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PRINCIPLES AND VALUES OF CLEAN SPORT

INCLUDES REPORTING AND
CONSEQUENCES OF DOPING

OBJECTIVES OF THIS PRESENTATION

- The audience understands the role of personal values in doping-related decision-making
- The audience is able to identify their personal values
- The audience understands moments of vulnerability and how they relate to decision-making
- The audience is aware of the different consequences of doping
- The audience understand the importance of reporting doping or any other suspicious activity
- The audience knows where to go if they need to speak to someone or have something to report



PRINCIPLES AND VALUES

WHAT IS INTEGRITY IN SPORT?

Manifestation of the ethics and values which promote community confidence in sports, including:

- ✓ Fair and honest performances and outcomes, unaffected by illegitimate enhancements or external interests; and
- ✓ Positive conduct by athletes, administrators, officials, supporters and other stakeholders, on and off the sporting arena, which enhances the reputation and standing of the sporting contest and of sport overall.

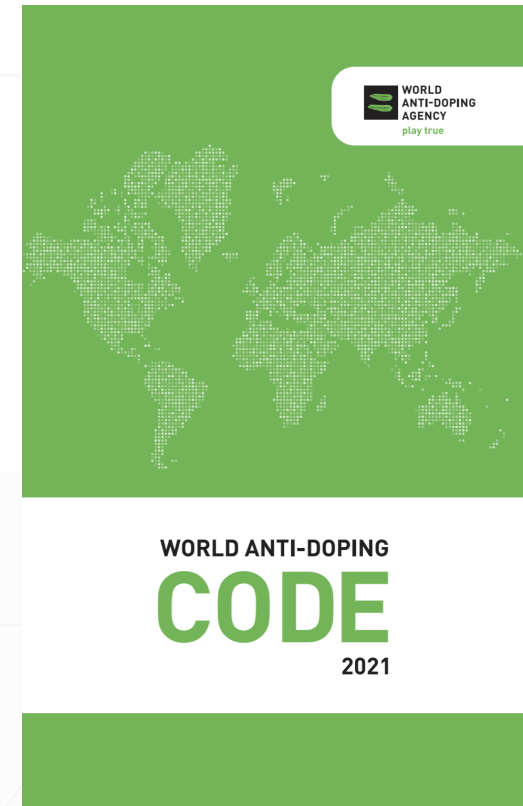
Source: [Australian Government, Department of Health](#)

Integrity concerns all moral and ethical aspects of sport.

WADA DEFINITION OF DOPING

Doping is defined as the occurrence of one or more of the anti-doping rule violations set forth in Article 2.1 through Article 2.11 of the Code.

(2021 World Anti-Doping Code)

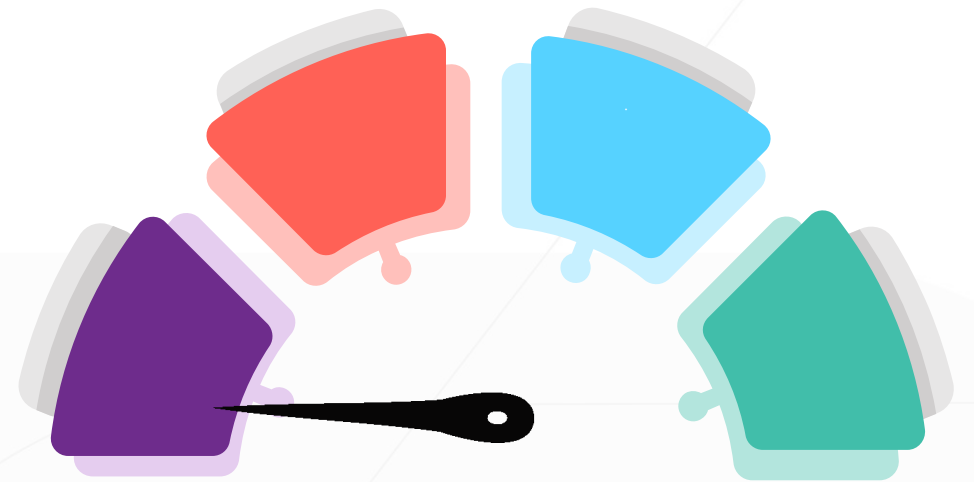


YOUR DEFINITION OF DOPING

DEFINING DOPING IS NOT EASY

WE DON'T ALWAYS KNOW WHY SOMEONE DOPES

DOPING IS THE RESULT OF MULTI-FACTORAL ISSUES



VALUES AND TRAITS



Your **values** are part of your **personality**



When you connect with your personal values, you can chart a course that's right for you - **you align your motivations with your actions**



Personal values are the things that are important to us. They are characteristics and behaviours that **motivate us and guide our decisions**

VALUES MATTER BECAUSE...

You feel better when you live according to your values.

You feel worse when you do not live according to your values.

This applies both to day-to-day decisions and to larger life choices.

QUESTION

WHAT ARE **3** VALUES THAT
ARE IMPORTANT TO ME
AS A PERSON?

LOYALTY

COMPASSION

SECURITY

RECOGNITION

RESPONSIBILITY

FREEDOM

DEDICATION

BEAUTY

EXCELLENCE

HEALTH

CREATIVITY

PATIENCE

MORALITY

ACCOUNTABILITY

RESPECT

COURAGE

EMPATHY

INSPIRATION

TRUSTWORTHINESS

FAITH

HUMOR

COOPERATION

EQUALITY

POWER

HELPFULNESS

SUCCESS

ADVANCEMENT

LOVE

HONESTY

KNOWLEDGE

DETERMINATION

WEALTH

FRIENDSHIP

INTEGRITY

WISDOM

المسؤولية	التقدير	الأمان	التعاطف	الوفاء
الصحة	التفوق	الجمال	التفاني	الحرية
الإحترام	المحاسبة	الأخلاق	الصبر	الابداع
الإيمان	الثقة	الإلهام	العطف	الشجاعة
استعداد للمساعدة	النفوذ	المساواة	التعاون	الفكاهة
المعرفة	النزاهة	الحب	التقدم	النجاح
الحكمة	النزاهة	الصداقة	الثروة	الإصرار

LEALTAD

HUMOR

SEGURIDAD

RECONOCIMIENTO

CONFIANZA

AMOR

DEDICACIÓN

BELLEZA

EXCELENCIA

PODER

CREATIVIDAD

PACIENCIA

CORAJE

TOLERANCIA

COOPERACIÓN

MORALIDAD

EMPATÍA

INSPIRACIÓN

RESPONSABILIDAD

FE

COMPASIÓN

DETERMINACIÓN

LIBERTAD

ÉXITO

RESPETO

SALUD

PROGRESO

IGUALDAD

INTEGRIDAD

CONOCIMIENTO

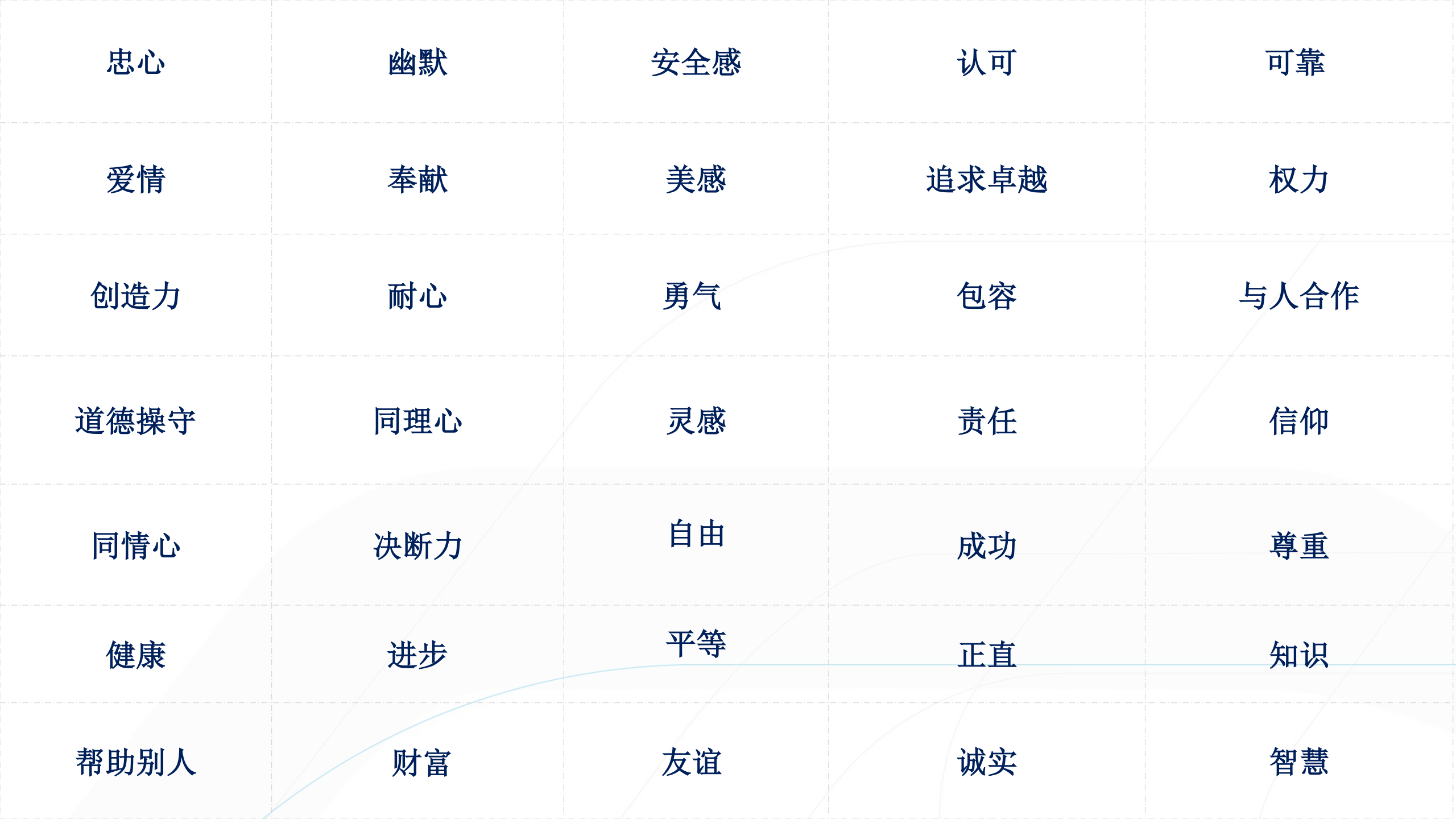
SERVICIALIDAD

RIQUEZA

AMISTAD

HONESTIDAD

SABIDURÍA



忠心

幽默

安全感

认可

可靠

爱情

奉献

美感

追求卓越

权力

创造力

耐心

勇气

包容

与人合作

道德操守

同理心

灵感

责任

信仰

同情心

决断力

自由

成功

尊重

健康

进步

平等

正直

知识

帮助别人

财富

友谊

诚实

智慧

A 7x5 grid of Russian words. The words are arranged in a grid with dashed lines. There are decorative curved lines in light blue and grey that sweep across the grid from the bottom-left towards the top-right.

ВЕРНОСТЬ	ЮМОР	УВЕРЕННОСТЬ	ПРИЗНАНИЕ	БЛАГОНАДЕЖНОСТЬ
ЛЮБОВЬ	ПОСВЯЩЕНИЕ	КРАСОТА	СОВЕРШЕНСТВО	ВЛАСТЬ
КРЕАТИВНОСТЬ	ТЕРПЕНИЕ	ОТВАГА	ТОЛЕРАНТНОСТЬ	СОТРУДНИЧЕСТВО
НРАВСТВЕННОСТЬ	ЭМПАТИЯ	ВДОХНОВЕНИЕ	ОТВЕТСТВЕННОСТЬ	ВЕРА
СОЧУСТВИЕ	РЕШИМОСТЬ	СВОБОДА	УСПЕХ	УВАЖЕНИЕ
ЗДОРОВЬЕ	ПРОДВИЖЕНИЕ	РАВЕНСТВО	ЧЕСТНОСТЬ	ЗНАНИЕ
ПОДДЕРЖКА	БЛАГОСОСТОЯНИЕ	ДРУЖБА	ИСКРЕННОСТЬ	МУДРОСТЬ

ВЕРНОСТЬ

ЮМОР

УВЕРЕННОСТЬ

ПРИЗНАНИЕ

БЛАГОНАДЕЖНОСТЬ

ЛЮБОВЬ

ПОСВЯЩЕНИЕ

КРАСОТА

СОВЕРШЕНСТВО

ВЛАСТЬ

КРЕАТИВНОСТЬ

ТЕРПЕНИЕ

ОТВАГА

ТОЛЕРАНТНОСТЬ

СОТРУДНИЧЕСТВО

НРАВСТВЕННОСТЬ

ЭМПАТИЯ

ВДОХНОВЕНИЕ

ОТВЕТСТВЕННОСТЬ

ВЕРА

СОЧУСТВИЕ

РЕШИМОСТЬ

СВОБОДА

УСПЕХ

УВАЖЕНИЕ

ЗДОРОВЬЕ

ПРОДВИЖЕНИЕ

РАВЕНСТВО

ЧЕСТНОСТЬ

ЗНАНИЕ

ПОДДЕРЖКА

БЛАГОСОСТОЯНИЕ

ДРУЖБА

ИСКРЕННОСТЬ

МУДРОСТЬ

A 7x5 grid of French words. The words are arranged in a grid with dashed lines. A light blue curved graphic element is overlaid on the grid, starting from the bottom left and curving upwards and to the right, passing through the middle of the grid.

LOYAUTÉ	HUMOUR	SÉCURITÉ	RECONNAISSANCE	FIABILITÉ
AMOUR	DÉVOUEMENT	BEAUTÉ	EXCELLENCE	POUVOIR
CRÉATIVITÉ	PATIENCE	COURAGE	TOLÉRANCE	COOPÉRATION
MORALE	EMPATHIE	INSPIRATION	RESPONSABILITÉ	FOI
COMPASSION	DÉTERMINATION	LIBERTÉ	SUCCÈS	RESPECT
SANTÉ	PROGRESSION	ÉGALITÉ	INTÉGRITÉ	CONNAISSANCES
SERVIABILITÉ	RICHESSSE	AMITIÉ	HONNÊTETÉ	SAGESSE

LOYAUTÉ

HUMOUR

SÉCURITÉ

RECONNAISSANCE

FIABILITÉ

AMOUR

DÉVOUEMENT

BEAUTÉ

EXCELLENCE

POUVOIR

CRÉATIVITÉ

PATIENCE

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TOLÉRANCE

COOPÉRATION

MORALE

EMPATHIE

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RESPONSABILITÉ

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COMPASSION

DÉTERMINATION

LIBERTÉ

SUCCÈS

RESPECT

SANTÉ

PROGRESSION

ÉGALITÉ

INTÉGRITÉ

CONNAISSANCES

SERVIABILITÉ

RICHESSSE

AMITIÉ

HONNÊTETÉ

SAGESSE



OLYMPIC VALUES
FRIENDSHIP
RESPECT
EXCELLENCE

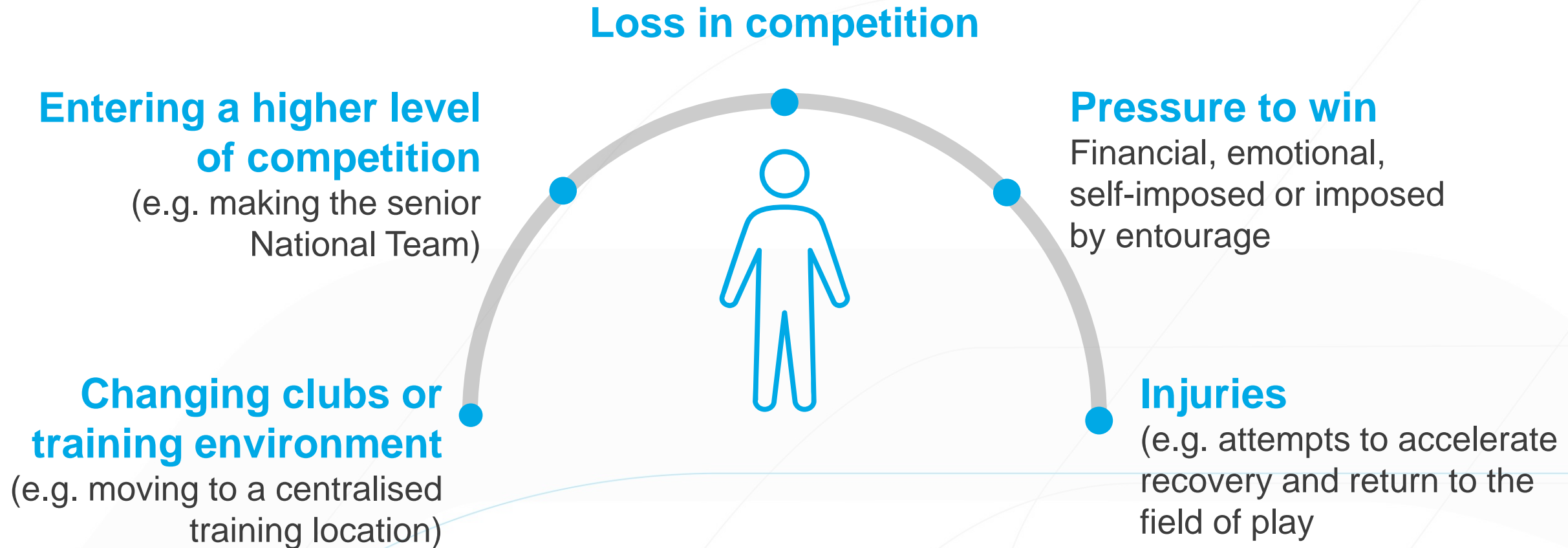
PARALYMPIC VALUES
DETERMINATION
INSPIRATION
COURAGE
EQUALITY

1. HOW DO OUR VALUES LINK TO CLEAN SPORT?

2. DO KEY EVENTS IN AN ATHLETE'S LIFE INFLUENCE THEIR DECISION TO DOPE?

3. WHO CAN HELP ATHLETES MAKE THE RIGHT DECISION IN SUCH SITUATIONS?

VULNERABILITY MOMENTS



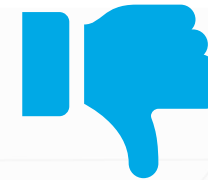
POWER OF ENTOURAGE

“Coaches and peers having a close and trusty relationship with the athletes were considered **most influential** with respect to doping-related decisions”

(Barkoukis 2019)



Entourage can prevent doping



Entourage can facilitate doping



CONSEQUENCES

CONSEQUENCES



CONSEQUENCES: SANCTIONS

An ADRV will have an impact on the athlete's ability to train and compete. For coaches and other Athlete Support Personnel, a ban may mean that they are no longer able to work with athletes. A sanction resulting from an ADRV can range from a warning to a lifetime ban from all sport.

It is important to know that individuals banned in the sport will also be prohibited from competing, coaching or working with athletes in any other capacity in a different sport.

Beyond the legal consequences, an increasing amount of public authorities and governments have adopted legislations that treat doping as a criminal act.

ADRV 2.1: PRESENCE OF A PROHIBITED SUBSTANCE OR METHOD

SPECIFIED

NON-SPECIFIED

DESCRIPTION

More likely to have a purpose other than sport performance.

More likely to be used for sport performance enhancement.

SANCTION

2 years

4 years

EXCEPTIONS

Sanction can be increased if intent is established by the ADO.

Sanction can be reduced if athlete establishes non-intent.

Sanction can be reduced if athlete establishes non-intent.

“ It made me to a man from a boy in just one day. I get to read it from the newspaper that I have been tested positive and then I've just been given a flight ticket and told to go fight my own case. That's how it is, nobody was there to tell me what to do next. ”

Sharad Kumar
Para Athletics

CONSEQUENCES: PHYSICAL HEALTH

Depending on the substance, the dosage and the duration of use, some performance-enhancing drugs have been proven to have severe side effects and can cause irreversible damage to an athlete's body.

“ As a 17-year old teenager, I was being pumped full with more male doping substances than the doped adults sprinter Ben Johnson. I was 1.82-1.85 metres tall and weighted, I think, 69 kilos. So I was very tall and thin. Two years later I weights 105 kilos. And that was all active muscle mass. ”

Andreas Krieger
Athletics

CONSEQUENCES: MENTAL HEALTH

Scientific research has shown that there is a considerable correlation between the use of performance-enhancing drugs and mental health issues. Most commonly, it was found that the use of doping substances can trigger anxiety, obsessive disorders or psychosis.

“ One day I'm a normal person with a normal life. The next I'm standing on a street corner in Madrid with a secret phone and a hole in my arm and I'm bleeding all over, hoping I don't get arrested. It was completely crazy. But it seemed like the only way at the time. ”

Tyler Hamilton
Cycling

CONSEQUENCES: LONG-TERM EFFECTS



Athletes and Athlete Support Personnel will suffer consequences of doping behaviours regardless of whether or not they are caught. While health consequences only apply to athletes, it is important to remember that Athlete Support Personnel will also experience the same negative impact as athletes on their personal and professional lives.



“ I symbolised doping... My phone rarely rings. I can count on the fingers of one hand the number of riders who call me. I was a hero, and a second afterwards it was all over. ”

Richard Virenque
Cycling



REPORTING DOPING

REVEAL

- ✓ ITA's online platform that can be used to report what you have **seen, heard or experienced** in a secure, confidential and anonymous manner
- ✓ Option to open a mailbox and/or provide contact details for further exchanges
- ✓ Every piece of information is important – no matter how small
- ✓ Reports can be submitted in any language

WWW.REVEAL.SPORT



Reveal - ITA's reporting platform

Every piece of information is important in the fight for clean sport. Your information helps us to uncover doping and catch cheaters.

REVEAL is a platform that enables you to report what you have seen, heard or experienced in a **completely anonymous** and **secure** manner while actively supporting the investigation of anti-doping rule violations or criminal behaviour.

If you are wondering if your information is important enough, if you have doubts that your information is relevant, or if you are afraid of sharing it – please be assured that **we will treat your information in a confidential and sensible manner.**

REVEAL makes it really easy for you to help keep sport real. **Just click on the "Report" button below.**

And if you wish to stay involved you can **open a secure mailbox** or **give us your contact details** so we can stay in touch with you.

