



Athlete-Centred Approach: In the lead up to the 2027 Code

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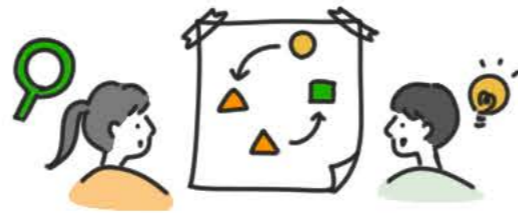
Why and how athletes should get involved in anti-doping?

Athletes can protect clean sport by joining councils, using ombuds, advocating, and raising awareness. -Yaya



Athletes are key to protecting the fairness and integrity of sports, and their involvement ensures a culture of shared responsibility for clean competition. - Jessie

Anti-doping is about us. Athlete-centered solutions for clean sport are to learn anti-doping as a team and understand it with peers and entourage. - Hiro



Especially in regions where anti-doping is misunderstood because of the term "doping," we have used positive terms such as true, clean, and fair. With those terms, we changed the image so that athletes get interested and involved in the activities. - Kana



Innovative and engaging approaches are necessary to attract athletes who might not initially be interested in anti-doping. - Siniva



Athlete engagement in anti-doping education

To promote clean sport, we need to collaborate and empower athletes to make educated decisions. -Yaya



#playtrue



I was a member of WADA's Athlete Engagement Program in Paris 2024 and set up an outreach booth. The athletes-led activity made easier for us as an athlete and for coming athletes to interact with each other with fun atmosphere. - Jessie

My image of anti-doping has been changed because of education. Now, I've started coaching for youth athletes and hold anti-doping study sessions for their parents. - Hiro



To encourage athlete engagement more for the future of clean sport, we need to discuss more about athlete-centered approach with athletes, ASPs, and other ADOs or our clean sport families. - Kana

Music, dance, and games make anti-doping education fun. This engages athletes and staff, encouraging long-term clean sport advocacy. - Siniva

