



# **Camanachd Association Anti-Doping Education Strategy**

## **Programme Strategy 2017**

### **Vision:**

To create an environment in the sport of shinty where players can have confidence in their ability to succeed without the misuse of Prohibited Substances or Prohibited Methods.

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### **Mission:**

The Camanachd Association values the contribution that sport can make to health, national pride and social development when fostered within a strong ethical environment. The Camanachd Association identifies integrity, equality and respect as values essential to success in shinty. Fundamental to sport being played by all is sporting conduct and the way the sport is played. The Camanachd Association commits to playing its part in ensuring that standards are set for fair play and clean sport and then promoted through the provision of effective education and information.

The basic principle for the Camanachd Association's information and education programme for anti-doping shall be to protect the spirit of shinty from being undermined by doping and to establish an environment which influences doping free behaviour among participants. While a comprehensive testing programme plays a fundamental part as a deterrent and preventative measure against doping, the Camanachd Association acknowledges that it has a duty to provide players with the information and technical advice they need to make informed and responsible choices in compliance with the Camanachd Associations anti-doping regulations.

## Goals:

The Camanachd Association commits to continuing its long-term education and information strategy, started in 2008, so that successive generations of shinty players can be proud to say they are 100% ME. We will continue to work with sportscotland and UK Anti-Doping to encourage our communities to engage and participate in the anti-doping education programme.

We aim to raise awareness to positively influence beliefs, attitudes and behaviours, in order to continue the ethos of drug-free shinty by:

1. Providing relevant and accurate technical information to players to enable them to remain drug free and comply with the Camanachd Association anti-doping regulations.
2. Increasing understanding of the value of anti-doping for players and support personnel to make well informed and positive choices so that following any success they can say with pride, 'It was 100% ME!'
3. Minimise the risk of inadvertent doping and make apparent any players intent on dodging the system, either by avoiding testing or through the misuse of Prohibited Substances or Methods.
4. Utilise the services and support provided by UK Ant-Doping through the 100% ME programme to deliver an effective annual plan

# Programme Framework

## Anti-Doping Messages

The Camanachd Association will promote the following anti-doping messages to the relevant target group

- Anti-Doping Rule Violations
- Consequences of doping, including sanctions, health and social consequences
- Athlete rights and responsibilities
- Athlete 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
- Doping control procedures
- Therapeutic Use Exemptions
- Understanding the risk of contamination in nutritional supplements
- Harm of doping to the spirit of shinty
- Permitted alternatives to doping.

## Ambassador Programme

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

The Camanachd Association has two official ambassadors at the moment.

Ronald Ross, who is the Camanachd Association's Regional Development Manager, speaks to all our target groups about the Camanachd Association's Anti-Doping Vision and Mission statement

Katie Drain, who is the Camanachd Association's Regional Development Officer: North who is a Role Model for the women and girls involved in shinty.

## Accreditation programme

The Camanachd Association is committed to delivering quality education and information by using trained and accredited 100% ME National Trainers and Educators.

The Camanachd Association have nominated the following representatives for 100% ME Educator training:

Tutor Name	Graham Cormack. Camanachd Association National Development Manager (UKAD Accredited Advisor) Paul MacArthur. Regional Development Officer: Central
Region	Scotland

## Outreach Programme

The Camanachd Association accepts Outreach as a way of promoting anti-doping by 'reaching out' to athletes and their entourage to raise awareness and understanding of anti-doping issues that directly affect them.

The Camanachd Association identifies the following events as opportunities to deliver the 100% ME Outreach programme:

Event Name	Event Date	Level of Competitor
Coach Education Courses	Ongoing	Athlete Support Personnel
Development Camp	July annually	Woman & Girls
Development Camp	July annually	Under-17 boys
National Squads	October	Men & Women Seniors Men Under-21

## Programme Plan

The Camanachd Association would like to undertake the following activities in order to meet our objectives for clean sport education and information provision.

<b>Target Group</b>	<b>Activity</b>	<b>Resources</b>	<b>Annual</b>
Under-17 Development Group	Work shop	Educational Resources by UK Anti-Doping	July
Coaches	Workshop	Education resources UK Anti-Doping	Ongoing
Shinty Community Information	Website	Background information Link to 100% ME website	Ongoing
National Senior and U-21 Squads	Workshop and ongoing education	Education resources UK Anti-Doping	October

## Evaluation Plan

The Camanachd Association will evaluate their 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 UK Anti-Doping Programmes and research.
- Regularly reviewing and updating this Education Strategy and Annual Plan

The Camanachd Association is grateful for the support given by sportscotland and UK Anti-Doping in the production of this plan.

*Shinty – more than a game!™*