



ANTI-DOPING STRATEGY

STRATEGAETH GWRTH-GYFFURIAU

2023-26





INTRODUCTION

The Welsh Rugby Union (WRU) are fully committed to promoting Clean Sport, and working in partnership with UK Anti-Doping (UKAD) and World Rugby, to protect the integrity of our sport.

This strategy sits within the wider Welsh Rugby Strategic plan as approved by the Board of the WRU, and it's primary focus is upon engagement and education. The WRU 'STAY ONSIDE' Education Programme is focussed upon providing support for players to make good decisions both on and off the field, and also ensure that support personnel understand their responsibilities regarding Clean Sport.

The WRU Anti-Doping Rules are the UK Anti-Doping Rules and are compliant with World Rugby Regulation 21 (Anti-Doping), and the World Anti-Doping Agency (WADA).

The WRU Anti-Doping Rules are also included in the WRU Disciplinary Regulations.

A number of doping issues are common across sport and Rugby Union is no different to any other sport in looking to have a strategy that champions Clean Sport through a wide ranging and informative education strategy.

The WRU work in partnership with a variety of stakeholders to ensure that they support safe and positive environments which are doping-free, and safeguard the health of all participants. This includes working with UKAD, and ensuring that the WRU are compliant with the Quality Assurance Framework.

We understand our responsibilities as a National Governing Body (NGB) to provide leadership in this area of business. We have experienced anti-doping practitioners, and well-established education and testing programmes in place. We also have the WRU Integrity Line, which enables concerns regarding doping in Welsh Rugby to be reported directly to the WRU, in addition to promoting the UKAD Protect your Sport Hotline.

We focus predominantly on engagement and education, but we also understand and recognise our responsibilities in relation to players or athlete support personnel who breach the WRU Anti-Doping Rules. We work with UKAD in supporting investigations, through enforcement of the WRU Anti-Doping Rules, to protect the integrity of our sport.





OUR PURPOSE

PURPOSE: For rugby to flourish and succeed

VISION: Inspiring and uniting our Nation

MISSION: Welsh teams winning and creating exceptional experiences for everyone in our game

VALUES: To be visible in how we go about our business and how we conduct ourselves

This is underpinned by our people through performance rugby, community rugby and commercial activities.

We will achieve this by:

- Instilling the correct culture, behaviours running through our organisation – influenced by our EDI work
- Living our Values
- Recruiting Motivated Staff – having the correct people in the correct role – then empowering them to succeed in inspiring
- Determining our Priorities
- Effective Stakeholder Management
- Promoting our Brand and Protecting our Reputation
- Our investments being led by our Strategic Objectives and Priorities
- Clear Capital Investment Approach
- Living within our means
- Communicating clearly, internally and externally

The Welsh Rugby Union's (WRU) mission regarding anti-doping is to provide leadership and support clubs and regions in providing safe doping free environments. This will enable all players and support staff to develop and enhance their understanding of anti-doping through effective education programmes, in making informed decisions.

STRATEGIC AIMS

GWLAD: A GAME FOR ALL

- G** Generating opportunities for all
- W** Welsh teams winning
- L** Leading a people first culture
- A** Amazing experiences to allow rugby to thrive
- D** Delivering a successful business

The primary strategic aim from an anti-doping perspective is to ensure that we protect the integrity of rugby in Wales through engagement, education and enforcement. We will promote anti-doping, and clean sport, by having effective and wide ranging testing and education programmes.

These are underpinned by the following:

- Effective governance of anti-doping matters
- Prioritising player welfare and guidance for athlete support personnel
- Developing productive partnerships both internally and externally
- Effective and wide ranging communication
- Effective education programme through insight and understanding needs
- Providing appropriate and wide ranging education resources
- Delivering excellence within the education programme
- Developing a proportionate and effective testing programme
- Providing an effective case management process





GOVERNANCE

The WRU have clear lines of accountability through their governance structure. There are monthly board reports submitted which are shared with the Professional Rugby Board and the Community Game Board.

The WRU appoint an Integrity Board Champion from the Board and Council to provide high level strategic support regarding all integrity matters including anti-doping and player welfare. The Board Champion will also assist in the promotion of high standards of behaviour and conduct throughout the organisation and within the game, and also advocate for integrity in sport in Board conversations, and provide a steer and direction on the expectations of the Board.

The WRU provide an annual report to highlight anti-doping activities and promote the *STAY ONSIDE* programme.

The WRU have monthly meetings with UKAD, which are predominantly focussed upon the testing programme, but these also include discussions around a variety of other anti-doping activities.

The WRU are in the process of establishing an Independent Anti-Doping Advisory Group, and developing external relationships to ensure that we utilise insight and research to shape our operational practice moving forward.

The Independent Anti-Doping Advisory Group will consist of the following representatives

- Athlete Representation Male and Female Game
- Athlete Support Personnel Medical and Team Management
- WRPA
- UKAD
- Sport Wales
- Public Health Wales

The WRU have Anti-Doping Rules, which operates in line with both the World Rugby Anti-Doping Rules - Regulation 21, and the UK Anti-Doping Rules, and this is monitored and supported by UK Anti-Doping (UKAD).

VALUES & BEHAVIOURS

The Welsh Rugby Union work alongside partner agencies such as UKAD, World Rugby and Sport Wales to ensure that Clean Sport is promoted in line with the values of our organisation.

The WRU Strategy is underpinned by our culture, leadership and governance and led by our values.

CULTURE

We will be led by our values, embrace our reality, focus on solutions and dare to dream for an ambitious future. We will take a long term perspective to deliver a sustainable game for future generations.

LEADERSHIP

We will be open and transparent and involving in how we lead the game. We recognise our responsibility as role models. We will lead to inspire.

GOVERNANCE

We have a responsibility to be agile and inclusive. We will implement the right governance systems and structures with suitably qualified individuals who are reflective of modern society.

COURAGE

A no compromise, no regrets philosophy – daring to dream.

HUMOUR

Bringing a perspective and recognition that we do this for enjoyment.

INTEGRITY

Doing the right thing even when no one is looking.

EXCELLENCE

'Good enough' isn't good enough. Relentless pursuit of our ambition and a recognition that it's ok to make mistakes to become better.

FAMILY

Inclusive and welcoming to all – the rugby family. Committed to each other's success.

SUCCESS

Achieving on and off the field – responsible for each other's reputations.



PRINCIPLES & OBJECTIVES

The WRU will work across the organisation as one team to enable participants to grow and develop in a positive clean sport environment.

The WRU will also ensure that they are aligned and work collaboratively with our partners to define, ensure and evolve appropriate environments throughout the pathway.

The WRU have a competition and development framework that is fit for purpose at every playing level, and an education programme that supports this.

The WRU are committed to ensuring that the principles of anti-doping are promoted and championed within our sport to ensure that:

- the ethics and integrity of our game are upheld and preserved through positive values based education
- we safeguard the physical and mental health of our players
- all players have the opportunity to compete equally
- all players have the opportunity to develop in the game as ambassadors of clean sport

This will be achieved through the components of anti-doping by testing at appropriate levels of the game, promoting anti-doping throughout the clubs and regions, and delivering a wide ranging *STAY ONSIDE* education programme for both community and professional rugby.





ENGAGEMENT

The WRU have invested heavily in the *STAY ONSIDE* education programme to provide support to clubs and regions.

The WRU regularly communicate with clubs and regions to provide relevant updates from UKAD. This would include publication of the WADA Prohibited List, information regarding therapeutic use exemptions, whereabouts and any updates regarding testing procedures.

The WRU have a communication strategy that focuses upon promoting anti-doping through several different channels including direct messaging to clubs through the Club Operations Manager, information on the WRU website, and promotion via social media. The WRU have identified the need to tailor their communication for the different anti-doping audiences.

<https://community.wru.wales/governance/policy-and-integrity/anti-doping/>

The WRU website provides information on the following topics:

- WRU Anti-Doping Strategy 2023-26 - STAY ONSIDE
- WRU Anti-Doping Rules (World Rugby Regulation 21 and UK Anti-Doping Rules)
- WADA Code Summary of Major Changes
- WADA Prohibited List 2023
- The Testing Process
- Global DRO – Checking Medications
- Informed Sport – Checking Supplements
- Applying for a Therapeutic Use Exemption
- Report Doping

The WRU have also broadened our education programme by utilising outreach events to deliver key education messages.

EDUCATION

STAY ONSIDE Education and Awareness Programme

The *STAY ONSIDE* programme started in January 2016, and over time we have increased our capacity to deliver by investing in a skilled and enthusiastic education workforce.

The WRU are committed to providing appropriate levels of education for all athletes and support personnel from community rugby through to the national squads.

The objectives are:

- To ensure that all players and support personnel in the professional rugby regions are able to apply their anti-doping responsibilities so that they make good decisions both on and off the field
- To ensure that all talented young players and support personnel in the WRU Pathway Programme are aware and understand their anti-doping responsibilities
- To ensure that all players and support personnel in Premiership and Championship (Male Competition) and Premiership (Female Competition) are aware and understand their anti-doping responsibilities
- To ensure that all players and support personnel throughout the Community Game are aware of their anti-doping responsibilities through the Club Operations Manager Programme
- To ensure that the wider rugby community including parents, have a basic understanding and awareness of anti-doping in Welsh rugby.



ENGAGEMENT

Performance

The WRU will ensure that professional players are appropriately educated and understand their anti-doping responsibilities. This will focus upon medical and nutritional support, the TUE process, testing and the submission of whereabouts if and when required.

The WRU will also ensure that support personnel employed in the professional game are appropriately educated and understand their anti-doping responsibilities, particularly around testing and anti-doping rule violations.

The WRU are committed to supporting players and support staff in the professional game through testing, TUE and whereabouts support.

Pathway

The WRU have a wide ranging education programme, and young talented players who are on the performance pathway will receive anti-doping education which focusses upon the expected standards in terms of values and behaviours within the game.

The WRU also provide training and support for performance pathway support staff and also parents and carers.

Community

The WRU are committed to ensuring that players and support staff in the community game also have a basic understanding of their anti-doping responsibilities through education and the development of resources. The Club Integrity Programme is driven by volunteer Club Operations Managers, who are provided with the Community Integrity Resource on an annual basis, for delivery at community club level. The Club Operations Managers are empowered to deliver provide the key messaging, and are supported by the WRU in relation to 'Train the Trainer' workshops.

WRU Anti-Doping Protocol and Guidance booklet

The WRU also provide significant e-learning and hard copy education resources, which is underpinned by the WRU Anti-Doping Protocol and Guidance booklet.

Partnerships

The WRU have developed positive relationships with a number of key stakeholders including UKAD, Wales Rugby Players Association (WRPA) and Sport Wales. The WRU also work with Public Health Wales on projects to tackle doping in sport, particularly around key subjects for the younger audiences such as supplements, and the use of recreational drugs to increase understanding and broaden the audience.

The WRU work closely with Sport Wales and the WRPA to develop a network of contacts to support elite and talented young players, parents and support staff to develop and deliver best practice.

ENFORCEMENT

The WRU work in collaboration with UKAD to support anti-doping investigations. The WRU have a responsibility as a National Governing Body to report doping and there is an information-sharing agreement in place with UKAD.

The responsibility for dealing with breaches of the WRU Anti-Doping Rules sits with the National Anti-Doping Panel.

There are severe consequences to committing an Anti-Doping Rule Violation (ADRV) for both players and athlete support personnel.

There are a range of sanctions that can be imposed depending upon the type of ADRV, and the starting point for providing a positive test is FOUR YEARS. Individuals who commit other ADRV's such as Trafficking or Administering can be banned from the sport for LIFE. There are also additional sanctions that can also be imposed such as the loss of titles or medals.

Players should be aware that doping can have severe health and social consequences, such as the impact upon your personal and professional reputation, and also a financial impact.

WRU ANTI-DOPING STRATEGY

EDUCATION - ENGAGEMENT - ENFORCEMENT



Monitoring and Evaluation

An annual review will be conducted and number of monitoring techniques utilised to measure and report on the success of the education and testing programmes. This will include both quantitative and qualitative data.

This will include the following information:

- Number of education sessions delivered
- Number of players and support staff receiving education
- Number of parents and carers receiving education
- Number of WRU staff who are UKAD Educators
- Number of WRU staff who are UKAD Advisors
- Number of players tested
- Number of players subject to an ADRV
- Measure of satisfaction from workshop and practitioner feedback
- Feedback from external stakeholders

The report will evaluate the success of the programme, and working in partnership with the WRU Anti-Doping Advisory Group, consider the report and address any areas that require review. The WRU are committed to working in partnership with UKAD and providing monitoring information to UKAD on request.

Implementation of the Education Plan

The WRU Policy and Integrity Team manage the education plan with the Head of Policy and Integrity having strategic responsibility to ensure that all anti-doping activities are aligned to the strategic aims.

The Discipline and Anti-Doping Manager has operational responsibility, and oversees the education plan, which is managed by the Integrity Training Co-ordinator.

This requires a collaborative approach across the organisation to support the multiple functions and processes involved. This will enable dedicated staff in the relevant fields to contribute, to ensure that the organisation produce a high quality and unified approach to anti-doping.

The responsibilities for individual roles is outlined below.

The WRU also provide significant e-learning and hard copy education resources, which is underpinned by the WRU Anti-Doping Protocol and Guidance booklet.

ROLE	RESPONSIBILITIES
Head of Policy and Integrity	Strategic Lead Quality Assurance Framework
Discipline and Anti-Doping Manager	Operations Lead Legal Affairs and Club Communications
Discipline Co-ordinator	Intelligence and Investigations, Case Management, Results Management, TUE's and Testing
Player Welfare Co-ordinator	Prohibited List, Whereabouts, Player Support and Integrity Line
Integrity Education Co-ordinator	UKAD Education Programme UKAD Educators Development of Resources, Co-ordination of Education and Training

WELSH RUGBY UNION STAY ONSIDE EDUCATION PLAN

The Welsh Rugby Union are committed to delivering a long-term education and information strategy to enable players and athlete support personnel to understand their responsibilities and compete clean.

We work with UKAD and other partners to encourage the rugby community to engage and participate in anti-doping programmes. The WRU has a systematic approach to anti-doping education, based on the values and behaviours of the game. The **STAY ONSIDE** education programme is tracked and monitored.

Player Centred Development

The WRU has a player centred approach and recognises the core influences that surround players at various stages of their development. The **STAY ONSIDE** education programme is intended to increase the quality and consistency of knowledge throughout the rugby union community.

There are a number of core roles that will support players throughout their development and playing career. The WRU acknowledges their influence and role in supporting players as part of this strategy, and will ensure that they are provided with the relevant education opportunities, so that they have an understanding of their responsibilities as athlete support personnel.



Target Groups

The WRU have defined **STAY ONSIDE** Education Pools that are linked to the requirements placed upon players at different levels of the game, such as TUE and Whereabouts Pools, according to their level of engagement

The WRU have designated the following male and female groups in relation to the delivery of the **STAY ONSIDE** programme:

- Community Rugby National Leagues (Women and Men's Game)
- Dewar Shield Groups (Men's Game)
- Regional Age Grade under 16's (Women and Men's Game)
- Regional Age Grade under 18's (Women and Men's Game)
- National Championship Competition (Men's Game)
- Premiership Competition (Men's Game)
- Regional Squads (URC)
- National Age Grade Squads (Under 18 and 20 Women and Men's Game)
- Commonwealth Games (Women and Men's Game)
- World Series Sevens (Male Game)
- National Squads (Senior Women and Men's Game)

WRU STAY ONSIDE ANTI-DOPING AND INTEGRITY SPORT EDUCATION - WORKSHOP CONTENT											
	COMMUNITY	DEWAR SHIELD	RAG 16	RAG 18	CHAMPIONSHIP	PREMIERSHIP	REGION	NAT. AGE GRADE	CWG	WORLD SERIES 7'S	NATIONAL
Name											
Values and Behaviours											
Role of UKAD											
Principles of 100% Me - Strict Liability											
What is Anti-Doping											
Checking Medications - Global DRO											
Supplements - Informed Sport											
Recreational Drugs											
Anti-Doping Rule Violations											
Consequences of Doping											
Testing Process (8 Steps)											
Testing of Minors											
TUE's											
Prohibited List											
Whereabouts											
Player Rights and Responsibilities (IC)											
Player Rights and Responsibilities (OC)											

Education Delivery

The WRU undertake a variety of educational activities to support the objectives of this strategy including:

- Communication through circulars and messaging to clubs, regions and national squads
- Community Integrity Resource to Club Operations Manager (Community Game)
- Social Media Channels
- Newsletters
- Outreach – through events or training camps
- Online resources e.g. UKAD Advisors, UKAD Coach Clean
- WRU Website – STAY ONSIDE
- STAY ONSIDE Workshops – Face to Face delivery
- STAY ONSIDE - Online delivery
- STAY ONSIDE – E-learning

Education Workforce

The WRU have developed a cohort of STAY ONSIDE Educators who deliver the anti-doping and integrity education programme.

Educators are nominated by the WRU, and trained and accredited by UKAD for deployment within the organisation to deliver education.

The WRU STAY ONSIDE Educators are UKAD qualified and complete CPD annually through UKAD to maintain their qualification to deliver face to face or online workshops. The WRU also provide CPD opportunities for the WRU STAY ONSIDE EDUCATORS.

The WRU also encourage a range of other rugby volunteers and professionals to become Clean Sport Advisors, and they play an essential role in informing athletes and athlete support personnel (ASP) about the values of clean sport and important anti-doping information.

The course is for anyone wishing to improve their knowledge of clean sport and increase the reach to protect clean sport.

EVERY 4 YEARS
EVERY 2 YEARS
ON REQUEST

WRU STAY ONSIDE ANTIDOPING & INTEGRITY EDUCATION PROGRAMME - DELIVERY METHOD (ANNUAL)		Community	Dewar Shield	RAG 16	RAG 18	Championship	Premiership	Regions	Celtic Champs	Nat Age Grade	CWG	World Series 7's	National
Delivery Methods													
Club, Regional or National Direct Communication	Direct Communication via Circular												
Club Operations Manager Community Integrity Resource	Presentation Resource for delivery by COM												
Social Media Channels	Appropriate media channels will raise awareness of key messages, updates and guidance												
Newsletters	These include information of interest, notify members of any upcoming changes, and remind them where they can find further support												
Outreach - Events and Training Camps	Communication Opportunities for face to face advice and guidance												
Online Resources - UKAD Advisors and Coach Clean	These are provided by UK Anti-Doping, and are resources we recommend all ASP and Coaches complete												
Club Operations Manager Online Webinars	Online Webinars to provide updates to COM's												
WRU Website - STAY ONSIDE	This will highlight relevant information about the WRU STAY ONSIDE Programme												
STAY ONSIDE Workshops Face to Face	Face-to-face or workshop which covers all the fundamental information about STAY ONSIDE												
STAY ONSIDE Workshops Online	Online workshops which covers all the fundamental information about STAY ONSIDE												
STAY ONSIDE E-learning	E-Learning workshops which covers all the fundamental information about STAY ONSIDE												



HOW TO *REPORT* DOPING

WELSH RUGBY UNION

WRU Integrity Mailbox: integrity@wru.wales

WRU Integrity Line No. 02920 822200

UKAD

UKAD Protect Your Sport

Email: pys@reportdoping.com

Tel. No. 08000 32 23 32



