



BBU Anti-doping Policy and Strategy

November 2021 to November 2022

Contents

1.0. Current Position:

1.1. Risk Analysis

1.2. Sports System & Significant Partners

1.3. Identification of Target Groups

2.0. Clean Sport Curriculum

3.0 Education Programme:

3.1 Values-based Education

3.2 Awareness including PR & Communication

3.3 Information Programmes and Anti-Doping Education

3.4 Education Programme Audience

4.0. Resources: Workforce and Financial

5.0. Strategic Priorities

6.0 Implementation Plan

7.0. Monitoring and Evaluation: Delivery and Workforce

1.0 Current Position

Biathlon is ranked as one of the most physically and mentally demanding sports. Uniquely so, it is a combined sport of extreme contrasts. Competitors move from a high cardiovascular activity (cross-country skiing, cross-country running or roller skiing) to target shooting. This represents a rapid transition from one end of the physical spectrum to the other, requiring focus, discipline and a controlled heart rate.

The British Biathlon Union (BBU) is the national governing body for the Olympic sport of biathlon in Great Britain. We are a not-for-profit, membership-based organisation, funded through membership fees, grants, and the International Biathlon Union (IBU). A significant proportion of our resources and time are dedicated to the support for and training of our athletes participating in the sport at the elite international level.

In the past the sport of biathlon has experienced some doping violations. Up to the 2014 Sochi Winter Olympics, anti-doping governance by the leading international federation for biathlon, the International Biathlon Union (IBU), was inadequate. However, after a change of leadership and the hiring of new testing and risk management staff, the IBU produced a marked improvement in its strategic approaches as set out in its Target 26 strategic plan (Target 26).¹

A core commitment of Target 26 is to improve governance. Consequently, the new IBU Constitution included the implementation of a comprehensive IBU Integrity Code and entrusting the handling of all integrity-related matters to a Biathlon Integrity Unit (BIU). The role of the BIU includes regaining confidence and establishing the IBU as a role model for good governance in international sport, focused on not only anti-doping, but also anti-corruption, diversity and safeguarding.

In the context of anti-doping, the IBU and the BIU provide important rules and governance support to the BBU. The IBU Integrity Code covers all aspects of biathlete conduct including anti-doping. The IBU Integrity Code incorporates the WADA Code. In the event of any conflict the WADA Code prevails over the IBU Integrity Code.² The BIU operates independently of the IBU and places a high priority on education playing a vital role in preventing doping across biathlon.³ In compliance with Article 18.2 of the WADA Code⁴, the BIU plans to implement and promote education for its members.⁵

1.1. Risk Analysis

The following risk analysis adopts the SWOT format, namely Strengths, Weaknesses, Opportunities and Threats. Turning first to strengths, the BBU board has a culture of meaningful and memorable brevity in its communication with BBU members. The long term

¹ To access IBU governance documentation and view a short video on Target 26, see www.biathlonworld.com/target26

² Section 1.1.2 IBU Integrity Code. See www.biathlonintegrity.com/wp-content/uploads/2020/12/Rules-2020_EN_cap2-4.pdf

³ See 'What is the BIU?' a short video by its current lead anti-doping officer at www.youtube.com/watch?v=5tkaoawTooE

⁴ Section 18 IBU Integrity Code. See www.biathlonintegrity.com/wp-content/uploads/2020/12/Rules-2020_EN_cap2-4.pdf

⁵ <https://www.biathlonintegrity.com/education/>

use of prohibited substances has been an unfortunate feature of international biathlon. Educating all levels of biathletes can be effectively achieved based on a discipline and culture of brevity in the communication of anti-doping knowledge.

The BBU board and instructed Athlete Support Persons (ASP) are all aware and experienced in communicating complex knowhow in short, digestible chunks of information. For example, the BBU web page covering anti-doping is brief, clear and comprehensive, so that maximum numbers of biathletes can learn and apply the key information and be confident that the essential online resources are listed there.

There are three fundamental elements to BBU anti-doping learning – brevity, memorability, and confirmation of understanding. In short, we make information digestible, we present it in memorable ways and where possible seek to confirm that the recipient learner actually understands what has been communicated. To a young biathlete anti-doping may seem complex, dry or irrelevant to their personal circumstances, so our three element approach is a practical attempt to mitigate this reality.

The weakness of the BBU is its current modest funding. With more funding the BBU would provide training to many ASPs that could undoubtedly play an influential role in cultivating the anti-doping mind-set. These ASPs would include all coaches and parents of biathletes forming part of the performance squad. Funding prevents maximizing education via face-to-face or Zoom-based briefings delivered by UKAD. However, the temptation for elite biathletes to use prohibited substances has been mitigated by a planned briefing for elite biathletes in the first week of each calendar year.

The creation of the BIU offers a clear opportunity for the BBU to gain not only authoritative data on anti-doping measures from across biathlon, but also educational knowhow relevant to educating biathletes on anti-doping.

An on-going threat to the BBU is misinformation imparted to its active members. This is especially so for medications and supplements. BBU members may rely on peers or other biathletes to explain about specific medicines or supplements. When these explanations are inaccurate the individual taking a prohibited medicine or supplement is still subject to strict liability.

1.2. Sports System and Significant Partners

The biathlon sport system revolves around training camps and races. While summer roller ski biathlon events are increasing in popularity, the BBU's main focus is snow-based winter biathlon. At the elite level this requires constant training throughout the late autumn and winter in mountain areas with snow. This is typically Austria, Germany and Sweden. For the intermediate development level they benefit from both UK-based rollerskiing and shooting training camps and some snow-based training camps elsewhere. Entry level biathletes are introduced to biathlon at a training camp in England. Outside of training camps the coaches monitor each biathlete's on-going training log.

In terms of significant partners, the IBU is of central importance. In the context of anti-doping the IBU's Biathlon Integrity Unit (BIU) provides helpful supportive information on

relevant topics concerning prohibited substances, medications and supplements.⁶ Further, GB Snow Sport is a UK NGB with many things in common with biathlon. For instance, GB Snow Sport is responsible for nordic skiing.⁷

1.3. Identification of Target Groups

Based on 2021 BBU membership numbers, the current UK biathlon family or relevant population is illustrated in Diagram 1 below. In each annual cycle of education delivery we plan to request the UKAD Education Team to brief the Elite, Performance and Talent level biathletes. When resources do not allow for face-to-face briefings, all levels of biathletes can benefit from digital resources provided by UKAD, including courses delivered online.

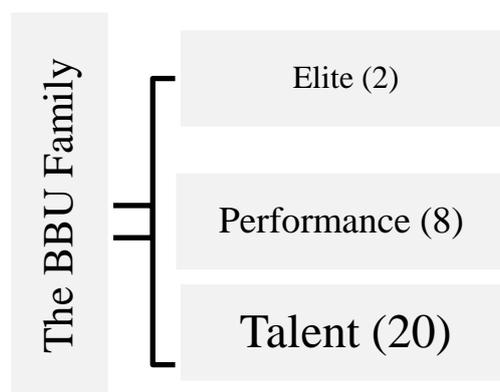


Diagram 1 – The BBU Family of Biathletes

After receiving an introductory UKAD briefing the Performance and Talent levels will be asked to (a) invest one hour watching the video links placed on the BBU anti-doping web page, and (b) shortly after to communicate any questions that they may have via a *WhatsApp* ‘BBU 100% me’ group. The use of a *WhatsApp* group will add value by allowing all BBU biathletes to see that everyone finds some aspects of anti-doping difficult to initially grasp.

Other target BBU groups are coaches and parents of biathletes. Collectively these are the BBU’s Athlete Support Personnel (ASP). At the Elite, Performance and Talent levels there are coaches contracted to work on a full-time or part-time basis.

⁶ See www.biathlonintegrity.com/

⁷ See <https://gbsnowsport.com/disciplines/nordic/>

2.0 Clean Sport Curriculum

Applying the recommended UKAD framework of 17 topics, Chart 1 sets out which of the topics and the degree of familiarity required for Talent, Development and Elite level biathletes, as well as ASPs.

Topics		Talent Biathletes	Development Biathletes	Elite Biathletes	Coaches	Parents
1	Global and National Anti-Doping Governance	1	2	3	3	1
2	Principles of 100% me	3	3	3	3	3
3	The Prohibited List	3	3	3	3	1
4	Checking Medications	3	3	3	3	3
5	Therapeutic Use Exemptions (TUEs)	2	3	3	3	3
6	Food First/Supplements	3	3	3	3	3
7	Report Doping in Sport	2	3	3	3	2
8	Testing Procedure for Blood and Urine	1	2	3	3	1
9	Testing Pools	1	2	3	3	1
10	Whereabouts Requirements	1	2	3	3	1
11	Anti-Doping Administration and Management System (ADAMS)	1	2	3	3	1
12	Athlete Biological Passport (ABP)	1	2	3	3	1
13	Results Management Process	1	2	3	3	1
14	Anti-Doping Rule Violations	1	2	3	3	1
15	Consequences of Doping	3	3	3	3	3
16	Image and Performance Enhancing Drugs (IPEDs), Intravenous (IV) Infusion	1	2	3	3	1
17	Psychoactive Drugs	1	2	3	3	1

Chart 1 Key	
1	The biathlete or ASP is aware of
2	The biathlete or ASP understands
3	The biathlete or ASP will be able to apply these principles in everyday life

Chart 1 – The BBU Clean Sport Curriculum

3.0 Education Programme

There is no perfect education strategy, nor perfect education strategy implementation. But the BBU is committed to continuously evolving towards that elusive aim. Our plan within each annual cycle of education delivery is to request the professional UKAD Education Trainers to brief the Elite biathletes. Further, any biathletes returning from sanctions will also have to first complete a refresher course at least three months before competing. The BBU is aware of current UKAD costs based on:

- Half day (up to four hours), £130 + VAT + travel expenses (per National Trainer); and
- Full day (up to eight hours), £260 + VAT + travel expenses (per National Trainer).⁸

3.1. Values-based Education

The BBU education programme includes values-based education, communication, information programmes, and anti-doping education elements. The established development values of the BBU are based on the concept of the ‘24 hour biathlete’. By which is meant the BBU expects from and evaluates its biathletes on the basis of doing the right things, from attitude to improvement, to water intake to sleep. This practical 24 hour philosophy includes valuing integrity and a clean sport. Given the BBU cultivates ethical, thinking biathletes, the promotion and use of the *100% me* App is a natural fit.

3.2. Awareness including PR & Communication

The Performance and Talent levels will rely on online resources. Both these two levels will be asked to (a) invest one hour watching the video links placed on the BBU anti-doping web page, and (b) shortly after to communicate any questions that they may have via *WhatsApp*.

⁸ BBU is also conscious that Elite level biathletes are rarely in the UK, so an online workshop / webinar based on up to 90 minutes of training may always be the most favoured format. However, all Elite levels biathletes will have come from lower levels where they will have had anti-doping face-to-face briefings.

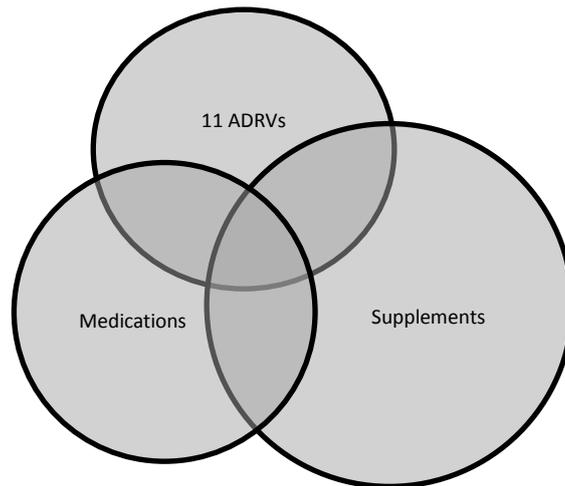


Diagram 2 – Essential Anti-Doping Knowledge

As captured in Diagram 2, at both the Elite and Performance level each biathlete will be expected to apply principles drawn from the BBU anti-doping webpage and links in combination with the *100% me* App. As a fundamental minimum, every biathlete at these levels is expected to know which websites resource facilitate checking (a) medicines, (b) supplements and (c) and the 11 ADRVs. Further, access to the WADA Code on the UKAD App and Therapeutic Use Exemption (TUE) procedures are explained on the BBU anti-doping website, including any updates.

3.3 Information Programmes and Anti-Doping Education

The BBU approach is to be at all times technology-driven. Currently, given young athletes are glued to their smart phones it is this form of technology that is our focus. Each biathlete can via his or her smart phone access social media platforms that BBU communicates anti-doping news and knowhow updates, and also websites providing trusted data on medicines and supplements. If a formula can paint a thousand words:

$$\text{Ongoing Implementation} = \text{BBU Website} + \text{Popular Social Media} - \text{Ineffective Media}$$

In practice what this means is that to maximise the impact of anti-doping education we focus on reducing communication that is ineffective and monitor for evidence that any one medium of communication is decreasing in its impact. For instance, it is clear that long text documents formatted in *MS Word* will not be widely read. Further, emails are not necessarily an effective medium for communicating with Millennials or Generation Z. Conversely, *Facebook*, *Instagram*, *Twitter* and *WhatsApp* can all be effective media for different age groups.

The growing popularity of Tik Tok is also being monitored, because that medium has increased the duration of short-form user videos to a maximum of three minutes. Many anti-doping concepts, rules and values could be conveyed effectively in three minute presentations.

Another aspect of special focus by the BBU is Food First Nutrition. Given the risk associated with any supplement and the ability to find nearly all nutritional needs in natural food, this is

practical risk management. The logic here follows that summarised in a four minute presentation entitled Food First Nutrition by James Hudson, Performance Nutritionist, on the UKAD website video hub.⁹

Of special note is James's emphasis on teaching high performance athletes to learn simple recipes so that they can cook food to suit adaptation and pre-fuelling and re-fuelling processes. Teaching how to consume a range of fruits and vegetables. The BBU Programme Manager will on an annual basis provide briefings for all levels of biathletes. As nutrition science evolves, in turn we expect biathletes to adapt their drinking and eating choices.

3.4. Education Programme Audience

The BBU audience is made up of all its biathletes and ASPs. Our priority is to ensure the Elite level biathletes are aware of Prohibited List changes as soon as they are made available. Further, we are also aware that anti-doping education should also be especially targeted at young teenage members given that age group is still influenced by adult education. Put another way, while the Elite level biathletes stand to lose the most from ADRVs, the BBU seeks to maximise early awareness of clean sport without discouraging biathletes with a sense of being overwhelmed to the point that it eclipses the fun of competing.

4.0 Resources: Workforce and Financial

Iain Sheridan is the current BBU Anti-Doping Lead. He will provide a *WhatsApps* BBU *100% me* group for all Talent, Performance or Elite level biathletes to post questions. The intention is to provide answers within 24 hours. The delivery of anti-doping education to the BBU Elite level biathletes will be delivered by the UKAD National Trainers or other accredited Educators or both. The BBU has budgeted £500 per annum for anti-doping courses, noting many are provided at no cost to the federation when linked to a Major Games.

5.0 Strategic Priorities

In the short term, 2022 to 2023, the BBU seeks to assist the Talent, Performance and Elite level biathletes to develop a good understanding and practical application of anti-doping in the contexts of medications, supplements and the 11 ADRVs. That will be achieved as summarised in Section 3, Education Programme. The Elite level biathletes will benefit from UKAD Education Trainer briefings or equivalent accredited anti-doping trainers.

The Performance and Talent levels will rely on online resources. Both these two levels will be asked to (a) invest one hour watching the video links placed on the BBU anti-doping web page, and (b) shortly after to communicate any questions that they may have via *WhatsApp*. Both short term education streams are measured to have been completed by December 2023. At that point the BBU board will audit whether all three levels understand and can apply the fundamental anti-doping principles.

In the medium and long term, 2024 to 2025, the BBU seeks to cover the prerequisite curriculum as recorded in Section 2, Clean Sport Curriculum. The chosen delivery for that is

⁹ See www.youtube.com/watch?v=uGe8sWjg-2I&t=21s

a mix of UKAD or equivalent accredited training and digital delivery. If Covid-19 or another force majeure event causes face-to-face briefing cancellations, our contracts with UKAD or equivalent providers will be negotiated to require a digital alternative at a proportionately lower fee. In short, we do not measure digital delivery to be equivalent to face-to-face briefings.

The long term streams are measured to have been completed by January 2025. At that point the BBU board will audit whether all three levels understand and can apply the fundamental anti-doping knowledge from across the Clean Sport Curriculum. The auditing will take the form of feedback from a randomly selected sample of biathletes from the Performance and Talent levels. Currently, the BBU has only small numbers of Elite level biathletes and that is unlikely to increase above 10 by the end of 2025. Therefore, each Elite level biathlete can be directly asked to provide feedback.

In sum, these short, medium and long term decisions are proportionate, realistic choices for maximising anti-doping understanding and application. The whole strategy will evolve to continuously improve as more information and more effective means of delivery are learnt.

6.0 Implementation Plan

Priority	Action to Take	How	When
Elite level understanding based on Education Programme (3.0)	Organise UKAD briefings	UKAD trainers	Before 2022 WOG
Performance and Talent levels understanding based on Education Programme (3.0)	Organise videos and set up WhatsApp Q&A	Online resources + WhatsApp Q&A	Q1 2022
Medium term 2022 to 2024	Covering Clean Sport Curriculum (2.0) for all biathletes and ASPs	Online resources and UKAD trainers	From January 2022
Long term 2025	Audit implementation of BBU October 2021 Plan	Feedback from Elite, Performance and Talent biathletes + ASPs	January 2025

7.0 Monitoring and Evaluation: Delivery and Workforce

The BBU Anti-Doping Lead will keep in *MS Excel* spreadsheet format a tracking record stored in cloud data services with a back-up copy kept elsewhere. This tracker will record Elite Level, Performance Level and Talent Level biathletes' scheduled and completed education. Records will be made available to UKAD upon request.

The Clean Games Policy anti-doping requirements will be applied for selecting, managing, and deploying a national BBU ‘team’ at a Major Games (Youth and Senior)¹⁰, including biathletes and ASPs. Specifically, we acknowledge that the requirements for biathletes are as follows:

- First time Major Games biathletes must complete the Clean Sport 1 education package within a ‘two-year period’ prior to the Games in which they are aiming to attend.
- All second time Major Games biathletes must complete the Clean Sport 2 education package within a ‘two-year period’ prior to the Games in which they are aiming to attend. This assumes that such individuals have proof of having completed Clean Sport 1 or an approved BBU equivalent.
- All multiple Major Games biathletes, defined as attendance at their third or more consecutive Games, must complete the Clean Sport Refresher education package within a ‘two-year period’ prior to the Games in which they are aiming to attend.
- All confirmed BBU biathletes will also need to complete a Clean Games education session delivered by a UKAD accredited National Trainer specific to the Major Games they are attending.

¹⁰ Under the Definitions section of the UKAD Clean Games Policy, a Major Games refers to the Summer and Winter Olympic Games, Summer and Winter Paralympic Games, Commonwealth Games, and European Youth Olympic Festival and World Youth Olympic Games.