

What Is 100% me?

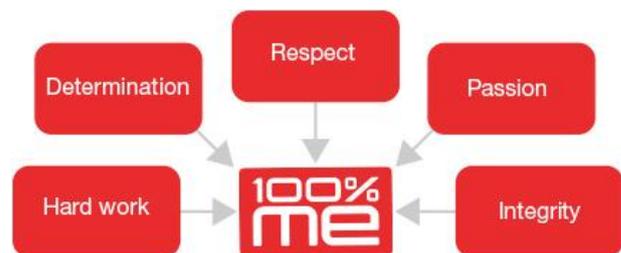
Introduction

100% me is a values based programme that informs, supports and educates athletes throughout their careers by providing practical anti-doping advice and guidance to ensure they are aware of the risks and responsibilities associated with anti-doping in sport. The programme provides key messages and workshops tailored to each stage of an athlete's pathway.

100% me is about living, and promoting the values of a clean athlete. Its core principles emphasise the values of hard work, determination and commitment as the key to success, whilst highlighting the ways in which athletes can protect everyone's right to compete in clean sport.

What Does 100% me Represent?

100% me is about living, communicating and promoting the values of clean sport through clean and fair competition. These key values are:



100% me Facts and Stats

- In excess of **25,000 athletes** have been educated through the 100% me programme since 2005
- Comprehensive Major Games athlete education programmes were conducted for Delhi 2010, Vancouver 2010, London 2012, Sochi 2014 and Glasgow 2014
- **15,000 school children** have been educated as part of the School Games
- Over **50 sports** receive direct, ongoing support for education through the 100% me programme annually
- All British athletes competing in Rio will be offered values-based, risk management education through the 100% me programme
- The 100% me programme is supporting the GB target of **187 medals** at Rio 2016

How Can 100% me Help?

The 100% me programme has a wide range of resources and tools, including fact sheets, an eBook, an App, interactive workshops, webinars, inductions and outreach at key events that are delivered in a tailored manner by stage of development and sport.

Where Can I Find More Information?

For more information about 100% me visit www.ukad.org.uk/athletes or contact education@ukad.org.uk