

USADA  
OUTREACH EDUCATION

LIFE  
LESSONS  
THROUGH  
SPORT



U.S. ANTI-DOPING AGENCY

**THERE IS A SIMPLE,  
YET POWERFUL IDEA  
THAT GOOD SPORT CAN  
MAKE A TREMENDOUS  
DIFFERENCE.**



*THE LESSONS LEARNED FROM SPORT teach good values, influence positive beliefs and behaviors, and impart critical life lessons that can make a great difference both to individuals and in our society. These lessons spill over into the classroom, business, and community and contribute significantly to the character development of our country. That's what USADA's outreach education initiatives are all about – promoting the virtues of honesty, respect, teamwork, and healthy choices.*



**USADA'S OUTREACH EDUCATION- PROVIDING EFFECTIVE TOOLS AND RESOURCES TO AFFECT RELEVANT CHANGE.**

Building upon past educational successes, USADA's Outreach Education efforts impart and inspire a commitment to the core principles of true sport and address the antecedents to doping, making USADA truly effective in its endeavors towards clean sport and health.

With the vision of being the guardian of the values and life lessons learned through true sport played clean and healthy, USADA will continue its mission to preserve the integrity of competition, inspire true sport, and protect the rights of athletes present and future.

USADA has demonstrated this commitment to a clean sport movement by developing a valuable store of educational resources and services.

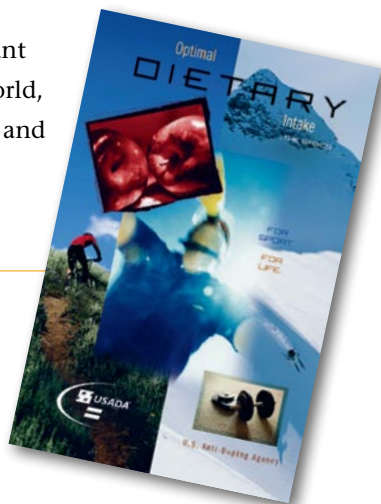
**Publications**

USADA Publications provide relevant information on the anti-doping world, clean sport and health, and ethics, and are available to coaches, parents, mentors, and athletes of all ages.

**Optimal Dietary Intake...**

**The Basics- For Sport. For Life.**

A guide to optimize dietary intake for athletic competitors.



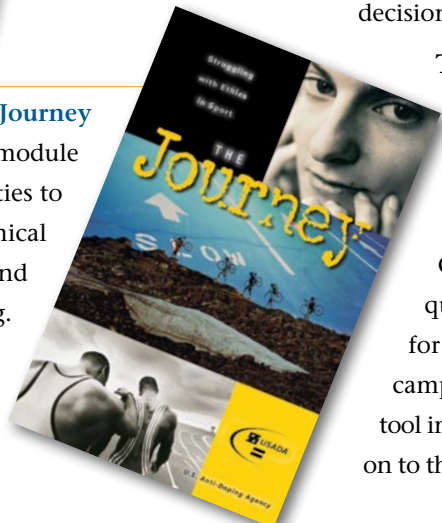
**The Joy of Sport**

A quick resource for youth and their mentors, covering topics such as doping, ethical decision-making, the health consequences of performance-enhancing substances, nutrition, and more.



**The Journey**

An ethics module with activities to apply ethical concepts and decision-making.



**Curriculums**

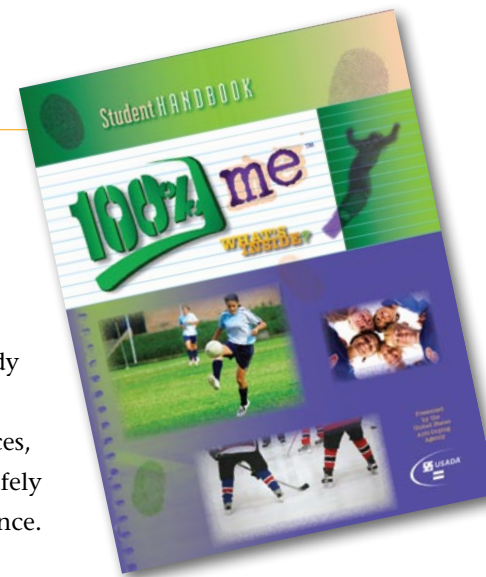
USADA publishes comprehensive curriculums, including both Facilitator's Guides and Student Workbooks, to provide tools for educators, coaches, parents, and mentors to facilitate with student and athlete groups of all types.

**That's Dope** - For ages 14-20, the *That's Dope* program covers the dangers of performance-enhancing drugs, the value of ethical decision-making, and how to naturally and safely maximize athletic performance. A fully interactive and complementary website is also provided.

[www.thatsdope.org](http://www.thatsdope.org)



**100% Me** - For ages 10-14, *100% Me* reviews the tools younger students need for smart decision-making and healthy living and covers topics such as nutrition, body type and body image, the truth about dietary substances, and how to naturally and safely maximize athletic performance. A colorful and engaging complementary website is also included, appealing to the target age. [www.usadakids.org](http://www.usadakids.org)



**USADA Outreach Presentations**

USADA outreach presentations provide a face to face encounter with USADA, allowing young students to interactively learn about the anti-doping world and how they can support clean sport.

**USADA's True Sport Ambassador Program**

USADA's True Sport Ambassador Program is another significant resource. Through this network of leading athletes, USADA is able to reach more kids and impact them with personal stories of success, determination, and wise decision-making in the midst of challenging circumstances.

**Take the Pledge for Clean Sport**

As further promotion of clean competition, USADA has also developed dynamic and compelling clean sport campaigns. These campaigns, which coincide with the Summer and Winter Olympic and Paralympic Games, feature Olympic- and Paralympic-hopeful athletes in their quest for sport success through clean sport. Creating a great channel for true sport ideals to be broadcast through multi-media public service campaigns, USADA's clean sport campaigns are an exciting and impactful tool in the clean sport movement. Athletes of all ages and all levels are logging on to the campaign website to take the pledge for clean sport!



**USADA True Sport Awards**

USADA has teamed up with Discovery Education to bring the USADA True Sport Awards to educators and youth mentors all over the country. The program, which rewards winning submissions with program implementation funding as well as other valuable support and prizes, fosters the use of USADA's curriculums and positive character-building education. [www.DiscoveryEducation.com/USADATrueSport](http://www.DiscoveryEducation.com/USADATrueSport).



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