

What are the values of Clean Sport?

Learning Outcomes

- ★ What is 100% me - Define what 100% me is
- ★ Clean Sport - Demonstrate a commitment to clean sport
- ★ Clean Sport Values - Select the most effective solution to achieve clean sport behaviours and values

100% me is an athlete education programme that aims to increase understanding of **doping-free sport** and to promote and encourage personal responsibility. 100% me is a symbol of an athlete's effort, commitment and determination to perform at the highest level without a need to enhance their performance. It recognises that choice, personal strength and attitude make someone a champion and **instils integrity and fairness in sport**.

100% me embodies and celebrates **five key values**:

**Passion Respect Integrity
Determination Enjoyment**

These are **core principles** that are applicable to all athletes and Athlete Support Personnel, from the beginner level right up to performance athletes. A fundamental rationale for the Code is the '**spirit of sport**', which is described as the celebration of the human spirit, body and mind. Doping is fundamentally contrary to the spirit of sport.

Strict Liability is the underlying principle of anti-doping. **Athletes are solely responsible for any prohibited substance found in their system** despite whether there was an intention to cheat or

not. It is imperative that every athlete understands what **Strict Liability** means and that they incorporate the principle into their day-to-day lives.



- Consider the values of [British Rowing](#) and [England Rugby](#) and then complete **Activity 2.1** which explores **students' own values** as part of an organisation.
- Watch the [100% me Meaning Video](#) and then have a go at the Diamond 9 **Activity 2.2** to select **priority values for an athlete**.
- Acronyms are used to abbreviate longer phrases. In **Activity 2.3** can you **create an acronym** for the [100% me five key values](#)?

Quick Links:

- [100% me App](#)
- [100% me Website](#)
- [100% me Meaning Video](#)
- [Why clean sport?](#)
- [Clean Sport Education Video](#)
- [Bath University Clean Sport](#)
- [British Rowing Poster](#)
- [WADA Values](#)
- [British Rowing Strategic Vision](#)
- [England Rugby Core Values](#)

You will need:

- Handouts
- Scissors
- Internet Access
- Sticky Notes
- Jamboard or Padlet (optional)

Assessment Options

Scaffold: Generate a list of bullet points for what an athlete should be doing as part of a 'clean sport' lifestyle.

Task: Explain the strategies an athlete would implement to uphold the 'spirit of sport' ethos.

Challenge: A case study on an athlete banned for doping and how this impacts the 100% me values.



✓ Activity 2.1: Sport & Organisation Values

On the right are British Rowing and England Rugby's **values**. Does an organisation or sports team you are part of have a set of values and what do they mean to you? Do those values **influence your behaviours**?

1. Use the internet to find a set of values for an organisation or sport you are part of. Write these out onto a piece of paper.
2. Next to each value write a sentence or a series of bullet points to explain how this value would influence your participation in sport and/or everyday life.
3. Do any of the values you have chosen have a direct link with integrity? Why would values like integrity be important in anti-doping?

Image Credit: British Rowing

Image Credit: Rugby Football Union

UKAD: OFFICIAL



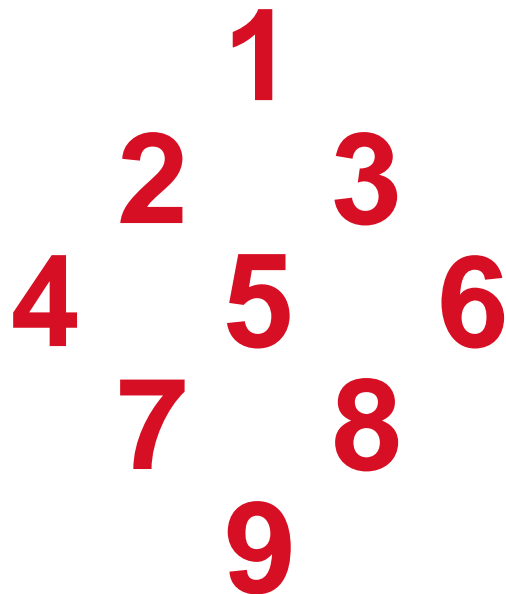
UKAD
Protecting Sport



On the right are the **five 100% me values** accompanied by some of the Olympic and Paralympic values. Cut around the dotted lines and **place these values into a Diamond 9 structure** (as below). Place what you believe is the most important value for an athlete at '1' and the least important value for an athlete at '9'.



1. Review your Diamond 9 with your peers. Are there any similarities?
2. Which value have you chosen to place at '1' and why was this the most important value for an athlete?
3. Which value(s) best reflect an athlete's attitudes to Clean Sport?



Passion	Resilience	Integrity
Determination	Enjoyment	Excellence
Respect	Inspiration	Equality



Activity 2.3: Values Acronym

Acronyms are often used in both life and sport in order to shorten or abbreviate longer phrases. On social media we may use the acronym 'LOL' for Laugh Out Loud or in sport and physical training we may have heard of 'HIIT' as High Intensity Interval Training.

Consider the **five 100% me values** on the right.

1. Can you generate an acronym to help you remember the five values?
2. Write your best acronym on a post-it-note (or you can use Jamboards/Padlet) and compare your choice with your peers. Who has the best clean sport acronym?
3. Does the word or phrase your acronym makes also fit with the values of clean sport?



What are the values of Clean Sport?

Learning Outcomes

- ★ What is 100% me - Define what 100% me is
- ★ Clean Sport - Demonstrate a commitment to clean sport
- ★ Clean Sport Values - Select the most effective solution to achieve clean sport behaviours and values

Scaffold:

Generate a list of bullet points under each of the 100% me values, to indicate the positive things an athlete should be doing as part of a 'clean sport' lifestyle.



Task:

Write a paragraph to explain the strategies an athlete would need to implement in their lifestyle in order to uphold the 'spirit of sport' ethos, explaining how the 100% me values would influence this lifestyle.



Challenge:

Choose an athlete who has received a ban from sport for doping, and produce a case study to show which of the 100% me values they failed to meet and how their behaviour fails to uphold the 'spirit of sport' ethos. Consider in the case study how their behaviour may also affect other people choosing to participate in this sport and whether this undermines the 100% me values.