



Athletics  
Integrity  
Unit



**The Long Run**

Education Impact Report

2025

# Foreword

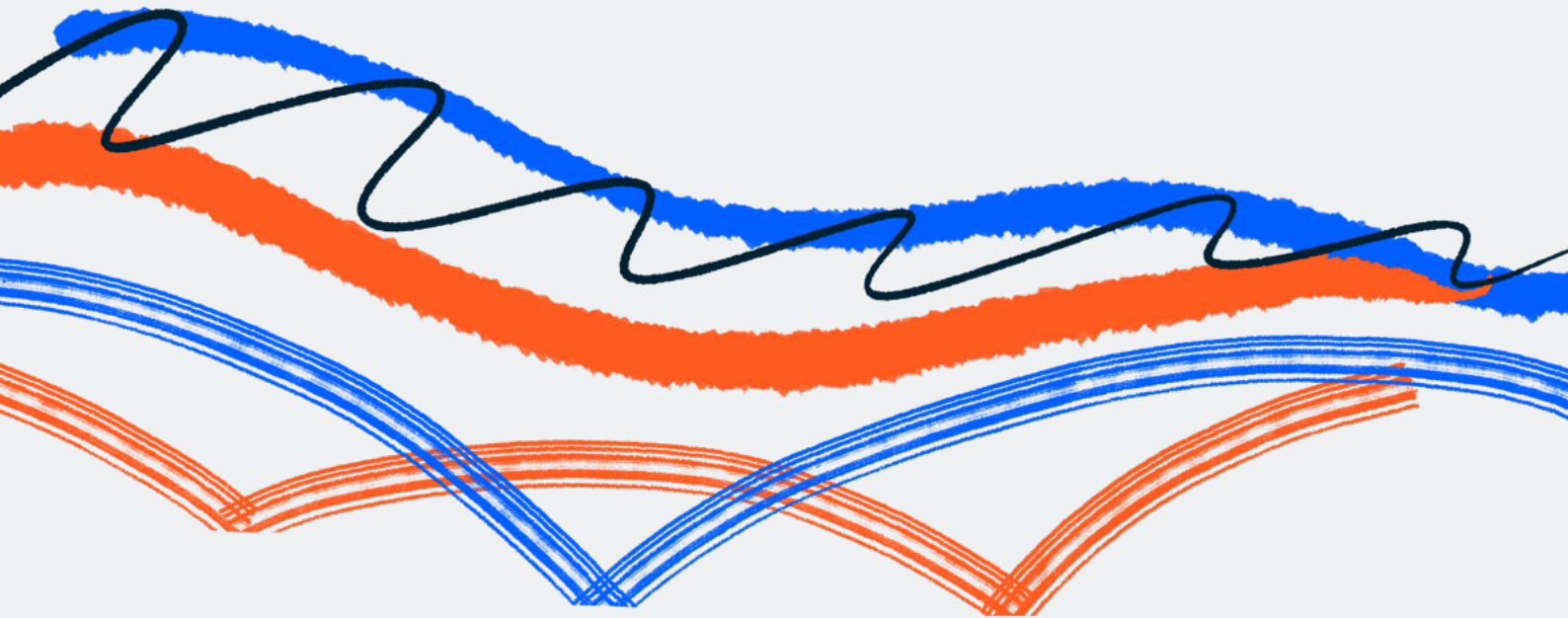
In athletics, the long run is never won on a single effort. It is built through consistency, discipline, and the quiet work done far from the finish line.

That is precisely how we think about education at the Athletics Integrity Unit. Not as a compliance exercise or a one-off intervention, but as a sustained commitment to equipping every member of the athletics community – athletes, coaches, representatives, and families – with the knowledge, confidence, and support to act with integrity, consistently and without compromise.

2025 was a significant year. We reached more than 1,500 athletes and Athlete Support Personnel across 128 countries. We delivered 62 sessions in over 10 languages. We were present at the World Championships in Tokyo, in training hubs in Kenya and Ethiopia, and at Diamond League meetings across Europe. In every one of those moments, our goal was the same: to meet people where they are, build trust, and integrity relevant and achievable rather than abstract and imposed.

This report tells that story. We hope it reflects not just what we achieved in 2025, but why it matters and where we are headed together.

**Aditya Kumar**  
Head of Education  
Athletics Integrity Unit



# Tokyo 2025

At the 2025 World Athletics Championships, the AIU Education booth became a hub – a place where athletes and their support teams could stop, ask questions, and speak openly about what matters most to them for sport with integrity.

Building on its success at the previous World Championships, the Power of Respect campaign returned in Tokyo with a continued focus on promoting Respect for Others. The initiative encouraged open and honest conversations on site as part of the AIU’s outreach programme.



1000+

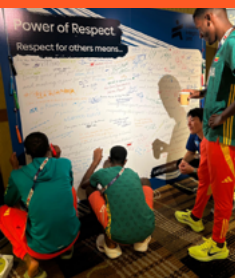
Athletes engaged

Athletes took the time to ask questions, share concerns and speak openly at the booth

300

Athlete Support Personnel

Coaches, managers and representatives engaged with us directly



Our approach:

# Cultivating a culture of integrity in Athletics

Sport with integrity isn't built through rulebooks. It's built through understanding, trust, and the right conditions for people to make good decisions consistently. This is what our education programmes are designed to create.

We recognise that athletes make decisions within complex environments influenced by pressure, social norms, and the people around them. For this reason, our education is behaviourally informed and tailored, ensuring it reflects the real-world context in which athletes and their support personnel operate.

At the core of our work is a clear objective: **to strengthen the capability, opportunity, and motivation of the athletics community to act with integrity.**



## Community-Centered

Integrity is strongest when it is a shared value. We prioritise trust, dialogue, and meaningful engagement with athletes, coaches, representatives, and families to foster a collective commitment to sport with integrity.



## Partnerships that Extend Our Reach

Through collaboration with national federations, academic institutions, shoe brands, athlete representatives, and other organisations connected to the sport ecosystem, we reach athletes where they train, compete, and engage with the sport.



## Targeted and Tailored

Our programmes address the diverse realities of athletics by identifying gaps, adapting to cultural and regional contexts, and supporting athletes at different stages of their careers.



## What Makes the AIU Approach Unique

Our approach combines behavioural science, community engagement, tailored programme design, and strategic partnerships – enabling us to move beyond awareness and actively strengthen the ethical culture of athletics.

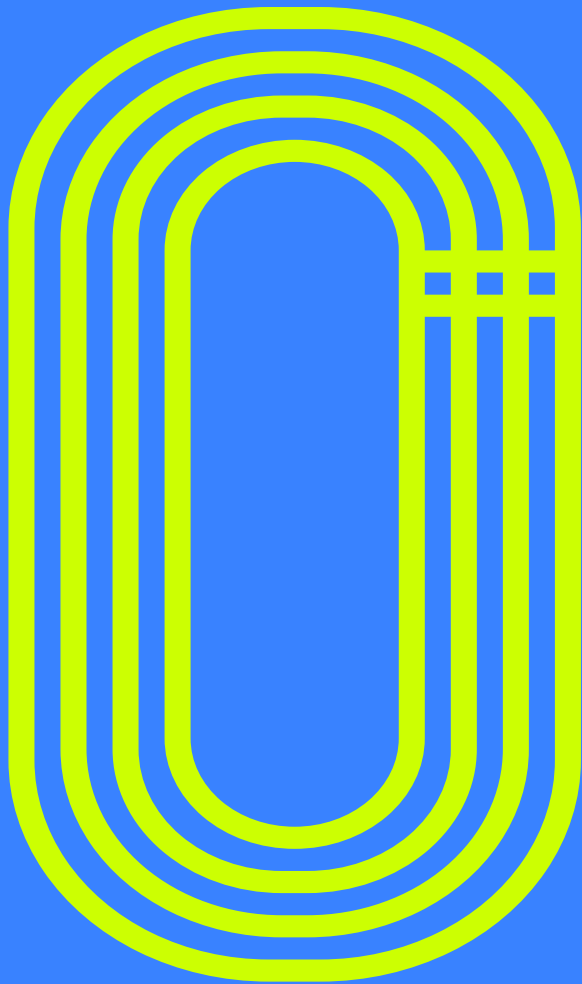


## Built on Evidence

We integrate behavioural science and work with leading academic experts to design education that supports ethical decision-making, resilience to pressure, and lasting behaviour change.

# The Elite Athlete Journey

AIU education is built on real-world cases and practical scenarios relevant to elite sport—providing tailored, confidential, and timely support to help safeguard **your career and reputation**.



## A. Induction sessions

As soon as an athlete joins the Registered Testing Pool (RTP), an Induction session explains all applicable requirements, with a particular focus on Whereabouts obligations. Individual support is also provided when required, ensuring tailored assistance.

## B. Online education session

Two sessions per year, in multiple languages. Built around real case studies and designed to be interactive – not just informational. In 2025, the sessions focused on the Athlete Biological Passport and the risks associated with supplement use.

## C. Personalized Support The Call Room

Athletes can reach the AIU at any time. Before major events like the Tokyo World Championships, the AIU Call Room lets RTP athletes book confidential one-to-one calls on their own schedule.

## D. Proactive guidance

The AIU regularly shares targeted updates, timely guidance and practical knowledge with athletes on emerging topics so they are informed before decisions need to be made, not after.

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*“It’s helpful to get a direct response when there is something on my mind.”*

# Supporting the support squad

# 4

Sport with integrity depends on more than the athlete. Coaches, athlete representatives, and family members are all part of the picture and in 2025, we invested significantly in educating them too.

## 750+

**ASP connected worldwide**  
Across events and outreach activities globally

## Athlete Representatives

In direct response to requests from ARs themselves, the AIU delivered a dedicated Continuing Professional Development (CPD) programme focused on managing Whereabouts responsibilities – one of the most consequential and complex areas of an AR's role.

## 90%

**Participation rate**  
Of registered World Athletics ARs – highest ever

## 88%

**Found it relevant**  
Confirmed highly relevant to their role as athlete representative

## 300+

**Participants**  
Attended across the CPD programme

“Athletes evolve in a very complicated ecosystem. They have a lot at stake and face immense pressure. We must do everything in our power to help them. More knowledge is power: it's a way to protect both ourselves and our athletes.”

## Coaches

Coaches are on the frontline of athlete welfare and decision-making. The AIU delivered in-person sessions at the NACAC Championships and an online session for **57** NACAC coaches, alongside in-person sessions in Kenya and Ethiopia for **47** Athlete Support Personnel including coaches, managers, physios, pacemakers and family members.

## 93.2%

**Confidence in the AIU**  
Of coaches surveyed expressed confidence in the AIU



# The Scorecard

# 5

In 2025, the AIU Education team was present at:



\*Monaco, Paris, Lausanne, Zurich



**1,500+**

**Athletes & ASP reached**  
Across in-person events and online sessions



**128**

**Countries**  
Athletes and ASP engaged from across the globe



**2x**

**In-person interactions**  
The AIU doubled its in-person reach in 2025



**52**

**Online sessions**  
Delivered to international-level athletes



**16**

**In-person sessions**  
Delivered at events and in training hubs worldwide



**10+**

**Languages**  
Sessions delivered in more than 10 languages



**552**

**Athletes in online sessions**  
International-level athletes engaged through education sessions



**83**

**One-to-one conversations**  
Athletes received individual support online and in-person



**250**

**Via partnerships**  
Athletes reached through brand partnerships and in-person sessions



# Session quality & impact

99.6%

**Found it engaging**  
Of all participants across every 2025 session

98.3%

**Found it relevant**  
Of all participants across every 2025 session

98.6%

**Found it clear**  
Of all participants across every 2025 session

89%

**RTP induction participation**  
Record high – the highest participation rate to date

100%

**Whereabouts submitted on time**  
Every athlete in the IRTP for Q1 2026 met the deadline



# Community Voices

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*“Offering education programmes in 12 languages is truly inclusive and unique in sport – this is what meeting people where they are looks like.”*

*“The work the AIU is doing is so important. We work hard and dedicate ourselves to running, but it only matters if people are fighting for sport with integrity. Your work and support give us hope!”*

*“At the elite level, it is all about nuances – and there are few better ways to understand them than by connecting in person.”*

*“The practical examples and clear explanations were especially beneficial – real insight for my professional development.”*

*“Athletes have one career. Athlete representatives have several – which is exactly why a dedicated education series matters.”*

”

# Let's build this together

The AIU's education programme is stronger when the broader athletics community is part of shaping it. We don't just deliver to the community – we learn from it, and the best outcomes happen when national federations, athlete representatives, coaches, and athletes themselves are genuine partners in this work.

## You can contribute by



### Sharing

your perspectives and experiences to help shape discussions that drive meaningful change.



### Collaborating

with us to develop practical and relevant resources that support athletes and their teams.



### Amplifying

and supporting our education and awareness campaigns, helping promote a strong culture of integrity across the sport.

Together, we can strengthen a community where clean sport is understood, valued, and actively protected.

## The long run continues...

Every statistic in this report represents a real person – an athlete who asked a question, a coach who sat through a session, a representative who took on a new responsibility. Education does not show up immediately in results tables or sanction records. It shows up over time, in the decisions people make when the pressure is highest and the stakes are greatest.

We thank everyone in the athletics community who engaged with us in 2025 – who asked the hard questions, shared their experiences, and trusted us with their concerns. You are why this work matters. If you haven't yet taken part, this is your opportunity to learn in a way that is directly relevant to your career.

# What's Coming Next?



Online Education Sessions

May

RTP athletes – Overview of key rule changes expected in 2027.

May-June

Road running athletes – Everything You Need to Know About Contamination.

Practical, timely, and relevant to where athletes are right now in their careers.

## Get in Touch

We welcome engagement from the athletics community.

✉ [education@athleticsintegrity.org](mailto:education@athleticsintegrity.org)

Reach out if you:

- have questions or need guidance.
- would like to contribute ideas or insights.
- are interested in supporting or co-designing programmes.



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