

Survey and Research on Anti-Doping Education in 2013 Summary of Survey Results

1. Survey on the use of the Guidebook and outreach survey on National Athletic Meet

[Objectives] The survey is conducted to grasp the state of distribution and use of JADA’s materials distributed to each organization as well as the activities of information provision and awareness raising carried out at the prefectural level. Results of the survey are to reflect to appropriate provision of information and preparation of materials related to the World Anti-Doping Code which will be implemented from January 2015 as well as to develop effective and efficient anti-doping activities.

(1) Survey on the use of the Guidebook		(2) Survey on National Athletic Meet	
Methodology	The questionnaire survey was conducted targeting the member organizations of JADA, prefectural sport associations, and prefectural high school athletic federations on the use of the Anti-Doping Guidebook “PLAY TRUE” (hereinafter, the “Guidebook”).	Methodology	The survey was conducted to grasp the awareness level of anti-doping, effects of outreach program, etc. targeting the participants of the outreach program implemented by JADA at the 68 th National Athletic Meet in Tokyo.
Result	<ul style="list-style-type: none"> • The destination of the Guidebook distributed by the member organizations and prefectural associations was mainly athlete and coaches, etc., respectively. The volume of distribution to athlete and coaches, etc. by prefectural associations was more or less the same. • Around a half of member organizations and over 40% of prefectural high school athletic federations develop their own anti-doping guidelines and information materials. 	Result	<ul style="list-style-type: none"> • The survey revealed that major responses to the question about what the outcome of outreach program include “Became familiar with anti-doping,” “Realized the need to be aware of anti-doping” and so on. • 70% of NAM participants responded that the Guidebook was distributed in advance and over 60% of the participants brought a doping test agreement with them.

JADA With the aim to be broadly utilized at trainings, etc. for athlete, support staff, etc., “PLAY TRUE Education Material Kit for Anti-Doping Training” was produced based on the contents of the Guidebook.



- To encourage athlete to recognize that anti-doping will enhance the value of sport they participate and to understand the contents and take actions, education activities corresponding to each stage of athlete and their coaches, etc. are desirable.
- In close coordination with related organizations, the Guidebook distribution at the prefecture level and information provision utilizing the above-mentioned kit are promoted assuming that the information is shared prior to their participation to a National Athletic Meet.

2. Report on an Opinion Survey concerning the “Value of Sport” and “Fairness in Sport”

[Purpose] In response to the decision to hold the 2020 Olympic and Paralympic Games in Tokyo, this Survey was conducted to determine public opinions, etc. regarding the “Value of Sport,” “Fairness” and “Anti-Doping” as perspectives to be globally disseminated from Japan. The Survey results should act as a benchmark for educational and awareness-raising activities as well as future information dissemination.

[Method] An online questionnaire, targeting approximately 4,800 citizens, equally divided by age between 15 and 79, was conducted regarding the Value of Sport, Fairness in Sport, Doping, etc.

[Result]

<ul style="list-style-type: none"> - “Promoting health,” “Setting and achieving goals” and “Pushing the limits of physical and mental health honestly” were among the top responses for the “Value of Sport.” - The top public responses for things “Unfair in sport” included “Doping,” followed by “The gap in the penalty for doping” and “Making fun of or mocking a rival.” - These responses were attributable to the fact that “Doping” contravenes the “Ethics of sport” and “Human ethics,” “Gap in the penalty for doping” 	<ul style="list-style-type: none"> - “Clean sport following the rules and disciplines of sport” and “Clean sport following the norm, principles and ethics of sport” were among the top responses when asking what should be globally disseminated from Japan via sport and the 2020 Tokyo Olympic and Paralympic Games. - “The ability to face and overcome challenges,” “The ability to win
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<p>represents "Unequal conditions between athletes," while "Making fun of or mocking a rival" goes against "Human Ethics."</p> <p>↓</p> <ul style="list-style-type: none">- The responses for "Fairness in sport" showed a structure determined by "Human ethics" and "Ethics of sport"; presupposing "Equal conditions among athletes."- Amid many topics linked to specific criteria, such as "Making fun of or mocking a rival" to "Human ethics", "Losing intentionally" and "Ethics of sport," the doping-related topic has a multi-dimensional relationship with all three elements of fairness in sport. <p>"Anti-doping" is considered an approach to materialize "Fairness in sport" multi-dimensionally.</p>	<p>competitions or matches" and "Cheering up and inspiring people through sport" were cited as among the top qualities required by professional athletes.</p> <ul style="list-style-type: none">- "The ability to face and overcome challenges," "Be a role model to young people" and "Respect for justice and fair play" were among the top responses for the group, which considers "Fairness in sport" as a key value in sport.
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- Toward the 2020 Tokyo Olympic and Paralympic Games and to disseminate clean sport and the sport's norms, principles and ethics globally through "Anti-Doping" that achieves "Fairness in sport" multi-dimensionally will be one of the advantages of Japan.
- Work to further consolidate anti-doping activities and ensure the relevant principles are understood in society is expected to help mark the great legacy of the 2020 Tokyo Olympic and Paralympic Games.