimen, and that an anti-doping rule violation occurs whenever a prohibited substance (or its metabolites or markers) is found in bodily specimen, whether or not the athlete intentionally or unintentionally used a prohibited substance or was negligent or otherwise at fault.

<https://www.wada-ama.org/en/questions-answers/strict-liability-in-anti-doping>



ATHLETE PERSPECTIVE

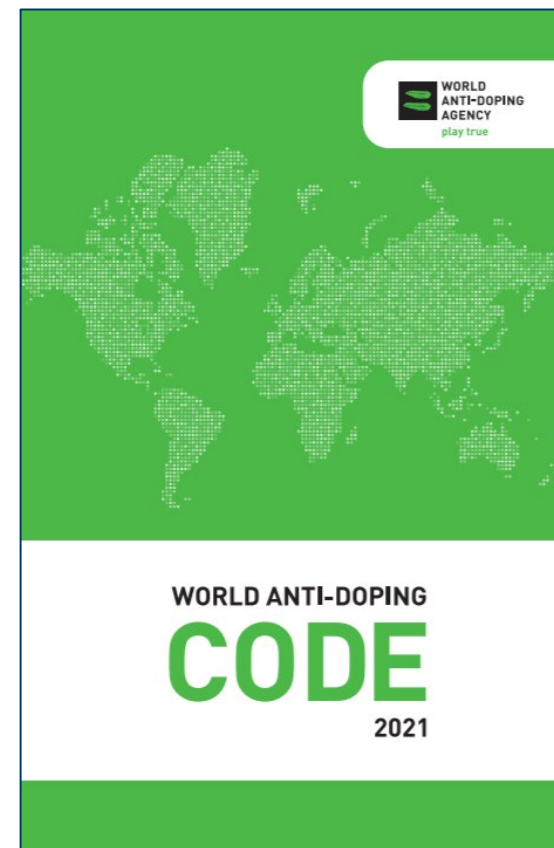


FLEXIBILITY WITHIN THE CODE

Reduction of the period of ineligibility based on No Significant Fault or Negligence.

ARTICLE 10.6.1.2 CONTAMINATED PRODUCTS

In cases where the Athlete or other Person can establish both No Significant Fault or Negligence and that the detected Prohibited Substance (other than a Substance of Abuse) came from a Contaminated Product, then the period of Ineligibility shall be, at a minimum, a reprimand and no period of Ineligibility, and at a maximum, two (2) years Ineligibility, depending on the Athlete or other Person's degree of Fault.



ATHLETE PERSPECTIVE



DUE DILLIGENCE

ATHLETE PERSPECTIVE



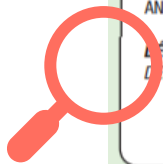
- Only choose products on a certification and testing programme (check product is listed on programme website)
- Make sure batch has been tested before use (cross-reference batch numbers from product to programme website)
- Make sure the programme requires secure storage of sample for future testing
- Keep a record of all products used and batch numbers (diary of usage, screengrabs or photos)
- Submit product and batch information on section 4 of the Doping Control Form, use a Supplementary Report Form if needed

DECLARATION OF MEDICATION USE AND BLOOD TRANSFUSIONS: LIST ANY PRESCRIPTION / NON-PRESCRIPTION MEDICATIONS OR SUPPLEMENTS, FOR E.G. BETA-2 AGONISTS AND GLUCOCORTICOIDES, TAKEN OVER THE PAST 7 DAYS (INCLUDE DOSAGE AND DATE LAST TAKEN WHERE POSSIBLE) AND (IF A BLOOD SAMPLE IS COLLECTED) ANY BLOOD TRANSFUSIONS RECEIVED OVER THE LAST THREE MONTHS.

DÉCLARATION D'USAGE DE MÉDICAMENTS ET DE TRANSFUSIONS SANGUINES: INDIQUER LES MÉDICAMENTS PRESCRITS / NON PRESCRITS OU LES COMPLÉMENTS ALIMENTAIRES, Y COMPRIS PAR EXEMPLE, LES BÉTA-2 AGONISTES ET LES GLUCOCORTICOIDES, PRIS AU COURS DES 7 DERNIERS JOURS (INDIQUER LA DOSE ET LA DATE DE LA DERNIÈRE PRISE SI POSSIBLE) AINSI QUE (SI UN ÉCHANTILLON DE SANG EST PRÉLEVÉ) TOUTE TRANSFUSION SANGUINE REÇUE AU COURS DES 3 DERNIERS MOIS.

SUPPLEMENTARY REPORT FORM (E.G. ABP)?
FORMULAIRE DE RAPPORT SUPPLÉMENTAIRE (PAR EXEMPLE, PBA)?

NUMBER • NUMÉRO



MINIMISING RISK



Informed Sport has been minimising risks of sports supplements use since 2008

A. CERTIFICATION PROCESS

QUALITY SYSTEMS REVIEW

- Product/ingredient evaluation
- Raw material evaluation at each production/packing site
- Raw material supplier assessment procedures
- SOPs review for all production/packing areas
- Verification for label, identity and contaminant testing
- GMP verification
- Pre-certification sample testing: up to 5 samples (including 3 from first commercial batch)
- Product listed on website on completion of certification



MINIMISING RISK



B. POST-CERTIFICATION PROCESS

- Two sealed samples submitted as finished product by member for every batch
- Every batch tested for ~280 banned substances
- Batch cannot be released to market until negative certificate of analysis received
- Secure finished product sample storage of every batch to allow re-testing
- Tested batches listed on website for cross-reference
- Blind testing: 1 per 4 batches, max. 4 per year
- Product reviews



MINIMISING RISK



WHAT WE DO NOT PERMIT

- **Misleading label/website statements:** '100% banned substance free', 'WADA approved'
- **Composite testing:** combining samples from multiple batches
- **Bulk testing:** testing of one large batch before product has been packed
- **Misleading website listings:** use of terms such as ALL to infer every batch has been tested
- **Skip-lot testing:** selecting certain batches for testing
- **Lack of transparency:** all processes, methods, and testing schedule must be fully transparent

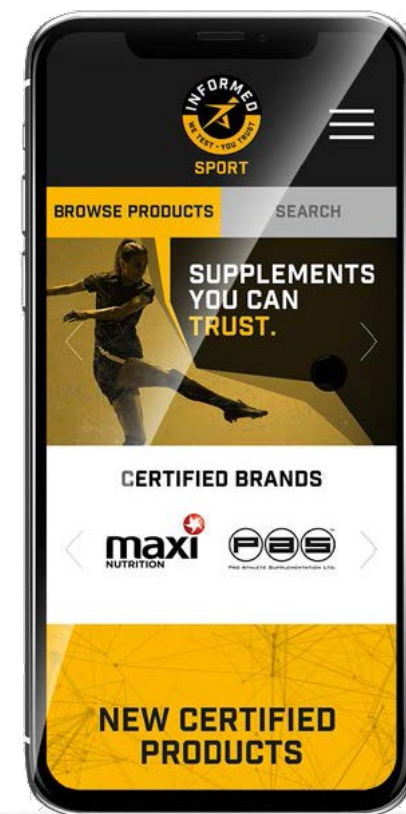
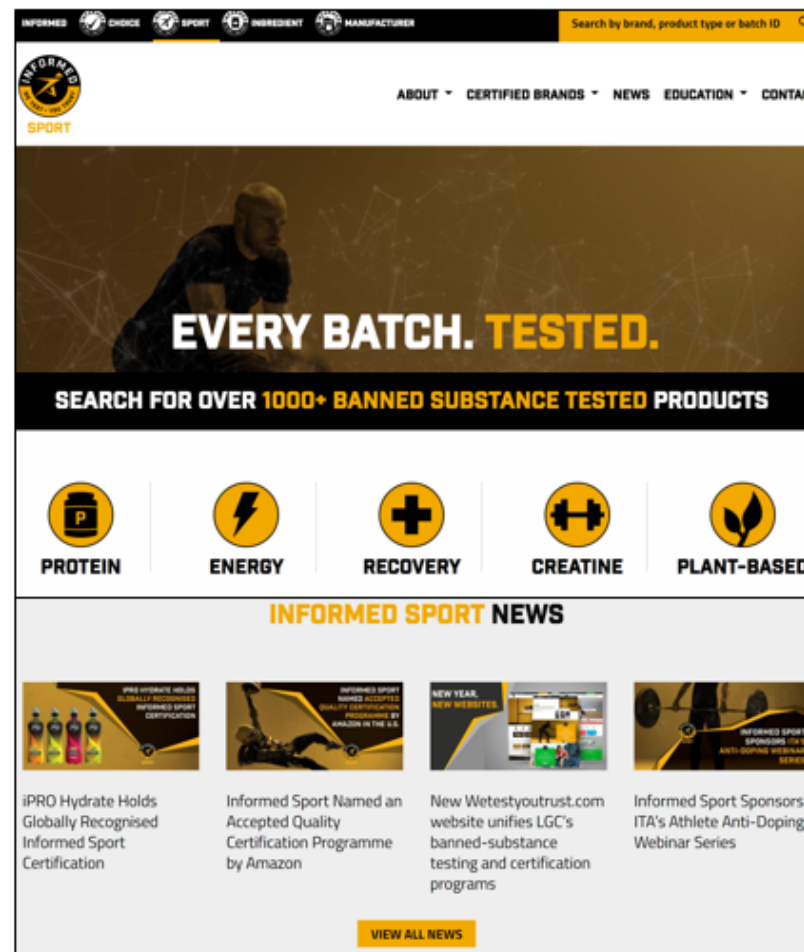


MINIMISING RISK



Simple brand,
product and batch
search functionality
vital to **due diligence**

<https://sport.wetestyoutrust.com/>



MINIMISING RISK



Search by brand

The screenshot shows the Informed Sport website interface. At the top, there are navigation icons for 'INFORMED', 'CHOICE', 'SPORT', 'INGREDIENT', and 'MANUFACTURER'. A search bar is present with the text 'Search by brand, product type or batch ID'. Below the navigation is a yellow banner with the Informed Sport logo and the text 'SPORT'. A secondary navigation bar includes 'ABOUT', 'CERTIFIED BRANDS', 'NEWS', 'EDUCATION', and 'CONTACT'. The main content area is titled 'INFORMED SPORT CERTIFIED BRANDS'. It features a search bar and a 'SORT BY' dropdown menu set to 'Random'. Below this, a grid of 18 brand logos is displayed, including VE VIZION EDGE, TRANSFORMATION, PLASMAIDE, NUTRIBIOTICALS, ENVISAGE SPORT LIMITED BRAND, SIS SCIENCE IN SPORT, MUSCLETECH, FEEL GOOD FACTOR, ERW ACTIVE, NORM, DTS ZONE, GO²Life Activity Ready Energy, U perform, GENETIC, H2ORS, NEUROPTIMAX, Beet It SPORT, and IGNITION.

The screenshot shows the Informed Sport website interface with a grid of Nutrition products. The top navigation and search bar are identical to the previous screenshot. The yellow banner and secondary navigation are also present. The main content area is titled 'INFORMED SPORT CERTIFIED BRANDS'. Below this, a grid of 6 product cards is displayed. Each card has a red 'X' over the 'NUTRITION' logo. The products shown are: PRO X (Protein (Milk/Animal Based), Bar), Daily Multivitamin (Vitamins, Tablet), Daily Omega 3 (Fish/Marine Oil, Softgel), Pea+ Protein, Energel+, and HydraFuel. The 'TYPE:' and 'FORMULATION:' fields are visible for the first three products.

MINIMISING RISK



Product name

Product image

Batch number
F07907

The screenshot shows the Informed Sport website interface. At the top, there is a navigation bar with icons for CHOICE, SPORT, INGREDIENT, and MANUFACTURER, along with a search bar. Below the navigation bar, the page title is 'CERTIFIED PRODUCT'. The main content area displays the product name 'RECOVERY SHAKE' and its details: Brand: Etixx, Product Category: Recovery Formula, Goal: Recovery, Formulation Type: Powder, Date Certified: 26-Aug-2014, and Regional Availability: Europe. A 'Purchase Links' section shows 'Etixx Sports'. Below the product details is a table of batch numbers.

Batch ID	Flavour	Batch Expiration	Test Date
F06943	Chocolate	30 November 2023	01 April 2021
ID F010B10	Chocolate	31 January 2022	29 May 2019
ID F011445	Chocolate	30 April 2022	27 August 2019
F03759	Chocolate	28 February 2023	20 July 2020
ID F011106	Chocolate	28 February 2022	11 July 2019
F012214	Chocolate	30 September 2022	12 February 2020
F03240	Chocolate	31 December 2022	01 June 2020
ID F011656	Chocolate	31 May 2022	26 September 2019
ID F011592	Chocolate	30 June 2022	08 October 2019

Search by product, cross-reference batch numbers, record with photos and screengrabs

MINIMISING RISK



TESTING/ANTI-DOPING EXPERTISE

- Informed Sport part of LGC, international life sciences company
- Testing performed at ISO 17025 laboratories: UK (near Cambridge), US (Kentucky)
- Screen for ~280 banned substances using LCMS and GCMS. HRAM investment
- LGC supplements screen based on WADA Prohibited List



Fordham, UK



Lexington, US

MINIMISING RISK



- ✓ LGC has 55 years of anti-doping experience: Horse racing: BHA, FEI
- ✓ Equine sports testing lab for London 2012 and Rio 2016 Olympic Games
- ✓ WADA lab 2004-2007 Supplements testing since 2007
- ✓ Steroid testing for UK military
- ✓ Unique range of drug testing services: humans supplements, animal sports



GLOBAL PROGRAMME

A light gray world map is centered in the background of the text.

Certified Products: ~1300
Certified Brands: ~270
Global Footprint: 36 countries

GLOBAL PROGRAMME



NADOs
/ ADOS



GLOBAL PROGRAMME



SPORTING ORGANISATIONS AND ADVISORY GROUPS

 Ultimate Fighting Championship	 IRONMAN	 Ladies Professional Golf Association (LPGA)	 The Football Association	 International Mixed Martial Arts Federation (IMMAF)
 Federation Internationale de Volleyball	 International Floorball Federation	 Welsh Rugby Union (WRU)	 World Skate	 Scotland Scottish Rugby Union
 England Athletics	 Collegiate and Professional Dietitians Association (CPSDA)	 Rugby Australia	 International Ice Hockey Federation	 USA Powerlifting
 Rugby Football Union	 Japan Coaches Association	 Sports Nutrition and Dietitians Japan (SNDJ)	 US Ski & Snowboard	 International Bobsleigh & Skeleton Federation

 Sports Dietitians Australia	 Australian Institute of Sport	 High Performance Sport New Zealand	 English Institute of Sport	 Sport Ireland
 Irish Nutrition + Dietetic Institute	 British Cycling	 GB Boxing	 Mountaineering Scotland	 British Association of Sport and Exercise Sciences
 British Bobsleigh & Skeleton	 Badminton Scotland	 IWF Masters Weightlifting	 Pentathlon GB	 British Association of Sport and Exercise Sciences
 International Society of Sports Nutrition	 British Baseball Federation	 Sports, Cardiovascular and Wellness Nutrition	 Collegiate Strength and Conditioning Coaches Association	 National Strength and Conditioning Coaches Association

GLOBAL PROGRAMME



SPORTING ORGANISATIONS AND ADVISORY GROUPS



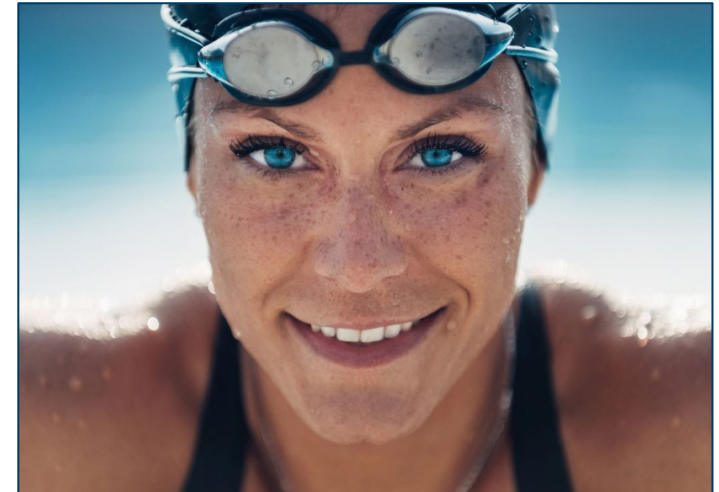
NUTRITION INDUSTRY ORGANISATIONS AND GROUPS



TAKEAWAYS



- Supplements are a risk and responsibility lies with athletes / sport
- Athletes / sport use supplements on a regular basis
- Benefits of supplements now widely accepted
- Due diligence is vital, offers protection under the Code
- Informed Sport allows athletes / sport to perform maximum due diligence
- Protects athletes on a global basis





Clean Sport at the Front Line 2021

DAY 1 | 14 September 2021



Clean Sport at the Front Line 2021

DAY 2 | 15 September 2021

13:00

Welcome and Introduction

Speaker

Emily Robinson, UKAD Interim Chief Executive

Day 2 | 15 September

13:00

Welcome and Introduction

13:05

CBD: The next big supplement or another magic bullet

13:30

Developing methods of evaluating the impact of values-based athlete education

An overview of research funded by UKAD examining methods of evaluating athlete attitudes towards doping, clean sport and the impact of clean sport education

14:00

Understanding the needs and views of para-athletes and ASP towards tailored clean sport education

An interactive panel session involving anti-doping researchers and educators focusing on establishing a tailored approach towards para-athlete clean sport education

14:45

Protect Your Sport

How UKAD is using intelligence to keep sport clean

15:10

Questions

15:30

Close

13:05

CBD: The next big supplement or another magic bullet

Speaker

Professor Graeme Close, Liverpool John Moores University

The slides for this session are not available. Please watch the recording for a recap and to see the slides.

13:30

Developing methods of evaluating the impact of values- based athlete education

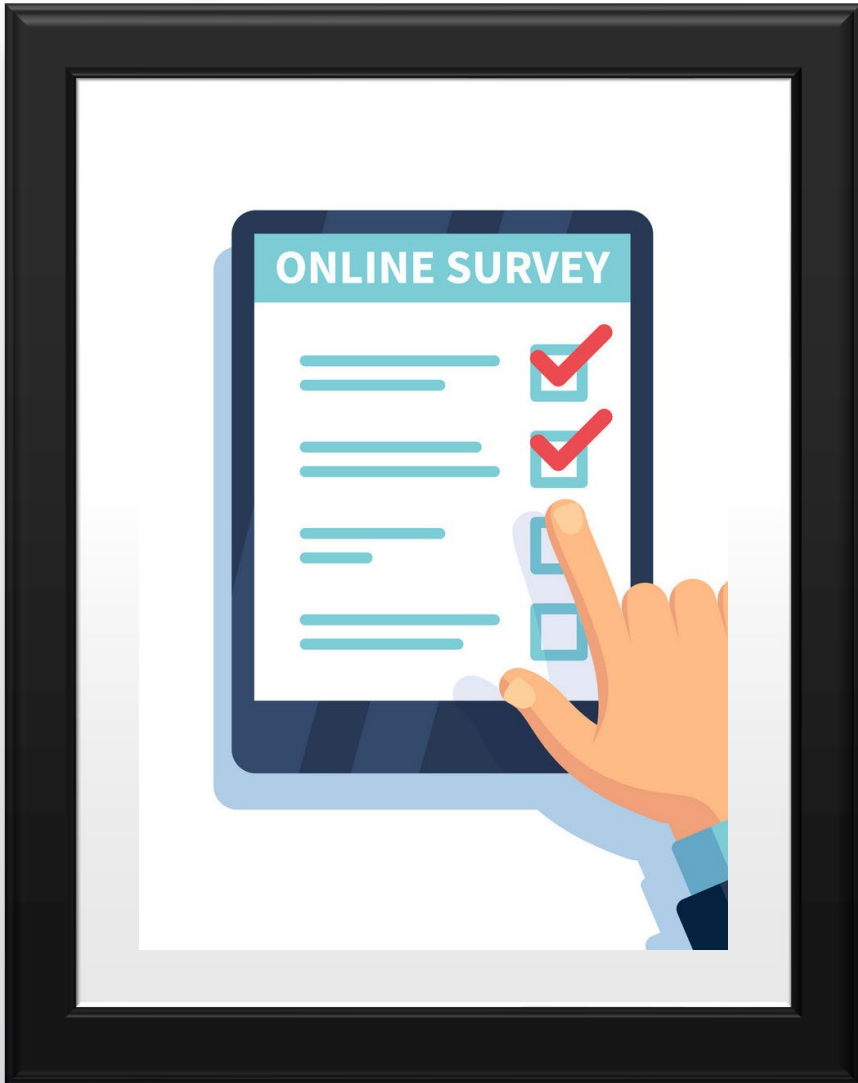
Speaker

Dr Ian Boardley, University of Birmingham



Developing a Survey to Monitor & Evaluate Education Sessions Within an Anti-Doping Education Platform

Dr Ian Boardley, Mr Martin Chandler, Professor Susan Backhouse, Professor Andrea Petroczi, & Dr Laurie Patterson



Based upon validated & reliable evaluation tool(s) that capture attitudes towards doping

Enable participants to answer survey in confidence, without risk of being identified or answers being traced to individuals

Be able to provide a consensus viewpoint of the participants' responses before & after education delivery

Enable effective monitoring & evaluation of the education sessions delivered

Allow opportunity for participants to express their views or feedback relating to interactions with UKAD

Project Specification

Project Objectives



Develop an initial version of the survey that meets UKAD's specification

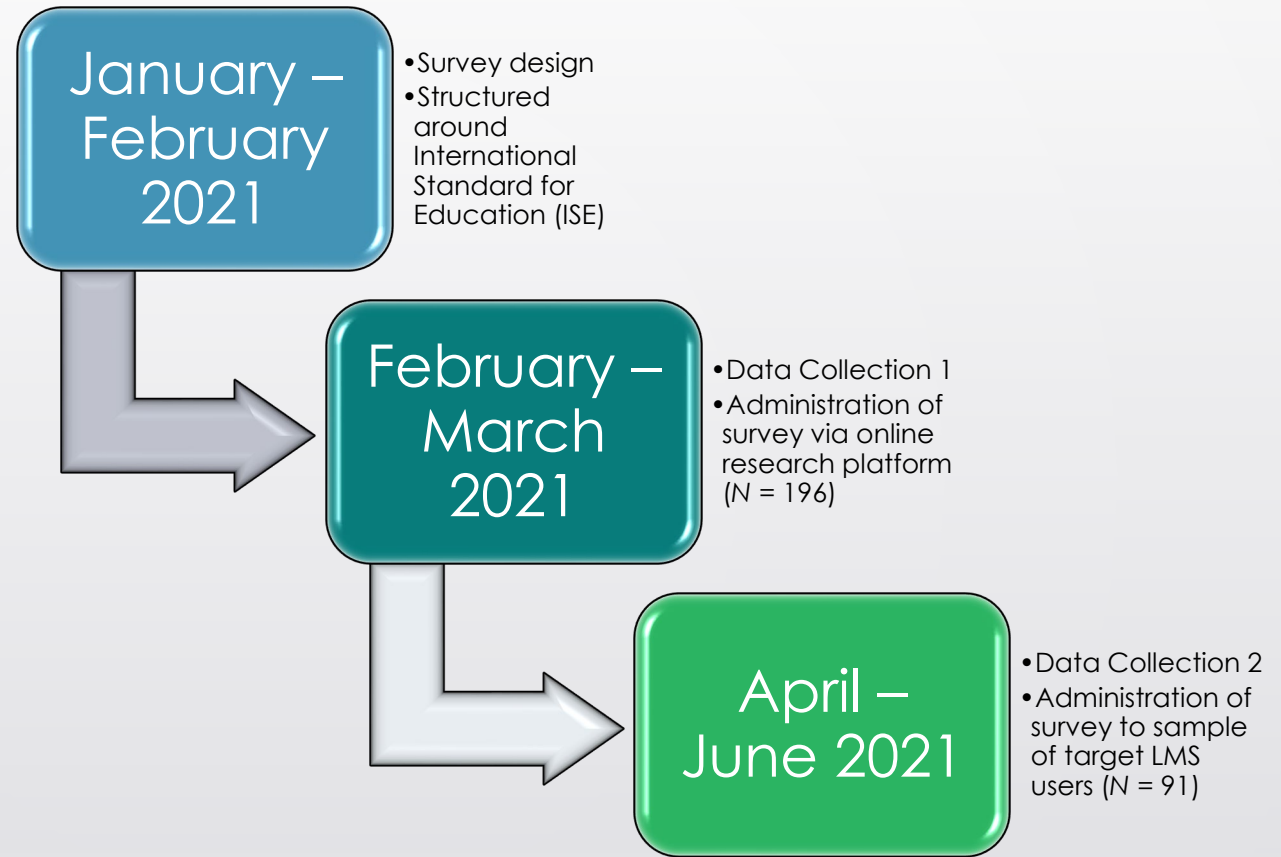


Examine validity & reliability of initial version with data from two samples



Use the validity & reliability evidence to develop a final version of the survey for inclusion in the LMS during Phase 2 of the LMS project

Project Timeline





Survey Design

Structured around major components of WADA's International Standard for Education

Values-based Education

- Performance Enhancement Attitudes Scale; Functional & Moral Doping Attitudes Scale; Semantic Differential Attitude Assessment; Doping Self-Regulatory Efficacy; Doping Willingness in Sport Scale; Doping Moral Disengagement Scale – Short

Awareness Raising

- Clean Sport Education Experiences

Information Provision

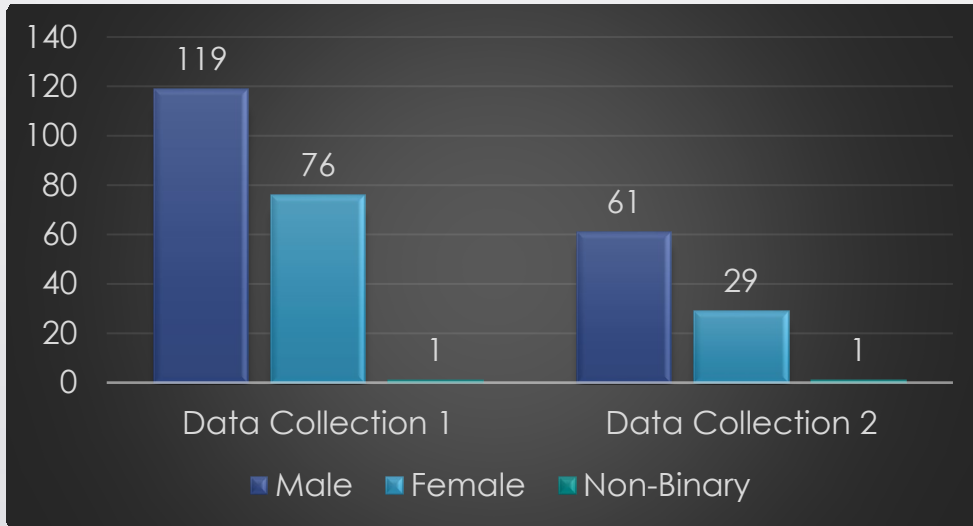
- Anti-Doping Knowledge Test

Anti-doping Education

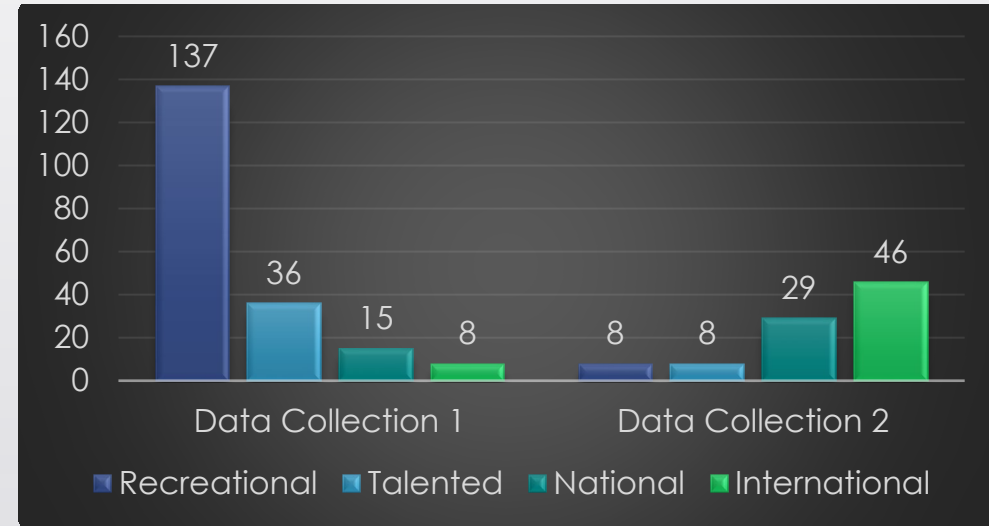
- Perceived Legitimacy of Anti-Doping; Normative Obedience; Estimating the Prevalence of Non-Prohibited & Prohibited Substance Use

Participant Demographics

Gender



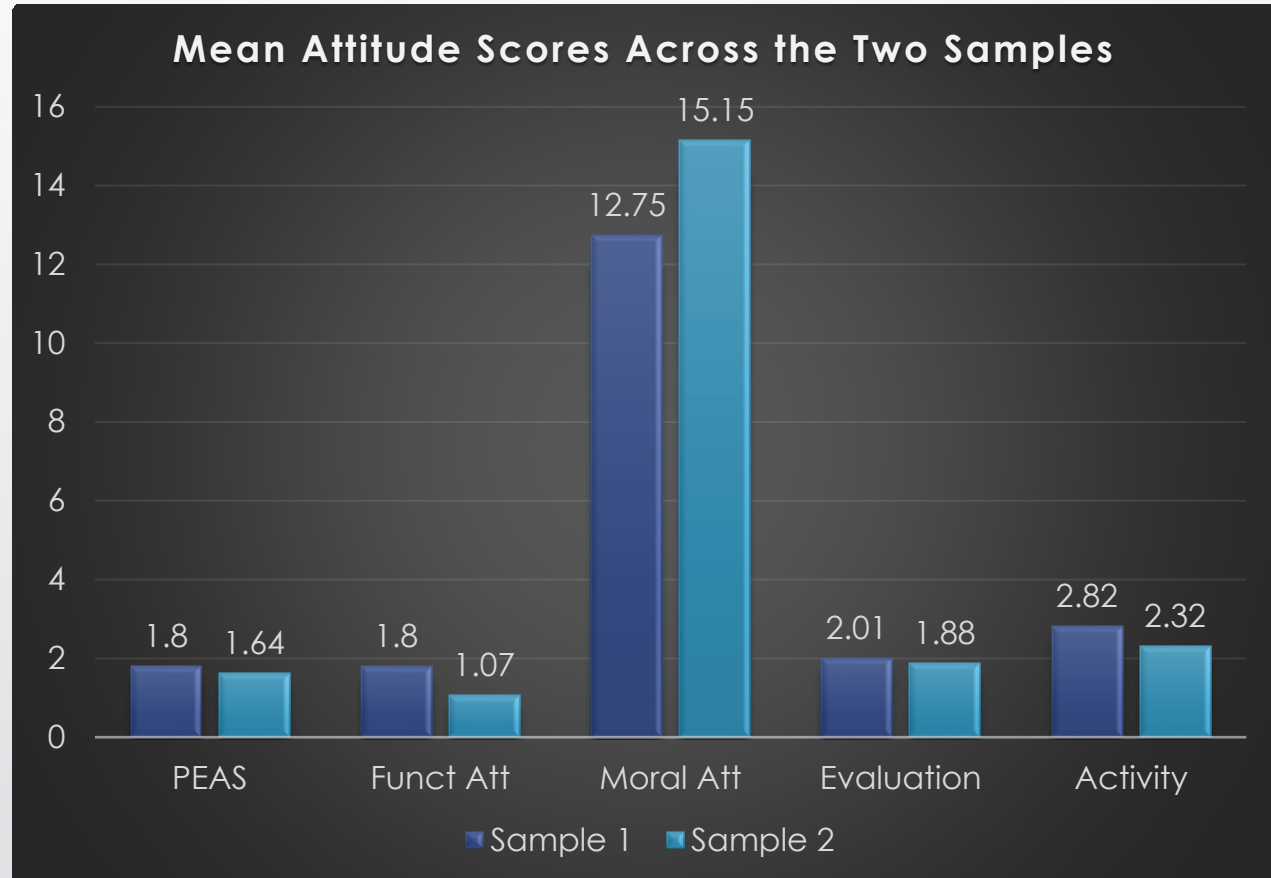
Competitive Level



Findings

Values-based Education

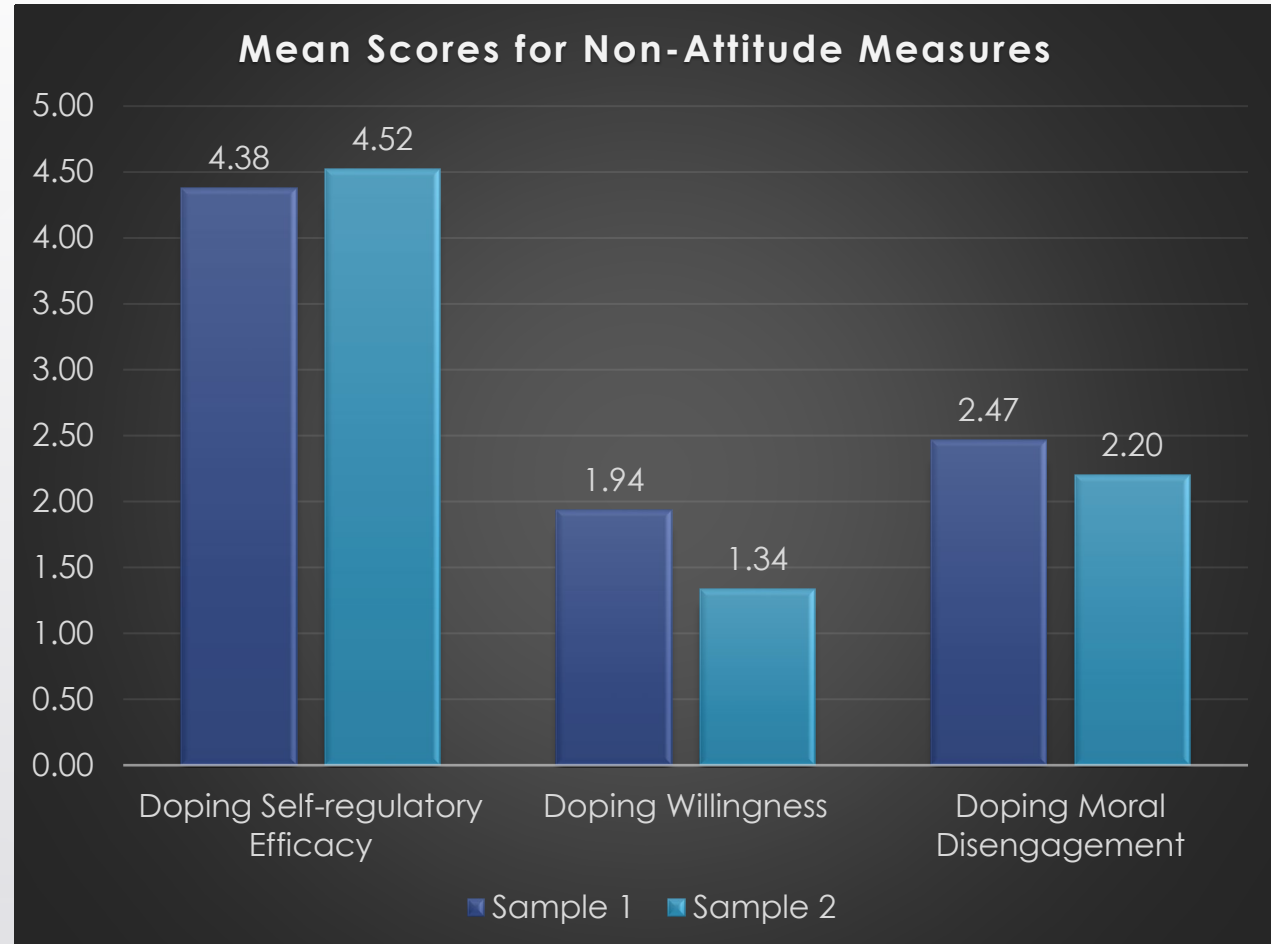
- *Activities that emphasize development of individual's personal values & principles. Builds learner's capacity to make decisions based on moral reasoning.*
- Performance Enhancement Attitudes Scale; Functional & Moral Doping Attitudes Scale; Semantic Differential Attitude Assessment



Findings

Values-based Education

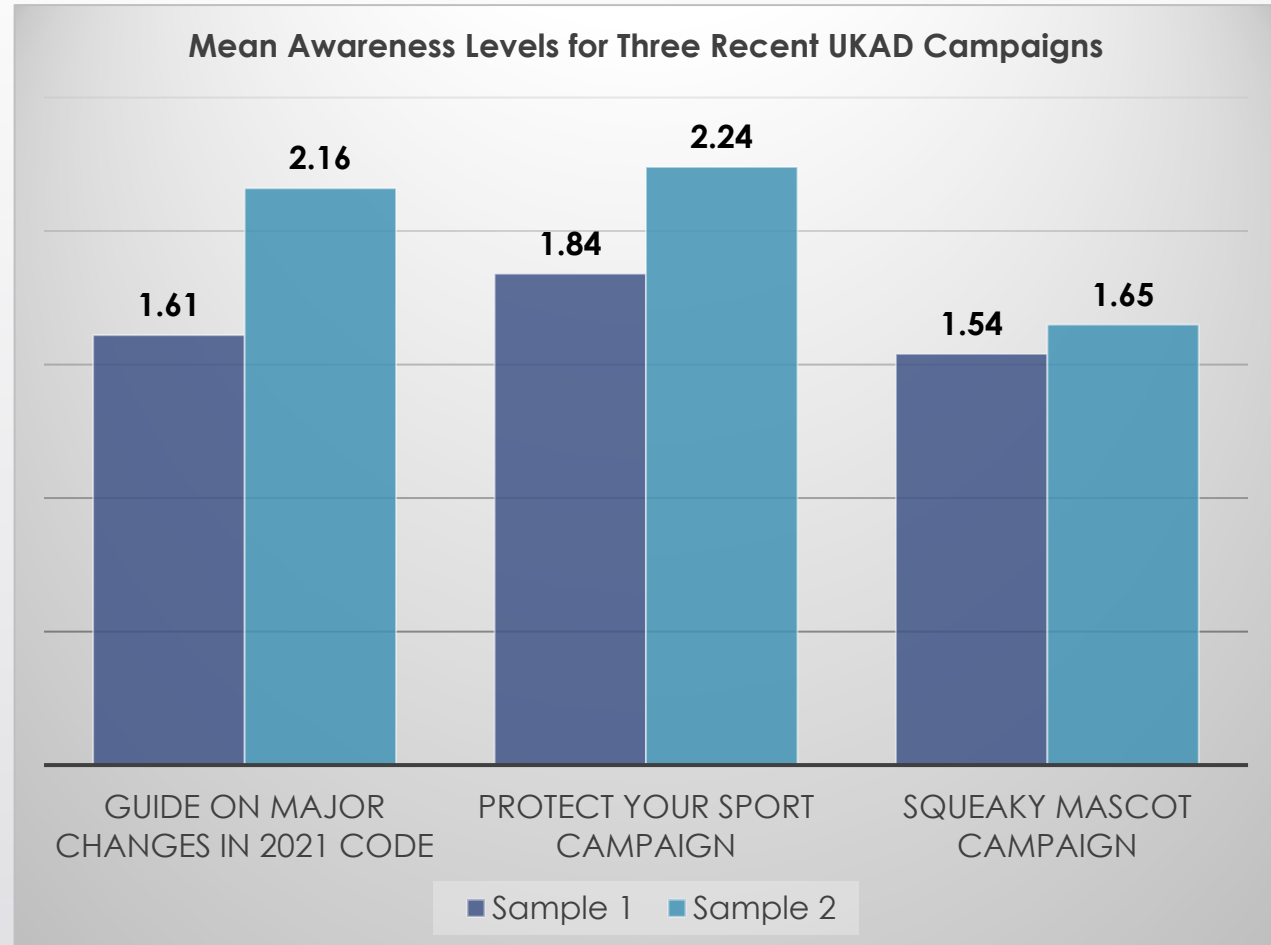
- *Activities that emphasize development of individual's personal values & principles. Builds learner's capacity to make decisions based on moral reasoning.*
- *Doping Self-Regulatory Efficacy Scale; Doping Willingness in Sport Scale; Doping Moral Disengagement Scale – Short*



Findings

Awareness Raising

- *Highlighting topics/issues within the framework of anti-doping*
- Captured through assessment of clean sport education experiences
- Included quantitative & qualitative elements

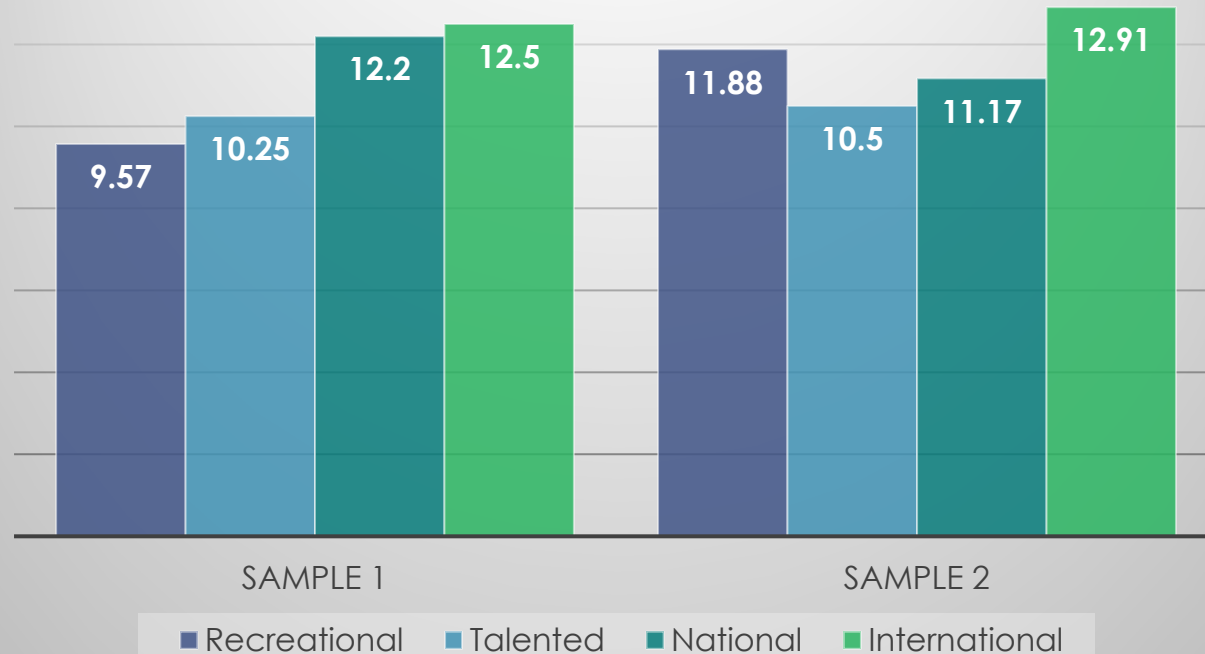


Findings

Information provision

- Providing accurate, up to date anti-doping material
- Assessed through a bespoke anti-doping knowledge test consisting of 20 True/False questions

Mean Test Scores Across Athlete Pathways



Findings

Information provision

- Providing accurate, up to date anti-doping material
- Assessed through a bespoke anti-doping knowledge test consisting of 20 True/False questions

% Correct ranged from 14.7% to 94.7%

Four questions were answered correctly by <50% of participants

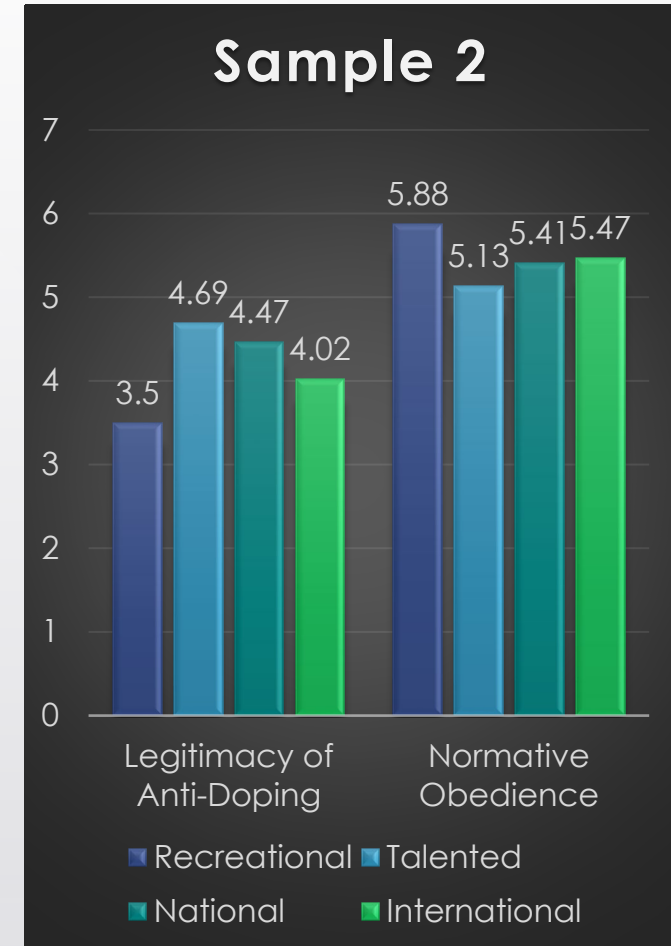
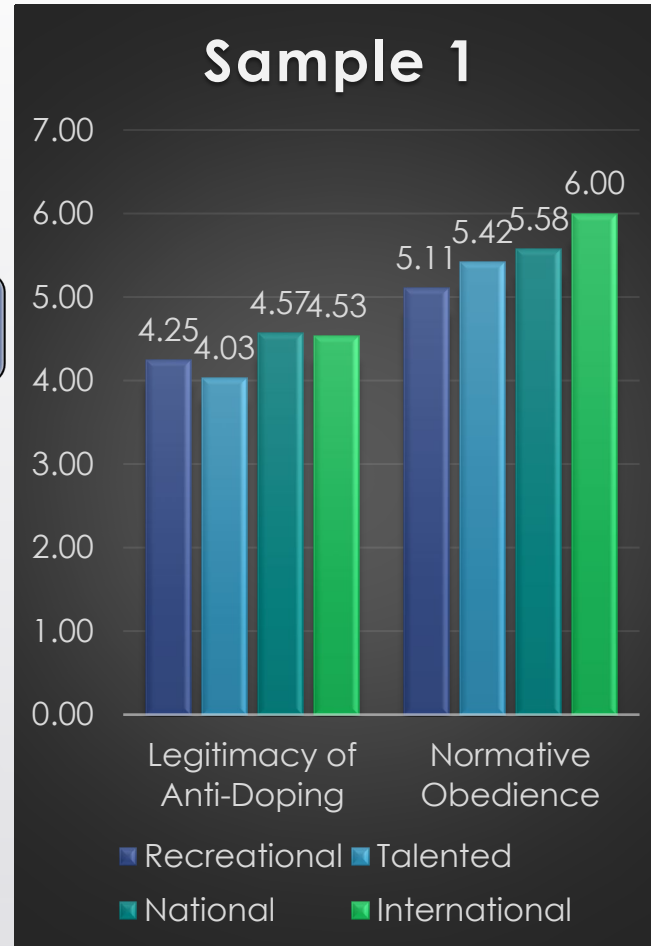
- Athletes can avoid a sanction if they did not know that a substance consumed was prohibited (94.7%)
- Athletes can get a reduced suspension if they return a positive test for a psychoactive drug (14.7%)

- Enjoyment is one of the key values of the 100% Me programme (47.4%)
- All athletes must have an Athlete Biological Passport (33.7%)
- Athletes can use a prescribed medication even if it gives an unfair advantage if they have a medical reason for it & there are no permitted alternatives (22.1%)

Findings

Anti-doping Education

- *Delivering high quality anti-doping training to ensure competence in all aspects related to anti-doping topics*
- Perceived Legitimacy of Anti-Doping; Normative Obedience

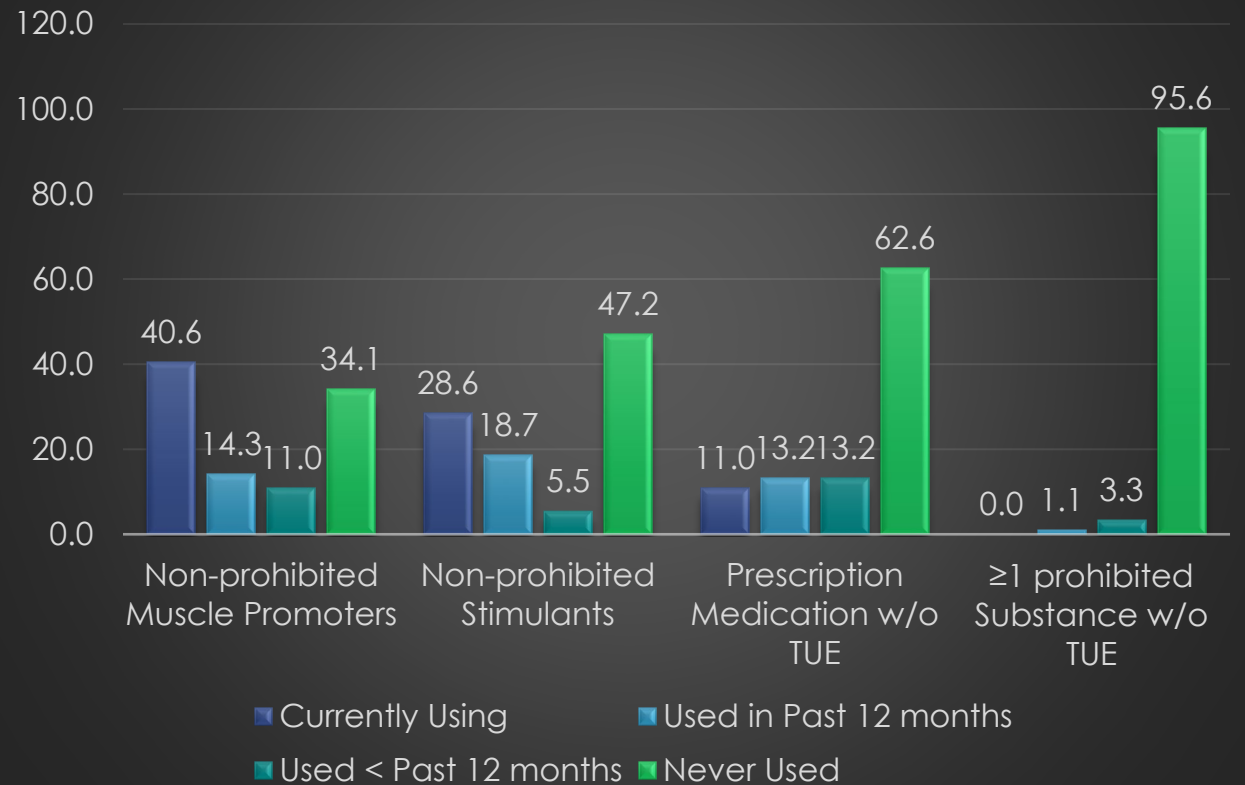


Findings

Anti-doping Education

- *Delivering high quality anti-doping training to ensure competence in all aspects related to anti-doping topics*
- Estimating the Prevalence of Non-Prohibited & Prohibited Substance Use

Self-reported Use of Substances/Methods for Sample 2 (%)



Project Conclusions



Findings support the suitability of the survey to monitor & evaluate education activities across the four ISE domains



Survey components will be embedded within education platform where they best match session content



Data periodically assessed to enable ongoing modifications & add to existing population data



Pre-/post-session & follow-up assessments will enable monitoring of session effectiveness & knowledge retention

14:00

Understanding the needs and views of para-athletes and ASP towards tailored clean sport education

Speakers

- **Chair: Dr Ian Boardley**, University of Birmingham
- **Professor Andrea Petroczi**, Kingston University
- **Paul O'Donovan**, Sport Ireland
- **Ali Jawad**, University of Birmingham and UKAD Athlete Commission

14:45

Protect Your Sport

Speaker

Mario Theophanous, UKAD Head of Intelligence and Investigations

**PROTECT
YOUR
SPORT**

UKAD

**Protect Your Sport:
How UKAD is using intelligence to
keep sport clean**

Overview

- An introduction to Intelligence at UKAD
- Barriers to reporting doping in sport
- Leeds Beckett University Research
- UKAD Protect your Sport Campaign
- UKAD Whistleblowing Policy



Background

How UKAD uses intelligence

- Intelligence-led testing
- Targeted education and communication
- Sharing with other agencies for joint action
- Sport and Substance profiles
- Identifying trends from data

Barriers to reporting doping in sport

- Lack of awareness and understanding of whistleblowing process by athletes and support personnel
- Contextual differences between sports
- Inability to follow up on anonymous intelligence

Leeds Beckett Research

Capability

Athletes and coaches **lack awareness and understanding** of:

- safeguards
- process
- programmes

E.g., Just **40%** of coaches and **35%** of athletes agreed that they know what safeguards are in place for them to report doping in

Opportunity

In general, athletes and coaches **do not feel encouraged to report doping**

- by their sport
- unaware of individuals who have reported
- reaction to those who speak up is discouraging

E.g., Just **45%** of coaches and **38%** of athletes surveyed felt their sport actively encourages them to report doping

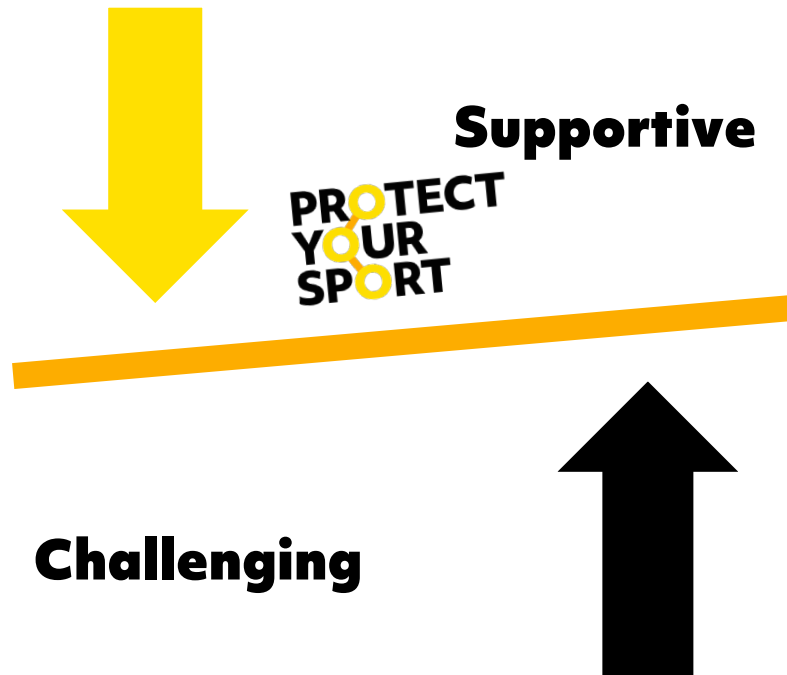
Motivation

Anxiety and worry associated with reporting

- taking responsibility for ending an athlete's career
- professional career and financial implications

Coaches (**93%**) and athletes (**83%**) generally feel **it is their responsibility** to report doping in sport

Protect Your Sport is...



... dedicated to clean competition - but we know we can't do it alone. **It takes a team.**

Protecting clean sport depends on everyone doing their part, whether on centre stage or behind the scenes.

It rests on athletes, coaches, parents and support staff having the know-how to speak out when something's wrong - no matter how small.

Protect Your Sport

**WE'RE DEDICATED
TO PROTECTING
CLEAN SPORT.
BUT WE KNOW WE
CAN'T DO IT ALONE,
IT TAKES A TEAM.**

SEARCH: PROTECT YOUR SPORT

Since the beginning of the Protect Your Sport campaign in November 2020

- UKAD has received **46** reports of misconduct in sport via the “protect your sport” channels
- Reports were from across **21** different sports reported on
- **20%** of reports received relate to tier 1 sport
- **6** sports account for **63%** of all reports.
- Individual sports account for **61%** of all reports.

Whistleblowing Policy

Informant

An Informant can make a disclosure of alleged Misconduct to UKAD anonymously and in confidence at any time. Informants are not subject to the additional rights and protections afforded to a Whistleblower.

Whistleblower

A Whistleblower can make a disclosure of alleged Misconduct at any time and enters into a signed agreement with UKAD. This agreement provides added rights and protections.



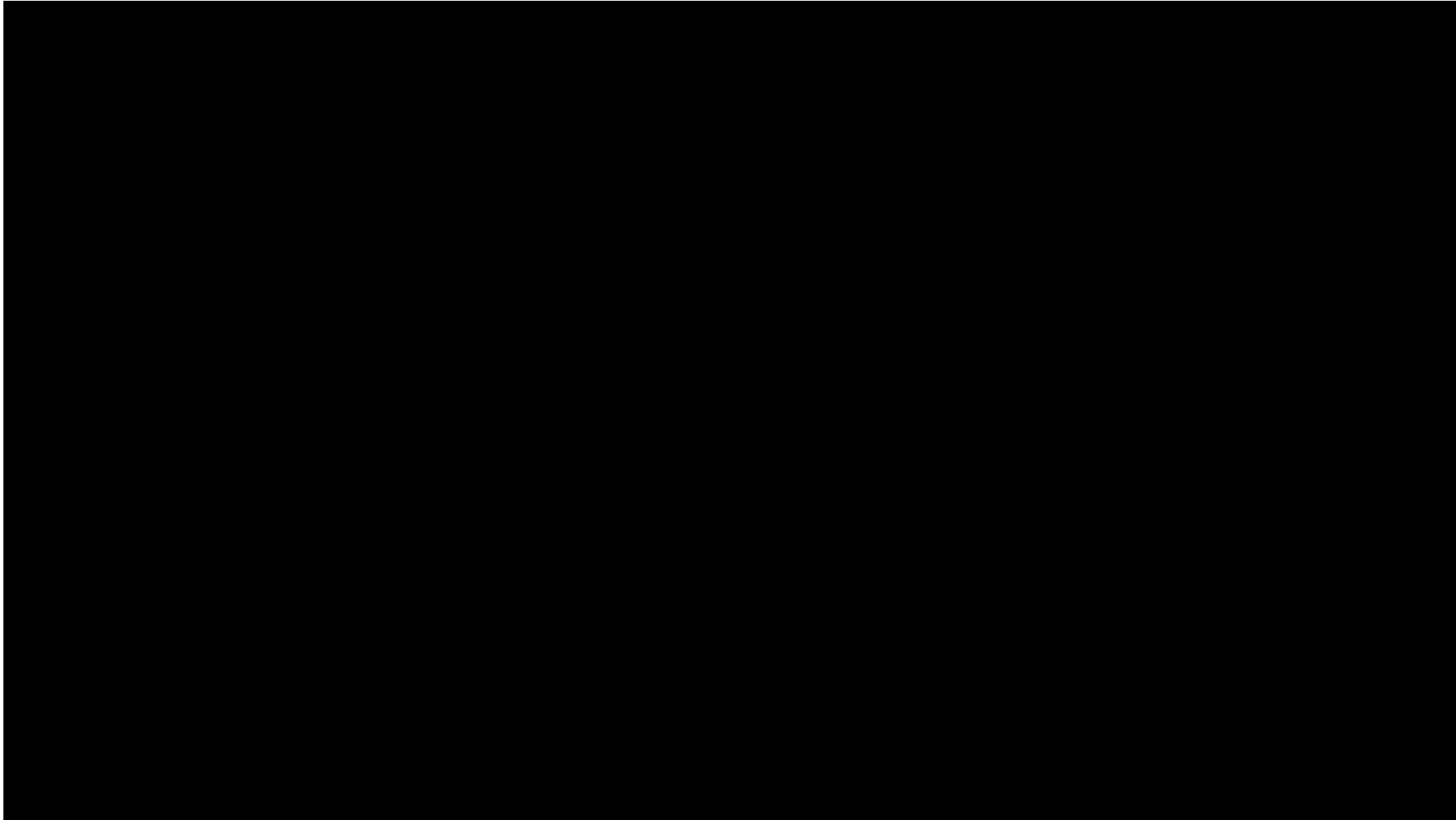
Whistleblowing Policy

- UKAD has a Whistleblower Policy, which can be found on our website
- Anyone can seek advice from the Intelligence and Investigations team at UKAD at any time
- Providing information to UKAD does not mean you will have to give evidence or that you will be identified as a Whistleblower
- Maintaining the confidentiality of information and the anonymity of a Whistleblower is of the utmost importance to UKAD
- **UKAD want to keep your identity confidential**



**PROTECT
YOUR
SPORT**

UKAD



#CSFL2021 | @ukantidoping

Questions...

**ACT IN
CONFIDENCE
WITH
CONFIDENCE.**

✉ **EMAIL**
PROTECTYOURSPORT@REPORTDOPING.COM

**PROTECT
YOUR
SPORT**



Clean Sport at the Front Line 2021