



USADA Education at the 2022 Club Crew World Championships



Figure 1: Bridget Walter (IDBF), Tammy Hansen and Aaron Partnow (USADA) at the Outreach Booth.

Education is the first line of defense in protecting the rights of clean athletes, which is why the International Dragon Boat Federation (IDBF) teamed up with the United States Anti-Doping Agency (USADA) to deliver two days of outreach at the 2022 Club Crew World Championships (CCWC) in Sarasota, Florida.

Following World Anti-Doping Agency (WADA) Standards of Education, USADA delivered an event-based booth activity, incorporating both awareness raising and information provision. The educators at the

booth answered questions from event attendees and distributed education materials throughout the two days.

Engagement

During the event, USADA educators interacted with over 250 athletes, coaches, support personnel, and other staff. Most of those interactions consisted of awareness raising and preliminary conversations detailing USADA’s role in anti-doping and the resources made available to Dragon Boat stakeholders. Athletes and Athlete Support Personnel (ASP) took over 200 education materials with them.

Some athletes also raised individualized and specific questions about their situation. Some of these questions included the use of substances such as creatine and testosterone enhancement, as well as the Therapeutic Use Exemption (TUE) process for inhalers and other prescribed medications. The chart to the right outlines the percentages of athletes, coaches, International Federation (IF) staff, and others that attended the booth.

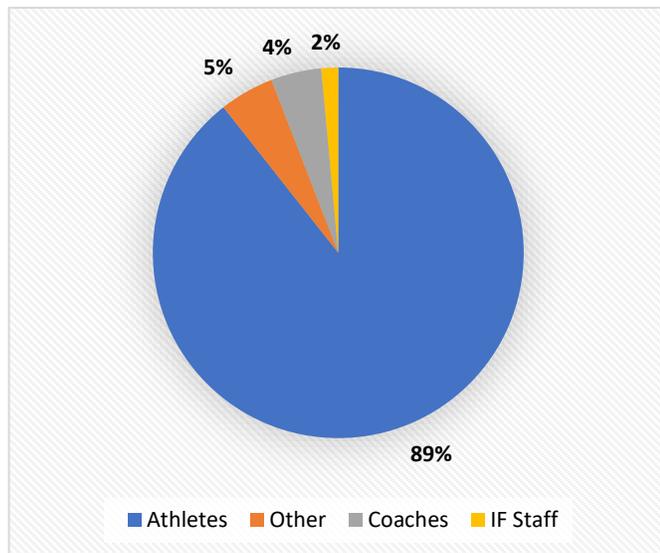


Figure 2: Engagement by attendees by type.



Social Media

In addition to in-person engagements, USADA connected with online audiences through social media platforms such as on Facebook, Instagram, TikTok, and Twitter during the CCWC. On Instagram, Elite Education Director Tammy Hanson and Intern Aaron Partnow walked audiences through interviews with current athletes, coaches, and event staff. On TikTok, Tammy tested out her drumming skills with a seasoned competitor in another edition of “Stay in Your Lane, USADA!” The social media presence of the event increased awareness of the sport and the sport’s clean sport values.



Figure 3: Instagram post (USADA).

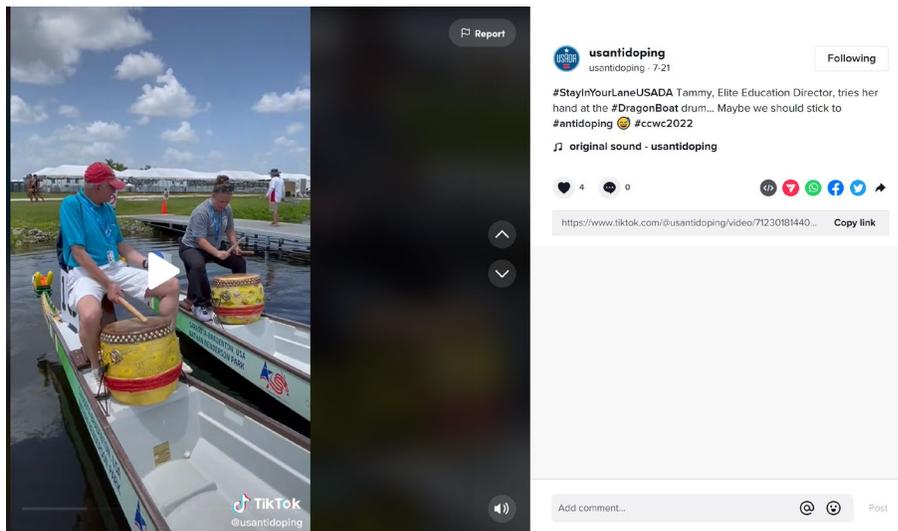


Figure 4: Tik Tok post (USADA).



Areas for Consideration

Many athletes that came by the booth reported their excitement for clean sport and believed education was imperative to their success. They did, however, raise concern about the length of the WADA eLearning course. Many reported it took them over four hours, and some up to eight hours, to complete.

A major success in encouraging people to engage with the booth was the promotional items we handed out. Of the 250 IDBF-USADA drawstring bags packed for the event, 100% of them had been dispersed midway through the second day. IDBF and USADA would encourage continuation of promotional item distribution.

The joint initiative has proven to be a positive and educational experience for the athletes and coaches. It is recommended that IDBF continue to run these joint initiatives with their future host nations and relevant national antidoping agencies.

Acknowledgements

We would like to thank Bridget Walter, Chair IDBF Medical Commission and Belinda Chung, Chair IDBF Marketing & Media Commission for their involvement and assistance in promoting the outreach booth over the two days.