

INTRODUCTION

Scottish Volleyball (SV) is committed to promoting and supporting doping-free sport within Scotland and the UK. SV recognises the contribution that sport can make to physical health, mental health, national pride and social development when supported by a strong ethical and moral environment in which to develop.

Integrity, fairness, equality and respect are values core to success in Volleyball and SV is committed to playing their part in ensuring that the Volleyball community provide an environment that supports fair play and doping-free sport, which can thrive with a clear and comprehensive education and information strategy.

Scottish Volleyball is working in accordance with the UK Anti-Doping (UKAD) rules which are the UK's interpretation and application of the World Anti-Doping Agency (WADA) code. The basic principle of which is to protect the right of a volleyball athlete to compete in doping-free sport.

As part of the code, Scottish Volleyball is committed to supporting and providing anti-doping education to its athletes and wider support personnel, at a variety of levels to ensure all athletes remain up to date with anti-doping information and can make informed choices.

To ensure Scottish Volleyball supports the philosophy of doping-free sport, an Anti-Doping education strategy, "Volley Clean", has been developed in partnership with UKAD. Volley Clean is based on a long term and systematic approach to anti-doping education to firmly integrate this into the development journey of all volleyball athletes at all levels in Scotland.

1.0 Current Position

The first step taken by Scottish Volleyball to help inform our Education Strategy was to analyse our current situation using a SWOT analysis.

1.1 Risk Analysis

From our SWOT Analysis (See Appendix 1.0), building a **workforce of educators** is a key priority to ensure we have the capacity to deliver our Education Strategy. Key considerations to be made include:

- **How many people do we need to educate?**
 - How many educators do we need?
- **Who is the audience for the education?**
 - What type of educator do we need?
- **Who do we approach to become an educator?**
 - How do these people complement the existing SV workforce?

The answers to these questions are explored within the rest of the Education Strategy.

Our Risk Analysis also highlighted our lack of dedicated communications staff within our organisation to task with leading on the sharing of information engaging

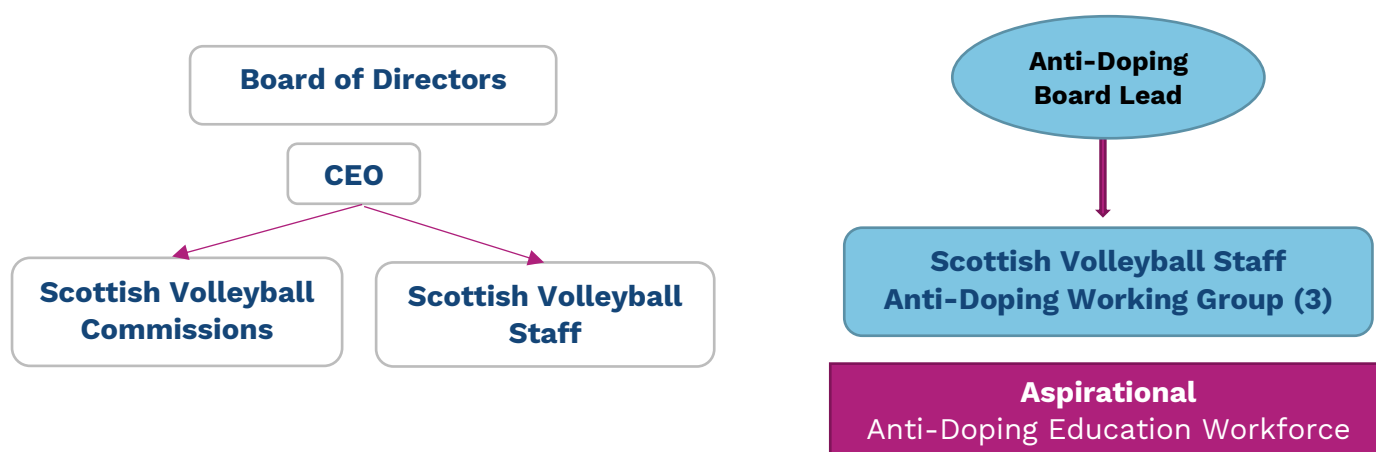
our membership. However, one of our strengths as an organisation include our vibrant new brand, values and mission which has brought with it a **revived and prominent presence on social media**. We want to utilise this to maximise all SV communications about UKAD Education. We intend to integrate UKAD matters into our annual social media calendar of events and landmark moments throughout our season, in a strategic way with a focus on targeting the right audiences with the right information. (See Section 2.0)

1.2 System and Partners

Scottish Volleyball Governance Structure

Scottish Volleyball is governed overall by the Scottish Volleyball Board of Directors, on which our Board lead for Anti-Doping (AD) sits. The Board Lead for AD works directly with the Staff Lead for AD, who leads the AD working group, responsible for the planning and delivery of the 'Volley Clean' Education Strategy to all athletes, ASP's and others.

The diagram below outlines the basic structure of our organisation:



The Volleyball Landscape

Scottish Volleyball (SV) is the National Governing Body (NGB) for the sport of volleyball and the Volley Clean Education Strategy supports the following core disciplines which are recognised by the International Federation Volleyball (FIVB) and European Volleyball Federation (CEV).

- **Indoor Volleyball**
- **Beach Volleyball**
- **Sitting Volleyball**

In addition, the British Volleyball Federation (BVF) is the NGB for the sport of volleyball in the UK. Aspirationally, SV will work with the BVF and other British Home Nations throughout this strategy Implementation process to share

resources and align all 4 nations Clean Sport Education Strategy, specifically in relation to all athletes and ASP involved in NSSF programmes.

For all athletes and ASP who participate in international competition for Scotland, at age group and senior level, the FIVB Play Clean Anti-Doping programme must be completed annually.

Figure 1.1 and 1.2 below outlines the existing pathway for Volleyball and Beach Volleyball in Scotland. Sitting Volleyball is currently an area for development for Scottish Volleyball, but for the purpose of this Education Strategy, can be considered integrated into each of the 2 disciplines.

Table 1.0 indicates the current number of athletes engaged at each level of this pathway.

Figure 1.1 – Current Beach Volleyball Pathway - Scotland

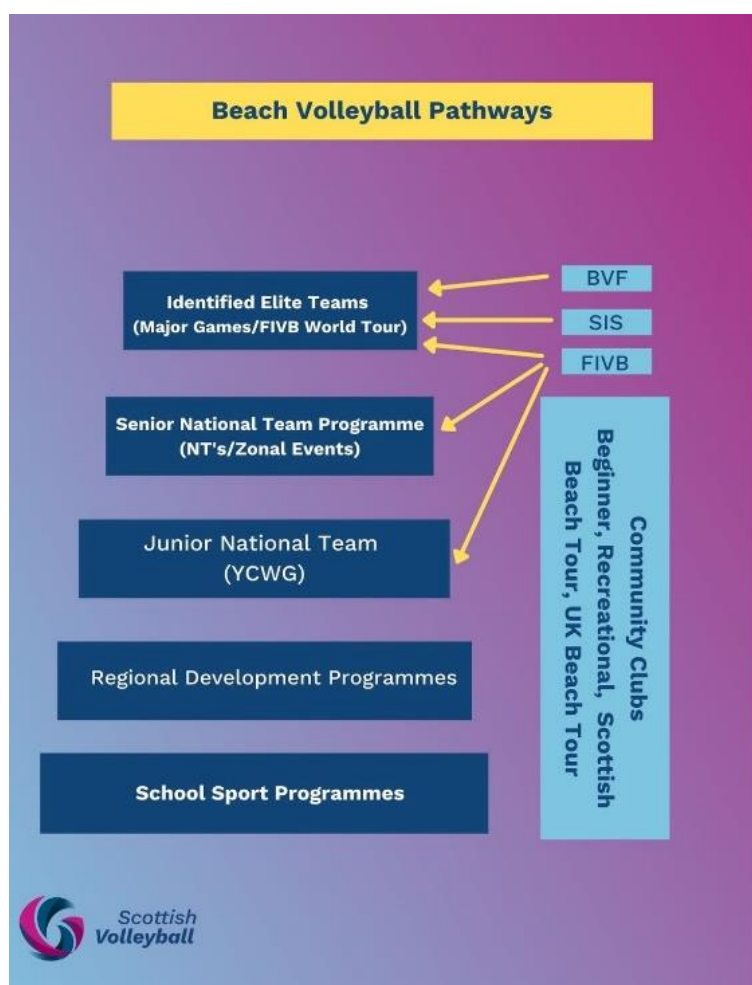


Figure 1.2 – Current Indoor Volleyball Pathway - Scotland



Table 1.0 – Number of athletes engaged at each level of the pathway - 2021

Discipline	Numbers involved in programmes					
	School Sports Programmes	Regional Development	Youth National Team	Senior National Team	Elite	Total
Beach	500	100	50	24	8	682
Indoor	1000	100	50	48	4	1202
Sitting	10	0	0	0	0	10
Total	1510	200	100	72	12	1894

1.3 Target Groups

There are a number of core roles Scottish Volleyball will engage with to support the implementation of this strategy. These core roles will support a volleyball player to varying degrees throughout their development.

This education strategy will try to align to this so that athletes, core influencers and other ASP are informed to make sound decisions relating to clean sport at all levels of the pathway, with appropriate education focussed around periods of instability, vulnerability and transition which can be high risk times for intentional or unintentional doping violations for these individuals.

Scottish Volleyball formally acknowledges the influence and role of these people in supporting volleyball as part of this strategy and will commit to their inclusion in this education programme, in order to fully meet our strategic objectives.

The Volley Clean programme will provide information that can be accessed by all engaged in volleyball but will target the groups set out below. Each group may receive varying levels of education and support appropriate to each level of the pathway (Figure 1.0 – Volleyball Pathway), as informed by our risk assessment (Appendix 1.0) and needs analysis (Appendix 2.0).

Stakeholders included in this strategy include:

- **Members** – all members of Scottish Volleyball regardless of whether they play, coach, volunteer or support.
- **Clubs** – support clubs with education for their players at all levels in the performance and community level of the sport.
- **Support Personnel** – including coaches, team managers, physios, conditioners, doctors, physios, nutritionists, club volunteers and committee volunteers at all levels of the pathway.
- **Parents/Carers** – for junior players (U18), Scottish Volleyball will provide information to parents.
- **Education sector** – including affiliated schools, teachers, university staff, and students involved in sports.

In line with the UKAD Athlete Performance Pathway model, Scottish Volleyball has identified the following groups of players to target in this strategy:

- **Beginner** – a player of any age who either plays at school or recreationally or as part of a club and perhaps competes from time to time.
- **Regional Squads** – a player who competes in regional level events and involved in a national league/community club setting.
- **National Team Programme** – a player who has been identified as a member of a National Squad/Team (U19, U21, U23 or Senior) and is now competing internationally at YCWG/national/zonal Championships and within a national league/community club setting.
- **Olympic/Paralympic/Commonwealth Games Elite Level** – a Player who is part of an Olympic or Paralympic Great Britain Progression Programme or Commonwealth Games and is now competing internationally at ICF and ECA Championships

2.0 Clean Sport Curriculum

In line with the International Standard for Education, Scottish Volleyball will develop an education strategy to cover all the mandatory topics included in Article 5.2 of the ISE:

- Principles and values associated with clean sport
- Athletes'. ASP's and other groups' rights and responsibilities under the Coe
- The principle of strict liability
- Consequences of doping, for example, physical and mental health, social and economic effects, and sanctions
- Anti-Doping Rule Violations (ADRV's)
- Substances and methods on the List
- Risks of supplement use
- Use of medications and TUEs
- Testing procedures, including urine, blood, and the Athlete Biological Passport (ABP)
- Requirements of the RTP, including whereabouts and the use of ADAMS
- Speaking up to share concerns about doping

Scottish Volleyball will cover these topics for all target groups. Where possible, the level of depth and detail will be tailored to the group to meet their needs.

Scottish Volleyball will aim at also including the following topics in the curriculum:

- Substances of abuse
- Image performance enhancing drugs
- Support channels for stakeholders
- 'Volley Clean' is underpinned by integrity, openness, excellence, community and respect.

The clean sport curriculum will include different types of activities and tools in order to educate the target groups:

- Communication campaigns (website, email signatures etc)
- Social media presence
- Branding and promotional activities (associated our performance presentations with clean sport logos and messages, for example)
- Face to face education
- Events and in person workshops
- Webinars

Table 2.0 below outlines the education priorities for each level of the pathway, Including governance level.

Table 2.0 – Education Curriculum for Scottish Volleyball Pathway

Unit	Beginners/recreational athletes	Junior development programmes	Junior national teams – performance	Senior National Teams – performance	Elite Players and Teams – performance (pro players)	Board
Anti-doping governance	-	-	1	2	2	3
UK Anti-doping: structure and function	-	-	1	2	2	3
WADA Code, International standards, UKAD Rules and IF	-	-	1	2	2	3
Principles of 100% me	1	2	3	3	3	3
The prohibited list	-	1	2	3	3	1
Checking medications	1	1	2	3	3	1
TUEs	-	-	2	3	3	2
Supplements	-	1	2	3	3	1
Reporting doping in sport	1	1	3	3	3	3
Testing procedures	-	1	2	2	3	1
Registered testing pools	-	-	-	1	2	1
Whereabouts	-	-	2	2	3	1
ADAMS	-	-	1	2	2	1
Biological Passports	-	-	1	2	2	1
Major competitive events	-	1	2	2	3	2
Anti-doping rules violations and sanctions	-	1	2	2	3	2
Case management process	-	-	1	2	2	3
Strict liability	-	1	1	3	3	3
Consequences of doping	-	1	2	3	3	3

- Not relevant
1 awareness
2 knowledge and understanding
3 can apply principles to everyday life

Short to long term focus



3.0 Education Programme

Scottish Volleyball will create a Clean Sport Education Programme based on the following methods to promote and reinforce Anti-Doping values in Volleyball:

3.1 Values-Based Education

Delivering activities that emphasise the development of an individual's personal values, principles and ultimately their behaviours. It builds the learner's capacity to make the right decisions and behave ethically e.g., 100% Me for athletes.

Bespoke values-based education will also be a priority for supporting athletes returning after a sanction.

3.2 Awareness Raising

Highlighting topics and issues related to clean sport to athletes and ASP e.g., actively sharing information on Clean Sport Week and 100% Me

3.3 Information Provision

Making available accurate, up-to-date content related to clean sport e.g., Annual distribution of TUE information, code updates and prohibited list to athletes, ASP's, and staff.

This information will be sent directly to all athletes, ASP and other relevant stakeholders annually via email according to a database that will be kept to record the distribution of all UKAD related materials.

UKAD updates will also be posted online on our Scottish Volleyball website replacing the previous version of information.

3.4 Anti-Doping Education

Delivering training on anti-doping topics to build competencies in clean sport behaviours and make informed decisions

See Implementation Plan for an outline of our mandatory groups and the level of education they will receive.

The timing of when we educate each group will be informed by our Needs Analysis (Appendix 2.0) so we can pro-actively offset specific times of change, vulnerability, and high pressure for athletes, that can sometimes impact their decision-making processes.

Scottish Volleyball shall ensure access to a bespoke values-based education programme to support athletes returning to sport following a sanction. This will be designed by the SV education team and delivered by Scottish Volleyball.

4.0 Education Programme Audience

4.1 Mandatory Groups – Clean Sport Education Audience

Due to the existing challenges around our educator workforce and resources, we have devised a timeline for this strategy around who our priority groups will be initially, with a view to integrating other groups as we build capacity, partnerships, and resource.

Table 3.0 – Number of athletes, ASP and Board Directors to be educated; year 1 -4

Strategy Phase	Priority Group	Number of Athletes to be educated	Number of ASP to be educated	Number of Board Directors to be educated	Total people to be educated
Year 1	Beach Pathway Elite - Identified Elite Athletes and ASP	8	10	2	20
Year 2	National Team Athletes – Age Group and Senior (Beach and Indoor)	180	20	2	202
Year 3	• Beach Pathway Elite • Regional Development Squads	212	30	2	244
Year 4	• National Team Athletes (Beach and Indoor) • School and Club Programmes (Include Parents/Carers)	TBD	TBD	2	TBD

4.2 Rationale

Year 1:

Our initial priority will be to educate our Elite Beach Volleyball Athletes who are competing internationally on the FIVB World Tour and in contention for Commonwealth Games Selection. Included in this phase of education will be all associated ASP for these athletes, including coaches, strength and conditioning staff, physiotherapists, sport psychologists and any other relevant ASP or key influencers.

The small number of people in this priority group makes this manageable in the first year of our strategy with the need to source partner educators while we identify the correct personnel internally to take on this role.

In Year 1, we will also look at methods of **raising awareness** within future groups to be educated in years 2-4. Key **Information** will also be made available to all during year 1, using a variety of platforms including the Scottish Volleyball website and social media platforms. This will increase the presence, accessibility and visibility of Anti-Doping materials within the volleyball community.

Year 2:

Young athletes at the start of our pathway are a key target group for this strategy. We ultimately aspire for our 'Volley Clean' programme to be a prevention programme, so we are able to protect our current athletes and future athletes from doping violations. The earlier we are able to educate and inform our young people and their influencers about Anti-Doping, the more effectively we can prevent them from committing ADRV's throughout their sporting careers.

Our Age Group National Team athletes will be a priority target for our education programme in Year 2 of our strategy to support this aspiration.

Year 3:

Optional groups to be considered for exposure to Clean Sport Education will include our Regional Development Programmes, which we aim to educate in Year 3, if we have been successful in building capacity and resource in years 1 and 2. The rationale for these athletes not being included in our mandatory group to be educated in year 1 and 2 is due to the evolving nature of this phase of our pathway. This is a group we would like to engage as early as possible, but capacity challenges will restrict us from doing so due to the larger numbers requiring to be educated.

Year 4:

We would like to integrate the youngest of our athlete groups and their key influencers (School Programmes) into our Education pathway in Year 4 of our Strategy. This education will be in the form of values-based education and exposure and will aim to introduce the topic of anti-doping in an engaging and relevant way for young athletes. Engaging with local authorities and the **sportscotland** Active Schools' network will be key partners for us to be able to integrate this topic into school sports provisions and associate education. We can look to do this with the support of our Regional Development Officers, who can connect our Educators and curriculum to targeted school programmes.

5.0 Resources - Workforce and Financial

After collating the information on how many people are involved in our programmes at each level of the pathway, we were able to identify how many people need to be educated and to what level. This also informed us about how many people we need to train as educators for Scottish Volleyball.

Currently, Scottish Volleyball have 0 internal educators. In year 1 of the strategy, SV will deliver our education programme to target groups using external educators and trainers from partner institutions. Alongside the education programme, SV aims to train 2 educators who can be deployed to deliver future sessions for our sport.

In year 2, SV aim to deliver sessions with internal educators while training one additional educator. Our Year 3 programme will be delivered using our 3 internal educators, while training a 4th internal educator to achieve a final number of 4 internal educators to deliver anti-doping education in the long term.

5.1 People and education

The following resources will be used to educate the Scottish Volleyball community. Outlined are the associated costs to deliver this.

Service	Description	Detail	Year	Cost description	Total
SV education workshops	Workshops in support of SV towards the education strategy writing, planning and implementation	SV Anti-doping personnel and Board members	1	Free, organised and covered by UKAD + Staff time	0
Educator training	Trained by UKAD	3-day course for SV to deliver education to athletes and additional target populations	1	1 free spot for SV, to get more educators, costs depending on requirements of the education plan + staff time	TBD
Clean Sport Advisor Course	Online course on Clean Sport Hub	Relevant for all athlete support personnel (national team coaches, team managers etc)	1-4	Free to access, clean sport Hub	0
Coach Clean	Online course on clean sport hub	Available to all coaches	1-4	Free to access, clean sport hub	0
Delivery of Education Sessions	Delivered by accredited UKAD national trainers, sessions can be delivered to various audiences	Subject to request	1-2	Cost associated if charged per sessions: - 4 hours: £130 + VAT + travel expenses - 8 hours: £260 + VAT + travel expenses - 60-90 minutes webinar: price on request	2 full days x year £1000
Clean Sport Outreach	Spread Clean sport messages at main SV events	SV to organise workshops alongside future events	1-4	If UKAD trainers come in, same cost as above	£312 + travel expenses per event if UKAD trainer comes
Mock Testing	Three variations on the doping control process through mock testing	Subject to request	1-4	Price as above	£312 travel expenses, once a year?

5.2 Events to boost education

The following events will be used to educate, inform, and raise awareness about UKAD to the Scottish Volleyball community. Outlined are the associated costs to deliver this.

Clean Sport Forum	Annual forum for stakeholders to share best practice	Available to anyone with responsibility on anti-doping	Recurring	Free + staff time	£0
Educator Forum	Annual forum is a CPD for educators, designed to inform and updated their current delivery of clean sport education	Available to all accredited educators	Recurring	Free + educator or staff time	£0
Clean sport live webinars	Minimum quarterly webinars focused on key clean sport topics. Professional development for educators	Available to all accredited educators	Recurring	Free + staff time	£0
Networking sessions	Needs-led sessions to support NGBs	Scheduled according to needs	Recurring	Free + staff time	£0

5.3 UKAD resources and communication

The following resources and methods of communication will be used to raise the profile of UKAD amongst the Scottish Volleyball community. Outlined are the associated costs to deliver this.

Service	Description	Detail	Year	Cost explanation	Total
100% me Clean Sport App	Free to access	Contact UKAD to add SV information	Recurring	Free + staff time	£0
Clean Sport resources	File share	Support from UKAD	1	Additional help available at cost + staff time	£0
Cleans sport curriculum athlete, ASP and parent education	Covers all levels of athletes and their recommended level of knowledge	Up to date copy to be sent to get everyone up to speed with changes	1 – recurring	Additional copies upon request + staff time	£0
UKAD website and resources	Free to access information	n/a	Recurring	Free + staff time	£0
UKAD %100 logos	Use of branding for SV merchandise and material	Formal request to be made	Recurring	Free upon request + staff time + brand exercise	£100
Anti-doping communications	Technical support and input for any	Subject to request, advance notice needed	Recurring	Free, subject to request + staff time	£0

	anti-doping comm				
Prevention campaigns	Technical support for prevention campaigns and messaging through guidance documents	Subject to request, only guidance provided	Recurring	Freelance workers developing bespoke campaign yearly	£500
Newsletters	Ensure UKAD have up to date email contact for stakeholders wanting the newsletter	Ensure UKAD have up to date email contact for stakeholders wanting the newsletter	Recurring	Staff time associated with freelance work	£0-100

Total yearly budget to be dedicated to anti-doping education **£1500 – 2000.**

6.0 Strategic Priorities (SMART)

Aligned to the existing Core values of our organisation, Scottish Volleyball wish to prevent the use of prohibited substances and/or methods and the commission of any other antidoping rule violation by those participating in volleyball, and has therefore developed this strategy over the next 4 years with a view to:

- protecting the health and wellbeing of players and others involved in our sport
- protecting and promoting the positive image and culture of the sport of volleyball, beach volleyball and sitting volleyball.

Scottish Volleyball will also protect the spirit of the sport by educating stakeholders on the following values of the World Anti-Doping Association (WADA); ethics, fair play and honesty, health, excellence in performance, character and education, fun and joy, teamwork, dedication and commitment, respect for rules and laws, respect for self and other participants, courage, and community and solidarity.

Our Core Values

Everything the association and its members do will be underpinned by these principles:

Fairness, Equality and Respect.



6.1 Strategic Priority One - Building Capacity

From the SWOT completed during our Risk Analysis (See Appendix 1.0) Scottish Volleyball has Identified 'building capacity' in our Clean Sport Educator workforce by recruiting and partnering with clean sport educators, as one of our strategic priorities to enable us to deliver quality education to our identified mandatory groups in order to achieve the following outcomes:

- deliver quality education to those involved in volleyball, about the dangers of doping – identify how many people we need to educate
- providing positive examples and upskill role models for young players and others in the volleyball community.
- providing effective deterrents to the use of doping; and
- protecting and promoting the image and interests of the game, its clubs, teams, sponsors, and other stakeholders as a sport free of doping.

6.2 Strategic Priority Two – Needs Analysis

Assessing what support and education is required at each level of the pathway is also a priority for Scottish Volleyball.

A needs analysis will involve identifying key moments in an athlete's journey where they are most at risk of succumbing to anti-doping rule violations.

Assessing who are the key influencers of these athletes at these points in their journey is also key to ensuring the education they receive is fit for purpose.

Utilising our presence and visibility on social media as one of our key strengths as an organisation, we will target each key audience group and their key influencers, with appropriate and relevant information to raise awareness and visibility of UKAD at all levels of the pathway.

This will become a thread through everything we do, sitting alongside the formal education programme that our mandatory groups will complete.

6.3 Significant Partners to facilitate strategy implementation

Partnering with institutions with access to Clean Sport Educators (UKAD, Universities, Scottish Institute of Sport) will be a short-term solution in Year 1 of the strategy until we can identify the right personnel to take on the role of internal dedicated Clean Sport Educators.

Collaboration with the **BVF and Home Nations** could support this priority.

Working with **young athletes and their key influencers** and involving them in the conversation around when an athlete is most at risk of ADRV's is a priority to ensure we are targeting the right people at the right time in their journey. This will be essential to ensuring we fully understand the needs of athletes and how best to educate and support them at all levels of the pathway.

7.0 Monitoring and Evaluation of the Volley Clean Education Strategy

In order to evidence that our Volley Clean strategy is working, and key areas for future investment, Scottish Volleyball will conduct an annual review to measure the success of each of the above points (1-6) above and inform future work. The review will collate information around:

- Number of athletes who received education
- Number of support personnel who received education

- Number of Athletes and ASP who have downloaded the 100% Me Clean Sport App
- Number of activities delivered/actions taken by SV to 'Raise Awareness'
- Number of athletes, ASP and other stakeholders who the TUE and prohibited list has been sent to.
- Number of people involved in the 'Volley Clean' workforce, anti-doping educators, facilitators, advisors.
- Number of hits to the Anti-Doping links on the Scottish Volleyball website and social media posts
- Measure of satisfaction from activities – athlete and ASP feedback
- Integrate anti-doping questions into annual membership survey and measure success from responses
- Case Study/impact report
 - Young athlete journey through anti-doping initiatives/elite athlete journey through anti-doping education
 - Advisor journey
 - Workforce journey to qualify as facilitator for SV.

Scottish Volleyball will establish an education tracker to collate all information relevant to Clean Sport Education Monitoring. This information will be provided to UKAD on request.

A report of these figures annually will evaluate the success of the strategy and allow us to address any areas that require review.

Appendix 1.0

Strengths	Weaknesses
<ul style="list-style-type: none"> • Dedicated working group • Developing social media presence • Stronger new brand for the sport • IF requirement for international athletes to complete mandatory education • International athlete on working group • Developing performance pathway • Role models for future and young athletes • Commonwealth Games and Olympic sport 	<ul style="list-style-type: none"> • Staff capacity and time • Resources • No internal educator or UKAD tutor • No communication expert/officer • Getting education right for each level of volleyball pathway • Current lack of clarity in structure of pathways • No middle management • Lack of diversity in management
Opportunities	Threats
<ul style="list-style-type: none"> • Relationship with home nations and British Volleyball Federation • Monitoring and compliance • Relationship with sportsscotland and sport institute • Revised values and mission of organisation (2020 onwards) • Establishing positive and engaging culture within the organisation 	<ul style="list-style-type: none"> • Website not user friendly • Lack of financial resources • Current threat: lack of trust in the organisation • Too much bureaucracy to keep up with • Bottom heavy with little to no accountability

Appendix 2.0 – Needs Analysis of Target Groups

Age of athlete group	Life events associated with each age group	Level of Risk of Doping (1-5) *1 – low risk	Key Influencers
7-11yrs (Primary School)		1	<ul style="list-style-type: none"> - Parents - Coaches - Teachers
12-17yrs (High School)	<ul style="list-style-type: none"> - High School transition - Exam pressures 	1	<ul style="list-style-type: none"> - Parents - Coaches - Teachers
12-17yrs Regional Development	<ul style="list-style-type: none"> - Further Education transition - Exam Pressure - Peer Pressures 	2	<ul style="list-style-type: none"> - Parents - Coaches - Teachers
14-21yrs Youth National Team	<ul style="list-style-type: none"> - Further Education transition - Exam Pressure - Peer Pressures - Selection Pressure - Lower rate of physical development than others - Injury 	3	<ul style="list-style-type: none"> - Parents - Coaches - Teachers - Physiotherapist - Conditioning Coach - Senior Players - Role Models - Peers
Senior National Team	<ul style="list-style-type: none"> - Selection pressure - Injury - Work/Life Balance 	3	<ul style="list-style-type: none"> - Coaches - Physiotherapist - Conditioning Coach - Senior Players - Family Members
Elite	<ul style="list-style-type: none"> - Selection Pressure - Injury - Pressure to perform and meet targets 	4	<ul style="list-style-type: none"> - Coaches - Conditioning Coach - Physiotherapist - Role Models/Mentor - Family Members