

EVENT-BASED EDUCATION REPORT



2025 World Boxing World Championships
4 – 14 September 2025 — Liverpool, UK

INTRODUCTION & EXECUTIVE SUMMARY

We are pleased to present this report of Event-Based Anti-Doping Education activities during the 2025 World Boxing World Championships in Liverpool, UK.

Executive Summary

- Event: 2025 World Boxing World Championships
- Event dates/location: 4 – 14 September/Liverpool, UK
- ITA Ambassador: Sonja Salomaa
- Overall success: 9/10

BACKGROUND & OBJECTIVES

As part of WB's partnership with the ITA for anti-doping education, the ITA was tasked with providing a two-day education booth at this event. Some 540 athletes (born between 1985 and 2006) from 70 nations competed in 10 weight classes each for men and women.

Activity	Date	Location	Audience
Booth	8–9 September	Concourse, M&S Bank Arena	Athletes and APS

The booth learning objectives were for participants to:

- Understand the 11 Anti-Doping Rule Violations (ADRVs), why they exist and to whom they apply.
- For athletes and ASP to understand their anti-doping rights and responsibilities.
- Be familiar with key doping control terms, roles and understand the key steps of Doping Control Process (DCP).
- Understand the purpose and structure of the Prohibited List and be able to check your medications.
- Understand the different consequences of doping (e.g. physical, mental health, social and economic effects, and sanctions).
- Understand the importance of speaking up.

- Know where to go if you need to speak to someone or if you have something to report.
- Know where to go for more information and who to ask for help.
- Understand how to make an informed decision about the use of supplements, the food-first approach and the risks associated with supplements.

PHOTOS & SOCIAL MEDIA

A series of photos were taken at the booth. A selection is shown below.

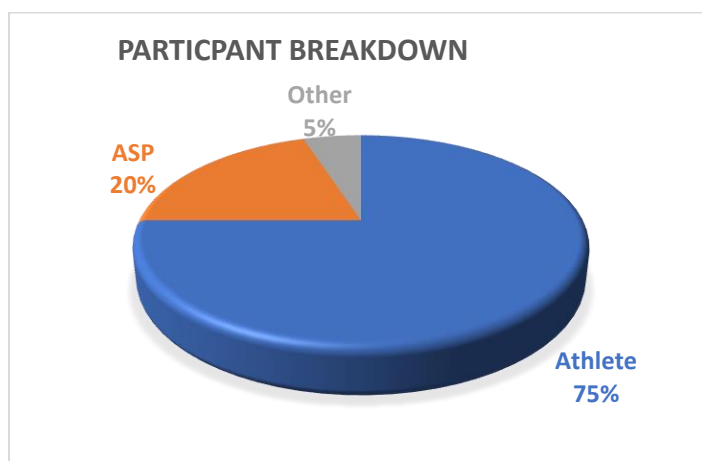


On social media, the ITA contributed to raising awareness by sharing clean sport messages and highlights from the event on Instagram (see below).



OBSERVATIONS & FEEDBACK

Metric	Value
Est. daily participants at booth	Up to 100 on Day 1, up to 80 on Day 2
Avg. time per participant at booth	5–10 mins
Est. number of countries at booth	25



Topics covered at booth and their popularity	
Very Popular	<ul style="list-style-type: none"> - Athlete and ASP rights, roles, and responsibilities under the Code - DCP demonstration - The consequences of doping (physical, mental, social, economic) - ADRVs - Substances and methods on the Prohibited List - How to check medications and supplements - Requirements of the Registered Testing Pool (RTP), including whereabouts and the use of ADAMS
Moderately Popular	<ul style="list-style-type: none"> - Principle of strict liability - Principles and values associated with clean sport - Urine sample collection simulation - TUEs

ITA Ambassador feedback:

- Booth location was highly suitable for purpose.
- Strongly agreed that participants were actively engaged in education activities of the booth.

- Main areas of interest at booth: the Doping Control Process, TUEs, Whereabout requirements, use and risk of supplements and clean sport values.
- Best aspect of the booth: the booth's central location meant it had lots of foot traffic. Games such as the clean sport definitions Bingo and ADRV matching activity in multiple different languages were very popular.
- Visiting participants (athletes, ASP) from around the world were all interested in learning and asking questions about clean sport.

Participant feedback gathered on-site:

- *"This is very important, and I will share what I have learned with my child."* – UK ASP (athlete parent)
- *"Everybody should have this education. Thank you so much!"* – New Zealand athlete
- *"I've had anti-doping education before, but this is new information to me. Now I know how to check medications on my own."* – Saudi Arabian athlete

We also received feedback via our online Event-Based Education Feedback Form from two visitors: one athlete and one ASP, both from Kazakhstan. The athlete agreed and the ASP strongly agreed that visiting the Anti-Doping Education Booth increased their anti-doping knowledge, and both strongly agreed that they had a positive experience at the booth.

RESULT & DELIVERABLES SCORING

Deliverables	Score (out of 10)
Awareness Raising: Highlighting topics and issues related to clean sport.	10
Information Provision: Making available accurate, up-to-date content related to clean sport.	10
Anti-Doping Education: Delivering training on anti-doping topics to build competencies in clean sport behaviours and make informed decisions.	9

Ambassador booth rating: 10/10

Overall activities rating: 9/10

CHALLENGES & RECOMMENDATIONS

Challenges:

- Language
- The lack of previous experience around anti-doping education in general

Recommendations:

- Having translations for more of the games will be helpful in engaging with even more participants.
- For future events, to keep having the booth in a central location. It can be supported by a presentation when competition schedule allows.

CONCLUSION

In conclusion, thank you for engaging us to deliver anti-doping event-based education at the 2025 WB World Championships in Liverpool, UK.