# education plan

[insert ado name]

## Introduction – analysis of the current situation

*[Describe where the Anti-Doping Organization (ADO) currently stands, what programs, materials, tools it has in place (including basic information), what activities have been already conducted, especially on athletes / young athletes, athletes apport aersonnel, and other target groups including sport officials, parents, medical personnel and the media. NADOs may conduct activities beyond the scope of mandatory target groups as identified in Code Article 18.2, such as recreational athletes, gyms, etc. For each activity, include what resources /budget /capacities /partners are used. Try to quantify each target group at the best estimate]*.

*[The risk assessment conducted as part of the elaboration of the ADO’s Test Distribution Plan (TDP) may be useful in relation to the specific sports and countries environment]*.

*[Identify what are/were the main challenges, what needs to be improved and what are the priorities, in order to elaborate a subsequent realistic action plan as follows:]*

## action plan *[The table below suggests a template for one single activity. It should be replicated as needed]*

|  |  |
| --- | --- |
| **Target Group** | *[Determined by the initial analysis above. Consistent with ADO’s mandate / scope. Prioritized and catered to according to operational means]* |
| **Short-term goal** *[(\*)]* | *[Desired outcomes at the end of the activity]* |
| **Long-term goal** *[(\*)]* | *[Desired outcomes at the end of the year / season / up to major event (eg Olympic cycle)]* |
| **Key message** | *[What do we want to say? Should be clear, easy to understand, engage the targeted audience, motivate the desired attitudes or actions]* |
| **Activity** | *[Describe the type and content of activity, materials, tools, methods of delivery. Before creating anything, examine what already exists, adapt the content as relevant]* |
| **Time / Schedule** | *[Describe the concrete time frame and schedule]* |
| **Responsibility** | *[Identify the responsible person]* |
| **Budget** | *[The budget for the overall activity should seek to reach the goal and be realistic]* |
| **Current Status** |  |

## ACTION PLAN *[Example]*

|  |  |
| --- | --- |
| **Target Group** | [All Athletes and Athlete Support Personnel (ASP) subject to [INSERT ADO NAME]’s anti-doping rules] |
| **Goal** | [All Athletes and ASP subject to [INSERT ADO NAME]’s anti-doping rules have ongoing centralized easy access, at all times, to basic essential accurate, up-to-date information on anti-doping] |
| **Key Message** | [Everything you need to know to avoid intentional or unintentional doping!] |
| **Activity** | [Update the information described in Code Art. 18.2 in [INSERT ADO NAME]’s anti-doping webpage and keep it up-to-date |
| **Time / Schedule** | [Activity: by end of [MM/YYY]  Updating:ongoing] |
| **Responsibility** | [INSERT ADO NAME]’s Anti-Doping Manager] |
| **Budget** | [Content: [xxx] hours worktime x [hourly rate] = [amount 1]  Webpage design/development: [xxx] hours worktime x [hourly rate] = [amount 2]  Updating by end of [MM/YYY]]: [xxx] hours worktime x [hourly rate] = [amount 3]  Total estimated budget: [1+2+3]] |
| **Current Status** |  |

*[Other examples can be found in the “Information/Education to Prevent Doping in Sport” Guidelines, Article 3.4.8]*

*[(\*) Depending on the schedule of the action plan, some activities’ goals may be broken down into short-term and long-term goals. Long-term goals may even be defined beyond an annual action plan.]*

## evaluation

The evaluation of the implementation and outcomes of the above described activities will allow [INSERT ADO NAME] to make necessary adjustments to improve its anti-doping information and education program.

*[At the minimum, identify the effectiveness of each activity in attaining the goals set. Describe briefly the evaluation criteria relating to measurable aspects of the goals, and the evaluation tools to be used (eg statistics, survey, checklist, questionnaire, etc.]*.

In addition, all materials used for the development and implementation of the activities will be kept and classified. Records will be used to determine if and when goals were reached, and tracking purposes.

Upon completion of the evaluation process, a formal report will be submitted to [Insert relevant internal ADO’s stakeholder / body], including proposals for the next action plan.