

ATHLETICS INTEGRITY UNIT OUTREACH PROGRAM - NAIROBI KENYA

In July The Athletics Integrity Unit team travelled to Kenya to take part in a joint outreach activity with WADA at the IAAF World U18 Championships Nairobi 2017.

We had a fantastic time meeting loads of amazing people who were all so enthusiastic about athletics.

It was a perfect place to trial the new “Athletes’ Integrity Pledge”. The goal of the Athletics Integrity Unit /IAAF Athletes’ Commission Athletes’ Integrity Pledge is to help athletes and coaches think about why they take part in athletics, how important fair play and integrity are, and to consider what they can do to restore trust and credibility in their sport.

Our aim was to help these stars of the future understand that it is athletes’ reputations and livelihoods that are damaged first and foremost when the credibility of the sport is hit. We also wanted to encourage a conversation about the elements that they feel are important on the field of play and how fair play and strong ethics and integrity can drive better results and give them a greater sense of pride in their achievements.

We had hundreds of athletes and coaches read and sign the pledge. We also gave out personal pledge cards that they could sign and keep and our “Stand Tall, Speak Up” wristbands. We had so much interest that after just two days the pledge banner was full and nearly everyone was wearing one of our wristbands!

Our next stop is at the IAAF World Championships London, in August. We will have stands in the 3 accreditation centres as well as at the Athletes Commission/AIU booth near the warm up area in the Stadium. So why not come down and say hello, sign the pledge and talk to us about your sport.

Following the success in Nairobi we hope that the senior athletes in London will support the initiative and make their voice heard as loudly as the young athletes did in Kenya.

It is your future, your sport and your responsibility.