

**“Rally against Doping” Successfully Launched at the World Jr. Championships:
BWF-JADA joint-action at the Fair Play Station**



Badminton World Federation (BWF) successfully launched its anti-doping education and awareness campaign – “Rally against Doping” – at the recent YONEX BWF World Junior Championships in Chiba, Japan, with support from the Japan Anti-Doping Agency (JADA).

BWF-JADA’s close partnership introduced more than 260 athletes, coaches and managers to this new education initiative which was showcased at the “Fair Play Station” – an on-site self-access learning centre where participants completed WADA’s online anti-doping educational activities.

Throughout the Championships, JADA representatives assisted with BWF’s activity and encouraged participants to visit the Fair Play Station. The JADA team and volunteers explained where to find online resources and the contents of WADA’s At-a-Glance series.

Stuart Borrie, BWF Director of Operations, was delighted with the close partnership with JADA which facilitated a positive start for this BWF program.

“BWF is happy to see the majority of the participants at the championships visiting the Fair Play Station, including coaches and managers,” he said.



“The JADA team was key in making this happen and they assisted us throughout the event. Collaborations like this between IFs and NADOs are effective examples of good practice in action between stakeholders in anti-doping.”

All participating athletes and coaches/ managers were asked to complete an online questionnaire (available in 17 languages) before arriving in Japan. A total of 357 athletes/coaches/managers from 34 countries completed the survey, thus providing an overview of their understanding of anti-doping.

As a follow-up, during the Junior World Championships (26 October-3 November), many members of the competing nations spent up to half an hour at the Fair Play Station to get first-hand experience with the online WADA's Quiz, PlayTrue Challenge or CoachTrue anti-doping programs.



Chinese Team at the Fair Play Station

"We were delighted to work with BWF throughout the World Junior Championships. It was the best opportunity for young athletes to visit and have fun at the Fair Play Station, especially with WADA Play True Quiz," said YaYa Yamamoto, JADA Senior Manager.

"Most athletes were happy they could play the quiz in their language. They became more competitive by playing the Quiz and PlayTrue Challenge again and again as they wanted to improve their score".

"The key BWF message to the coaches and managers was to 'be a good role model for the young players' - and this worked out well since coaches and managers encouraged, reminded and brought along their teams to the Fair Play Station."



Stressing the significance of establishing good values from a young age, Stuart Borrie said: "BWF believes a spirit of fair play, both on and off the field of play, is fundamentally important. We will analyze the evidence gathered from questionnaire and Fair Play Station and we will extend our 'Rally against Doping' program in the near future based on our experiences in Chiba."

JADA has worked with a number of International Federations and continues to work in partnership with education/awareness programs and in the in - and out-of-competition testing programs.

2012.11.6