

I Run Clean™

Pedro Branco

Member Federation Leaders Forum

**CONGRESS-
CONVENTION**
Vilnius 2017

E-learning platform

- *An Anti-Doping licensing system to be introduced as a mandatory participation condition at EA events.*



How is it different

- Focus on ethical and values-based decision making
- Interactive, personalised and integrated social media education modules
- Video and infographics based modules to make each topic intelligible for athletes
- Allow for building own virtual self and using that to reflect upon dilemmas
- Summaries mailed to athletes after each module
- Positive reinforcement at every stage





EUROPEAN
ATHLETICS
YOUR SPORT FOR LIFE

I RUN CLEAN



Key Features

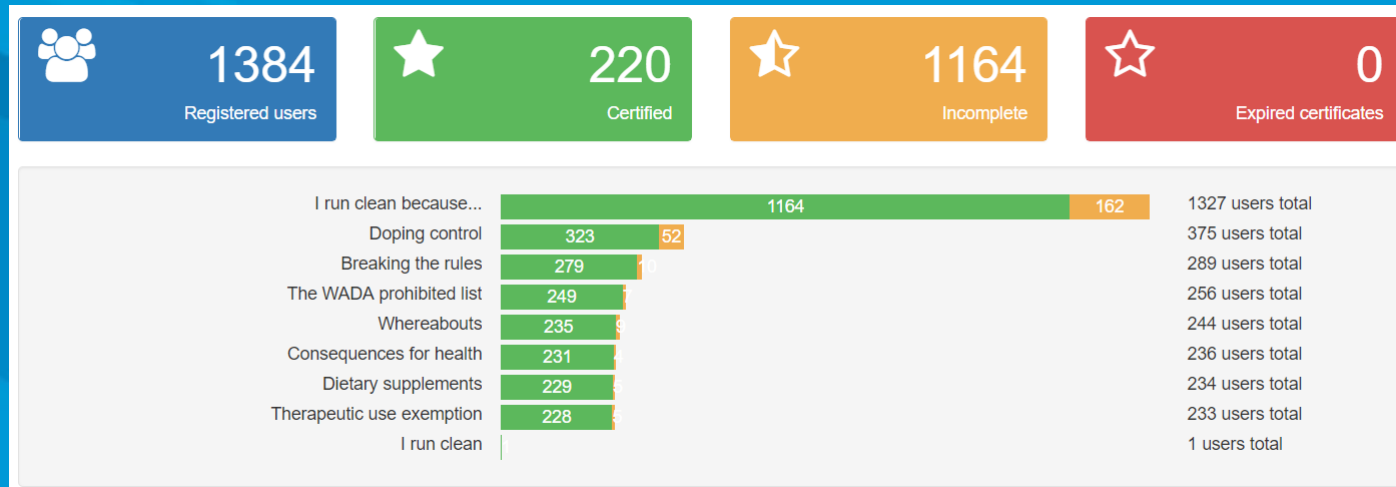
- Video messages from ambassadors
- Values-based ethical decision making as an overarching theme
- Doping control procedures
- Anti-Doping Rule Violation
- The WADA prohibited list
- Whereabouts
- TUE
- Dietary supplements
- Health consequences
- Knowledge base to further enhance learning for athletes and entourage

Launch



- English master version online (www.irunclean.org) in early July
- Introduced to participants at the EU23CH in Bydgoszcz and EU20CH in Grosetto

Impact



I Run Clean website data from 31 September 2017

- 35% of EU23CH participants (including 439 athletes) and 30% of EU20CH participants (including 436 athletes) visited the tents.
- High interest amongst the athletes and their entourages.
- Very good response on the concept, design and thought process from all the stakeholder groups.
- A Video News Release (VNR) was created in Bydgoszcz and picked up by 11 TV channels across the world.

Feedback

- “I Run Clean™ is one of best anti-doping education tools I have seen. To introduce complex concepts such as ethics, integrity and values with such compelling story telling is commendable.” — Dr Andrew Pipe, Former head of FINA Medical Committee and (IAAF) AIU Board Member
- “Congratulations to European Athletics for what looks like a fantastic education tool. Great job! WADA would like to be kept abreast of how the implementation of the ‘Licensing System’ shapes up. It has been challenging for all federation and we hope EA can overcome such challenges.” — Tony Cunningham, Head of Education WADA
- “I Run Clean has a very fresh approach to education. The platform itself is one of the best we have seen. It’s really interesting to see a federations now going towards a more structured and (compulsory) way of educating young athletes. We wish you all success.” — Philippe Furrer, IOC Head of Youth Engagement



Elite Roll-Out

- **Aim:** Mandatory certification of all participants in European Championship events by 2020
- **Initial target:** All athletes taking part in EU18CH in Győr to be certified
- **Challenges:**
 - Language versions ready
 - Athlete awareness, engagement and completion
 - Entries manager preparation
 - Entry of encrypted certification numbers on ARENA system
 - Last minute “issues”

Language Versions

- **Current Targets:**
 - French
 - German
 - Spanish
 - Russian
 - Hungarian
 - Turkish
 - Greek
 - Serbian
 - Italian
 - Polish
 - Bulgarian
- Additional language versions (dubbed and sub-titled) to be created as needed and resources are identified



Next targets



2018

ECT – optional
ECRW – optional
EC10,000 – optional
EMRCH – optional
EU18CH – mandatory
ECH - optional
EXCH – optional

2019

EICH - optional
ECT – optional
ECRW – optional
ETCH - optional
EC10,000 – optional
ECETC - optional
EMRCH - optional
EU23CH – mandatory
EU20CH - mandatory
EXCH – mandatory

2020

ECT – mandatory
ECRW – mandatory
EC10,000 – mandatory
EMRCH – mandatory
EU18CH – mandatory
ECH – mandatory
EXCH – mandatory

Certification

I RUN CLEAN™

[HOME](#) [ABOUT](#) [KNOWLEDGE BASE](#) [FAQ](#) [PROFILE](#) [LOG OUT](#)





I RUN CLEAN™

Aditya Kumar	✓	✓	✓	✓	✓	✓	✓	✓	Diploma
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You have completed 8 of 8 modules.

Certification

I RUN CLEAN™

HOME ABOUT KNOWLEDGE BASE FAQ **PROFILE** LOG OUT



Your info

Aditya Kumar

kr.aditya@gmail.com

800m / 1500m

India

8/17/1980

Edit

Change password

Status

8 of 8 modules completed

Certificate

Share



If you share your image on social media, you help recruit new users. For Instagram, save image first, then post. #irunclean



CERTIFICATION OF COMPLETION

I RUN CLEAN™

Name Here

.....has completed basic anti-doping training.

The training is comprised of the following eight modules:

- Making good decisions
- The WADA prohibited list
- Health consequences of doping
- Doping control procedures
- Anti-doping rule violations
- The 'Whereabouts' procedures
- Therapeutic Use Exemptions
- Dietary supplements

xxxx

Date of completion



Svein Arne Hansen
President

xxxxxxxxxxxxxxxxxxxx

Certification code

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- Dietary supplements

xxxx

Date of completion



Svein Arne Hansen
President

XXXXXXXXXXXXXXXXXXXX

Certification code

Certification Code

Validity – 2 years

Recertification required thereafter

Certification code (encrypted string):

lhqEXcKZRhBsyDrQD3qWO7g0hPYHhBSdE6hyQJdk+SY850DWTIRWoxwe/XMIABXq

Certification code for final entries

Athlete Final Entry - Details

Surname Misko
First Name Galeazzo
Gender Man
DoB 23/11/1972
Member Federation * GER
Anti Doping Course Code *

Choose File Misko-Galea...ager-02.jpg

• Max File size: 1.0 MB;
• Allowed File extensions: .jpeg, .jpg, .png;
• Important: Please insert a valid passport style picture in portrait orientation, taken on a plain light background showing the full head from the top of the hair to the bottom of the chin. Center the head with the frame. No sunglasses or tinted glasses. No hair across your eyes.

Events *

Please select the Events in which the selected Athlete will participate (at least one event is mandatory).
Click on the "Add Events" button to select the events.

ADD EVENTS **ADD/EDIT PERFORMANCE**

<input type="checkbox"/> EVENT	DOB RANGE	QUAL. STANDARD	PERSONAL BEST	SEASON BEST	QUALIFICATION BEST
<input type="checkbox"/> Heptathlon (i) Senior Men ⚠	1900 - 1999				

☐ This athlete is not travelling

Arrival & Departure *

Please select from list below the Arrival & Departure details for the selected Athlete.
Click on the "Add" button if you want to specify new Arrival & Departure details.

ADD TRAVEL DETAILS


	DATES	FLIGHT CODES	FROM	TO
<input type="checkbox"/> Arrival	04/03/2015 13:55	LH 1396	FRA	Prague Airport
<input type="checkbox"/> Departure	09/03/2015 10:50	LH 1393	Prague Airport	FRA
<input type="checkbox"/> Arrival	03/03/2015 14:00		Team Hotel (by bus/by car)	Team Hotel (by bus/by car)
<input type="checkbox"/> Departure	09/03/2015 08:00			
<input type="checkbox"/> Arrival	04/03/2015 12:00		Main Train Station	Main Train Station
<input type="checkbox"/> Departure	09/03/2015 09:00			
<input checked="" type="checkbox"/> Arrival	04/03/2015 12:00		Team Hotel (by bus/by car)	Team Hotel (by bus/by car)
<input type="checkbox"/> Departure	09/03/2015 08:00			
<input type="checkbox"/> Arrival	04/03/2015 16:20	4U9774	Düsseldorf	Prague Airport
<input type="checkbox"/> Departure	09/03/2015 08:50	4U9773	Prague Airport	Düsseldorf
<input type="checkbox"/> Arrival	04/03/2015 12:00			


Acena | deltatre | Print

Certification code for final entries

Athlete Final Entry - Details


Surname	Galeasso
First Name	Mirko
Gender	Man
DoB	23/11/1972
Member Federation *	GER
IBB Number	158



Choose File  Mirko-Galea...ager-02.jpg

- Max File size: 1.0 MB;
- Allowed File extensions: .jpeg, .jpg, .png;
- Important: Please insert a valid passport style picture in portrait orientation, taken on a plain light background showing the full head from the top of the hair to the bottom of the chin. Center the head with the frame. No sunglasses or tinted glasses. No hair across your eyes.

Anti-doping Course Code

 The name of the athlete in the anti-doping code does not perfectly match with the name of the athlete in Arena.

Anti-doping Course Code

DoB


Expiration Date

Country Code


Name

Events *

Please select the Events in which the selected Athlete will participate (at least one event is mandatory).
Click on the "Add Events" button to select the events.

ADD EVENTS 

ADD/EDIT PERFORMANCE

<input type="checkbox"/> EVENT	DOB RANGE	QUAL. STANDARD	PERSONAL BEST	SEASON BEST	QUALIFICATION BEST
<input type="checkbox"/> Heptathlon (I) Senior Men 	1900 - 1999				

☒ This athlete is not travelling

SAVE

RESET CODE WARNING

CANCEL

CERTIFICATION OF COMPLETION

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- Dietary supplements

xxxx

Date of completion



Svein Arne Hansen
President

xxxxxxxxxxxxxxxxxxxxxxxx

Certification code

Certification Code

Certification code (encrypted string):

lhqEXcKZRhBsyDrQD3qWO7g0hPYHhBSdE6hyQJdk+SY850DWTIRWoxwe/XMIABXq

How European Athletics Can help

- Information stand at EA Convention
- Information booklet and webinar for entries managers
- E-mail help desk (From 1 Feb)
- Reminder mails/letters
- Mobilise Young Leaders for national outreach efforts

Functionality enhancement (planned):

- Access to MF entries manager to I Run Clean back-end to track progress of athletes from their country
- Athletes can mail their certification to national federations directly from I Run Clean website

How MFs can help

- The National Federation must track and ensure that athletes who are likely to qualify for European Athletics events have completed the certification.
- In the absence of a certification code, the entries manager of your federation will not be able to enter an athlete in ARENA – EA's entries management system.
- National Federations' entries managers should start tracking athletes from the preliminary entries stage if not sooner (3-months before the date of event)

Next Phase Planning

- Product Development
 - Language versions
 - Entourage (coaches, medics, officials,..)
- Grassroots Roll-Out
 - Clubs, Universities, Schools
 - Collaborations with national initiatives



Questions and/or ideas

Find us at the information corner

