

Ethics in Sports in Finland



Three steps to better anti-
doping education

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FINCIS in figures in 2015

- › The current population of Finland is 5,5 million
- › Doping control
 - the budget for testing is 1 500 000 € (over all budget is 3 300 000 €)
 - there are ~ 100 testing pool athletes
 - last year FINADA conducted 2,466 urine tests, 264 blood tests (and 264 athletes biological passport samples)
 - 5 anti-doping rule violations
- › Spreading the message of clean sport
 - 120 lectures with over 4,200 attendees
 - Clean Win information stands at 15 sporting events with total spectator numbers in the thousands
 - almost 50 newsletters, press releases and blog entries

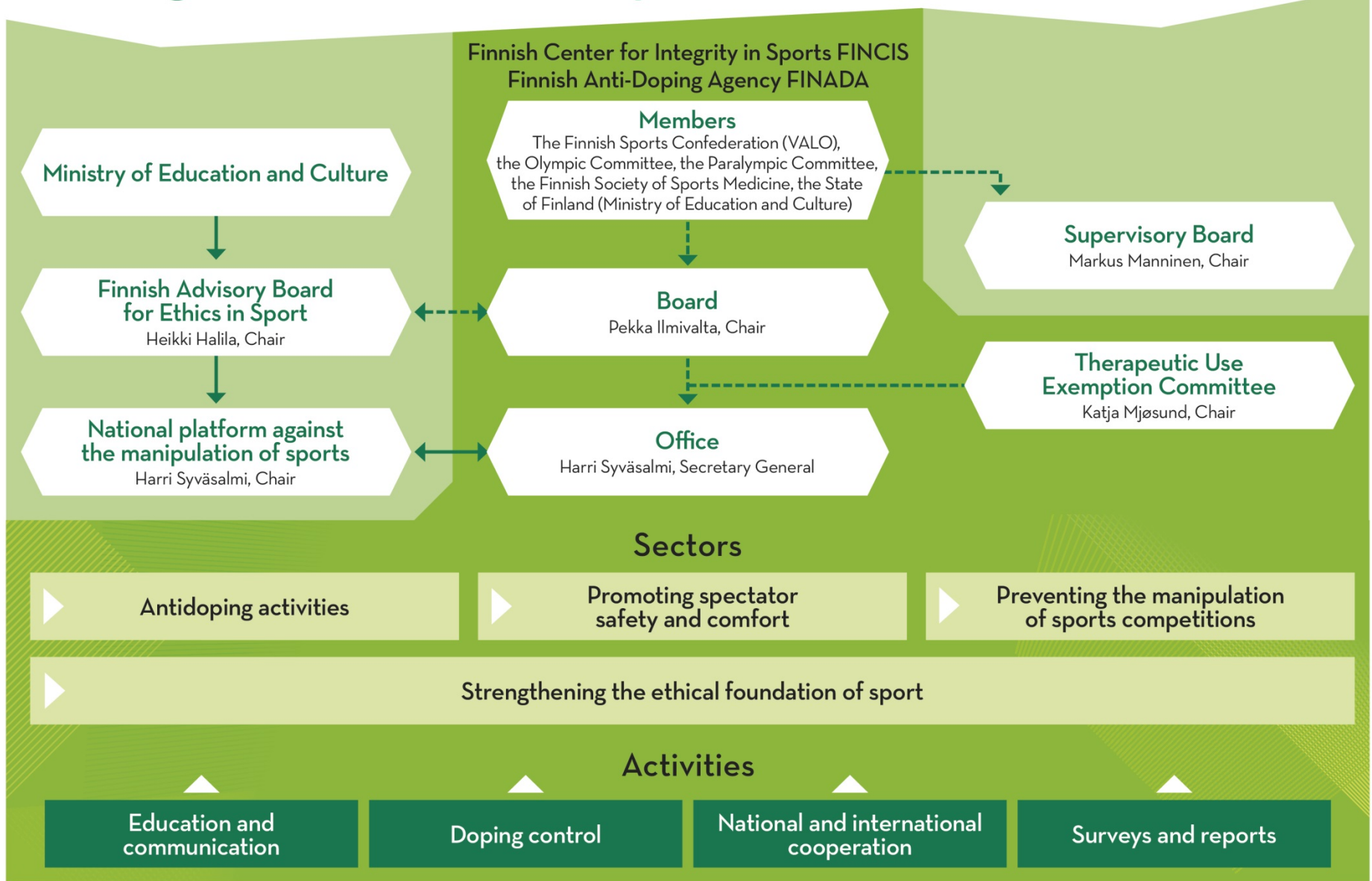


Main activities

- › **Promoting** ethics in sports and ethical sporting culture
- › **Ensuring** sport is clean and ethical
- › **Protecting** the values of justice and honesty in sport
 - Protecting the actors in sports
- › **Implementing international treaties**
 - Antidoping activities
 - Preventing manipulation in sport
 - Promoting spectator safety and comfort
- › All have **Equal opportunities** for pursuing ethically sustainable sporting culture



Management of ethics in sport in Finland



Finnish Centre for Integrity in Sports FINCIS

Sectors

▶ Antidoping activities

▶ Promoting spectator safety and comfort

▶ Preventing the manipulation of sports competitions

▶ Strengthening the ethical foundation of sport

Activities

▲ Education and communication

▲ Doping control

▲ National and international cooperation

▲ Surveys and reports





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Suomen
urheilun
eettinen
keskus
SUEK

Objectives of this session

- › Framework behind education
- › Structures needed for successful information, communication and education programs
- › To have a clear understanding of responsibilities
 - *To deepen our understanding of why we need to educate*
- › Practical approach organising education
 - Examples and program ideas that are easy to implement
 - Best practises from FINCIS experience





Starting point

WADA believes that a long-term solution to preventing doping is through effective values-based education programs that can foster anti-doping behaviors and create a strong anti-doping culture.

What is the framework behind successful education programme?

- › The Code Article 18
 - *All Signatories shall within their means and scope of responsibility and in cooperation with each other, **plan, implement, evaluate** and **monitor** information, education, and prevention programs for doping-free sport.*
 - *Values based, directed towards athletes and ASP, focus on young people*
- › UNESCO convention against Doping in Sport
 - *Government support and encouragement organising education*
 - *Involvement of athletes and ASP in antidoping*
- › International standards
- › Strategy for education programmes
 - Antidoping education guidelines
 - To refine the aims and means of antidoping education
- › **Athletes and ASP rights to receive up-to-date information**
- › Resources needed?



A blurred background image of a person in a wheelchair racing on a red track. The person is wearing a white and blue shirt and is leaning forward in a racing posture. The track has white lane markings. The background is out of focus, showing a green field and some structures.

The carrot and the stick

Sometimes you need a system in which you reward for some actions and threaten with punishment for others

Possibility of connecting funding with anti-doping work?

State aid, sanctions, rewards, branding

Common goal – work should be done together

Where sport happens – what is the landscape of sport in your country?

Network, network

- › The core of educating athletes and coaches and do preventive work is to get **national sport federations** to take responsibility and to engage to this work
 - Sends a message to the athletes and coaches when the information and importance of this comes from outside antidoping organization – from a federation person
 - The work should be done together. Give them a change to take part and influence on things
- › Make ready study modules to **sport schools, institutes, universities**
- › Antidoping can be visible at **training institutes**
- › Include antidoping at **coach education**
- › Educate and give tools to those who are involved in sports!



Our way of educating

- › Information, Communication, Education
 - Mix of above
 - ICE throughout the athletic career
 - The question of giving lectures vs. providing adequate information throughout the athlete pathway
- › Need for messengers
 - NADO cannot do it all
 - Updated information and appropriate tools
- › Involving athletes
 - Strenghtens the message
 - i.e social media
- › Active networking and choosing cooperation partners
- › ISO 9001 quality management system for education
 - Trainer education
 - Audits
 - Special tailoring for every session – no basic sets
 - Feedback from lectures



THE FINNISH NETWORK OF ICE

- Anti-doping programmes and policies

Sports Federations (80)

- Plays a significant role in creating the value base for sports clubs and athletes

Sports Institutes (12)

- Coaching centres for different disciplines

Sport Academies (21)

- Local cooperation networks that link together sports and academic studies

Others

- Olympic and Paralympic committees
- Coaches
- Defence force sport school
- Medias
- etc.

Sports clubs

RIGHTS, RESPONSIBILITIES

- Rewards
- Branding

CHALLENGES

- Commitments
- Resources
- Choices

ATHLETES AND ASP RIGHTS TO RECEIVE UP-TO-DATE INFORMATION

Strengthening the ethical foundation of sport

National Sports Federations

- › The Finnish Anti-doping Code 2015 requires national sports federations to actively promote anti-doping work and inform athletes of their obligations
 - The sports federations are required to produce **anti-doping programmes** and implement, evaluate and, if necessary, update them in their operations
 - Every federation implement and follow own anti-doping programme
 - Monitoring and evaluation is done together with federation, FINADA and government
- › Aims to
 - Share the responsibilities in anti-doping work between sport federations and FINADA
 - Engage and allows to take part in anti-doping work
 - Increase information flow to athletes and support personnel
- › FINADA's criteria for anti-doping programmes is a framework and a tool to help the federations
- › Focuses mainly on education and information



Clean Win Sports institutes

Sports institutes' own anti-doping programmes

Anti-doping education as part of the education and training programme

Spreading information about clean sports and fair play

Doping control

Assisting in doping control through the provision of facilities or by helping the doping control team to reach the athlete, for example



Clean sport essentials

– key antidoping information

- › Antidoping code
 - What is Code and who is subject to the Code?
 - What is antidoping work and who are the key players?
- › What is doping?
 - Consequences of doping, including sanctions, health and social consequences
 - Results management procedure
- › Prohibited substances and methods in sports and athlete's Therapeutic Use Exemption
 - Nutritional supplements
 - Where do athletes get the information they need?
- › Doping control procedures
 - Athlete's rights and responsibilities
- › What is my role in antidoping? How can I promote clean sport?





Antidoping activities should be based on cooperation

The importance of education is clearly rising

Everyone involved with sport can influence the general attitude in sport and contribute to the spirit of clean sport

Those involved with sport are also expected to possess knowledge of antidoping activities

Commitment to clean sport is a conscious decision

Athlete cooperation

- › The main objective is to inform athletes about antidoping matters and provide help
- › Aimed at achieving a continuous dialogue with athletes
- › FINADA's athlete and coach training
 - In cooperation with the Olympic Committee, Paralympic Committee, sports federations, sports academies and clubs
 - Main target group: young athletes
- › Doping test activities
 - Encounters with athletes
- › Providing help for athletes in TUE matters
- › Providing information and help for testing pool athletes in whereabouts matters
- › A mobile app for the Prohibited Substances and Methods List is in the pipeline
- › www.antidoping.fi



www.antidoping.fi



The screenshot shows the homepage of the Finnish Anti-Doping Agency (ADT). At the top left is the ADT logo. To its right are social media icons for Facebook, Twitter, and YouTube. A search bar with the text 'HAE' is on the top right. Below the logo is a navigation menu with links: A A | På svenska | In English | Palaute | Tilaa uutiskirje | Materiaalit | Antidopingsanakirja | Arkisto | Tietoja sivusta. A secondary menu below that includes: Etusivu | ADT | Säännöt | Kielletyt aineet ja menetelmät | Erivapaus (TUE) | Dopingvalvonta | Koulutus | Toimijat | Antidopingohjelmat | Puhtaasti paras.

The main content area features a large image of a hockey player with the headline 'Missio' (Mission). The text reads: 'Kannustamme kaikkia urheilutoimijoita sitoutumaan puhtaan urheilun yhteisiin pelisääntöihin.' Below the text is a pagination bar with numbers 1 through 5.

To the right of the main image is a sidebar with three news items, each with a date '9.1.2016':
1. **Turun Sanomat**: ADT:n Seppälä: Lisähäpen hyödyistä urheilijoille ei tiedestä
2. **Ilta-Sanomat**: Italian dopingvalvojat ihmeissään Suomen toiminnasta -...
3. **Iltalehti.fi**: Syöpälääke leviää dopingaineena: ei näy testeissä, yliannostus...
Below these items is a link: 'Uutissyötteisiin »'

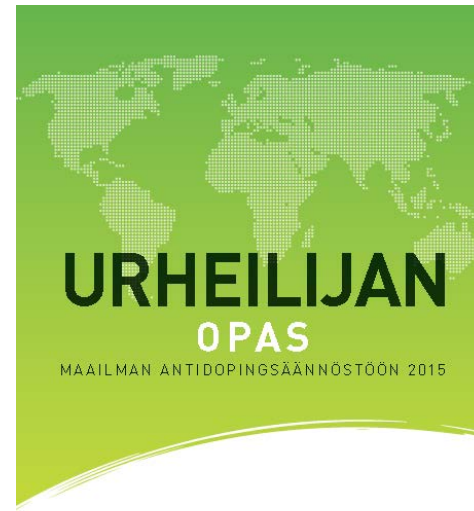
Below the main image are three smaller images with captions:
1. 'URHEILIJALLE' showing a person's hands holding a white glove.
2. 'URHEILIJÄRJESTÖILLE JA -SEUROILLE' showing a person holding a stopwatch.
3. 'TERVEYDENHUOLTO-HENKILÖSTÖLLE' showing a person's legs with white athletic tape.

On the right side of these three images is a large graphic titled 'KIELLETYT AINEET JA MENETELMÄT URHEILUSSA 2016' (Banned Substances and Methods in Sports 2016), featuring a collage of images and the year '2016'.

At the bottom of the page, there are three columns of text:
1. 'Ajankohtaista' (Current events) with the headline 'Jussi Veikkanen -Ympyrä sulkeutuu' (Jussi Veikkanen -Circle closes) dated 16.12.2015. The text below says: 'Yksitoista vuotta kestänyt ammattiurheilijan urani tuli päätökseen lokakuun alussa, jolloin kiinnitin hakaneuloilla kilpailunumeroita ajopaitani selkäosaan viimeistä kertaa. Tuo rutiini tuli turuksi jo paljon ennen...'
2. 'Kari Niemi-Nikkola'
3. The logo for 'ADT ERKKA -erivapauskone' (ADT ERKKA -specialized machine).



Materials to share



Clean win antidoping guide





Three steps

Widespread understanding of antidoping framework and policies

- Have the will and correct attitude

Networking and choosing cooperation partners

- Use carrot and stick if possible

Provide different methods and tools for different target groups throughout the athletic career

- Make education easily accessible.

How can I promote clean sport?





Thank you!

