

WADA Ethics and Education Committee
Meeting 13-14 October 2001, Lausanne, Switzerland

FINAL MINUTES

Committee Members

Don Vereen, Chair	USA
Angela Schneider, Deputy Chair	Canada
Matthias Kamber	Switzerland
Pirjo Krouvila	Finland
Fan Hong	UK/China
Donna De Verona	USA
Nelli Arvanti	Greece
Gunnar Breivik	Norway
Larmartine Da Costa	Brazil
Rob Donovan	Australia
Ian Jobling	Australia
Ismail Jakoet	South Africa
Tom Murray	USA

Observers/Guests

Johann Koss	IOC Athletes Comm. WADA Board
RensVan Kleij	Netherlands
Peter Shakespeare	Australia
Paul Melia	Canada
Jacki Bird	Canada

WADA Staff

Nicki Vance	Director, E &E
Chloé Christopoulos	Assistant, E&E
Casey Wade	Director
Isabelle Tornare	Communications
Stacy Spletzer	Project Manager
Jenny Ebermann	Project Manager
Francoise Dagouret	Newsletter Coord.

Regrets

Yoshitaka Kondo, Member	Japan
Charmaine Crooks, Observer	Canada

1. Welcome and introductions

Chair, Don Vereen, welcomed the members, staff and guests.

2. Review/approve minutes of 11/12 November 2000 meeting

Minutes approved.

3. Report by General Secretary, Harri Syvasalmi

- a. General issues, including evolving plans for WADA's presence at the Winter Olympic Games
- b. WADA Communication Strategy – Branding update

Harri Syvasalmi was not able to attend the meeting.

4. Report by Chair

- a. General summary of Ethics and Education activities during 2001

Don provided brief update re:

- Ethics and Education Strategic Framework
- Editorial Group for the development of Core Educational Materials
- Status of Code of Ethics
- Branding tender

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b. Board meeting issues

Don provided update re:

- IICGADS
- WADA's Strategic Plan
- WADA's future corporate structure
- WADA's budget and future funding issues
- Relocation to Montreal plans

5. WADA Strategic Plan - general update

Casey Wade presented the WADA Strategic Plan, outlining its development and key areas.

A number of members expressed concern with the language used in the Code and Strategic Plan favouring negative concepts such as – **anti-doping and fight**. It was suggested that wherever possible WADA express positive values such as the “**Joy of Sport**”, which is consistent with WADA's vision.

The challenge of determining the real extent of the doping problem in different countries was raised along with the challenge of applying the information strategically.

Key Project Updates

6. Athlete Passport

Johann Koss outlined the Athlete Passport concept, including the rationale and what it involved:

- Voluntary for athletes
- Opportunity for athletes to demonstrate their “cleanness” – record of doping control tests
- 1 page declaration for athletes to sign directly with WADA re their commitment for doping-free sport
- “Clearing house” – ability for athletes to know the outcomes of their doping controls tests
- Tool for athletes to obtain information

A tender for the technological solution for the project has been developed and responses received.

Johann acknowledged the work of Stacy Spletzer, as the Staff Coordinator, Casey Wade, particularly with his involvement with the tender and Peter Shakespeare as the key driver of the development of the prototype of the WADA Portal.

7. Presentation of athlete database, clearing house concept - Peter Shakespeare, ASDA

Peter Shakespeare presented the prototype for a WADA Portal.

URL: <http://mhp.praxa.com.au/Eugene>

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The Portal provides the opportunity to provide information to athletes, including areas of information nominated by the athlete – which sites they want links to.

Issues discussed or acknowledged:

- Concern with the resources that would be required to implement this project – how many athletes can be handled by the system?
- Need to be clever about business solutions to deal with the large pool of potential athletes involved.
- Need for utmost security for the test information.
- Need for access for NADOs to the education information.
- One goal is to provide access to younger, or non-elite athletes to the information without necessarily being involved with the Testing program.
- Balance and concern of concepts and words used: control/education, clearing, house/self management, “clean”, “ID”, “Eugene”,
- Suggested use of name “Personal Information Database” – good support for this.
- Privacy issues of athletes.
- Suggested to have “Terms of Agreement” at the front of the WADA Portal. It was clarified that the 1 page agreement was the “Terms of Agreement”.
- Acknowledged that a lot of the information is already known, it is just a new way to manage it.
- Request that NADOs provide information to each other with regard to the testing information.
- It was clarified that the word “Eugene” is just the name of the system but the coincidence with the word “gene” is not good. It was agreed that the word “Eugene” be removed from the system.
- Need to develop a plan to communicate with athletes and keep them informed thus making the “athlete passport” useful.

There will be an involvement in Salt Lake City, although the details are still being developed and confirmed. There is an Athlete Passport meeting on 14/15 October, and outcomes/minutes of this meeting will be provided to the Committee.

It was also acknowledged that WADA should work closely and in good time with Athens Organising Committee for the Olympic Games (ATHOC) for this and any other WADA project.

ACTION: Athlete Passport Committee (Spletzer/Koss) to provide outcomes/minutes of the meeting on 14/15 October.

Ensure early contact with ATHOC (WADA staff, Koss)

8. World Anti-Doping Code

Casey Wade presented the current status of the development of the World Anti-Doping Code outlining the structure, product and the process of the Code.

Issues raised:

“Definition of Doping” – clarify responsibility – will be handled by Legal and Ethics and Education Committee

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“Research” includes social and physiological research

Some concern that the Code may be too broad for some organisations to adopt or to want to adopt.

Don Vereen acknowledged Casey Wade’s work in progressing this project.

ACTION: The Code Project Team will provide the members of the Committee with a paper outlining the Framework of the Code, including specific education issues.

The members will be requested to provide input on the identified main topics and details for the topics relevant to the Ethics and Education Committee.

9. Banned List

Don Vereen reported on the first meeting of the Banned List committee held in July. A key issue agreed upon in principle by the Committee is the replacement of the “...and related substances” aspect of the List, with an actual list.

The meeting scheduled for September in New York was re-scheduled for November due to the terrorist attacks in New York.

10. Code of Ethics

Angela Schneider updated the Committee on the Code of Ethics, outlining the need for the document to be a living document.

Johann Koss reported that he had presented the Athlete section to the IOC Athletes Commission. The feedback on the need for such a Code was very positive, however, the athletes were concerned that there was a number of Code of Ethics which was confusing to them. At this stage, as they were an IOC committee and were responsible to the IOC Code of Ethics, they did not agree to adopt or recognise the WADA Code of Ethics.

They asked that relevant parts be simplified, and they would then be interested in adopting it as an IOC Athletes Commission Code of Ethics.

Johann would re-present the WADA Code to the IOC Athletes Commission.

Johann recommended that WADA request a copy of the IOC Code of Ethics.

Matthias asked for the WADA Code of Ethics to be redistributed with the minutes of the meeting.

ACTION:

**WADA seek a copy of the IOC Code of Ethics (Nicki Vance)
Include the WADA Code of Ethics in minutes (Nicki Vance)**

11. Youth / Awareness Project: Finland, Spain, Beijing, Salt Lake City

Stacy Spletzer reported on the Youth Awareness Project. A report was distributed to the members.

Members of the Committee who had participated in the project at the University Games in Beijing spoke briefly about their experience. All were very supportive in their feedback on the project, particularly in the project's apparent success in raising the awareness of WADA in the sporting communities involved. Evaluation of the project was discussed.

12. Framework for Ethics and Education Strategy

a. report from meeting held 9 April

Don Vereen outlined the Strategic Planning Framework developed by a working group in April 2001.

Issues:

Need to recognise that when identifying the targets, including individuals and organisations, that some of the problems of doping are not just individual, or organisational but some is systemic – need to take into account.

The issue of context: Some of the framework addresses context and some is organisational – may need to restructure.

13. Model for Doping Control

Rob Donovan presented a Model for a Social Marketing Approach to Doping Control

Issues/comments:

- Need to test the Model.
- Need to take into consideration cultural issues.
- Need to tender a final project proposal.

14. Development of Core Materials

a. report and recommendations from meetings held 9 July and 12 October

Don Vereen outlined the background of the development of the Code Materials. Jacki Bird reviewed the main areas covered in the Core Materials.

Johann Koss asked for the timelines and guidance for what would be available for the Athlete Passport project.

ACTION: It was agreed that the Athlete Passport Committee would identify its Core Material priorities at its 14/15 October meeting. Jacki will continue to develop these identified sections. These sections will then be distributed to the Editorial Subcommittee and E&E Committee members for feedback.

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It will then be necessary for the Athlete Passport Committee to take the sections of the Core Materials and produce whatever product they have identified is appropriate to their target group. The Editorial Subcommittee members would be available to assist.

ACTION: Explore with the Athlete Passport Committee the possibility of extending the contract with the CCES, or alternatively recommending that the Athlete Passport Committee establishes a separate contract for the new work.

[It was noted that Paul Melia would take over the role of Jacki Bird for the duration of the contract]

Other comments/issues:

- The media would be particularly interested in the supplements and EPO/blood testing sections.
- There is a need to ensure that sections/information are referenced.
- The long term use of these materials should be given priority re the use of the materials.
- Need to assume that any document that goes out with WADA name on it, will be regarded as the position of WADA
- Consequently, all final documents need to be reviewed by the WADA Legal Director and/or Committee

- Need to clarify what is the reason for the “document” and what we will do with the “document”.
The set of Core Materials is an internal document. They are the building blocks for information or education tools.

On 8/9 November there is a WADA/IADA seminar in South Africa, which will provide information about the needs of African athletes and organisations.

ACTION:

Distribute set of draft Core Materials to members (Jacki Bird/Nicki Vance)

Provide final copy to Legal Director for review (Nicki Vance)

15. WADA Newsletter project

Françoise Dagouret outlined the WADA Newsletter project, linking the project to the WADA Strategic Plan.

The newsletter will be distributed in hard copy form as well as posted on the Internet.

Feedback –

- issue of significant resources to mail this out
- the challenge of preparing 16 pages every 2 months
- should identify contributors for 12 months
- explore opportunities to incorporate with other organisation’s newsletters .

Recommendation – That no advertising be accepted for the newsletter for the current time.

16. WADA Internet Site

Isabelle Tornare reported that the WADA Website was being reviewed with the WADA Portal in mind.

The WADA Intranet has been developed. The log-in details will be provided to the members.

Future Activities - 2001

17. E&E Communication Strategy (Vereen)

ACTION: The Chair will discuss with the Secretary General, WADA's plan for a comprehensive Communication Strategy.

18. E-Learning

- a. Update on EU funding
- b. Next steps

Jenny Ebermann informed the meeting about the EU Commission funding grant approved for WADA, including the dates when reports are required, as a condition of the grant. The first report was required in December 2001, although it was possible to seek extension until January 2002.

Nicki Vance updated the Committee on the e-learning presentation the Editorial subcommittee had viewed the previous day and reported that it had been agreed that the next steps were to invite a small number of companies to present an example of an e-learning resource using elements of the Core Materials. This would then enable the Editorial Subcommittee to prepare an appropriate tender, with better understanding of what WADA was seeking.

Matthias Kamber and Angela Schneider would be assisting Jenny Ebermann in this process.

19. Research Projects

- a. Identify research priorities
- b. Identify research subgroup

Fan Hong presented a paper outlining ideas regarding a research agenda.

It was agreed that there were 3 types of research that WADA would support:

- Applied research
- Basic research
- Observatory – collect information from other researchers

Priority tasks/questions/areas of research:

- Literature review of existing research
- What are the important factors explaining why some people use doping and others are not
- What are the ethical reasons for not using drugs

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- Communication strategies based on the outcomes of this research
- What programs appear to be having an impact
- Image of WADA
- Public views on doping - longitudinal Swiss study

Matthias Kamber would provide information on the Swiss study.

It was agreed that the survey developed by Rob Donovan needs to be piloted. The task of collecting the information would be tendered.

Matthias Kamber reported that the Swiss have commissioned a student to review all the literature regarding interventions that had some effect. Need to review the outcomes of this research to see if they also satisfy WADA's needs.

Tom Murray reported that USADA is involved with research into a range of topics that involve a literature review of ethical rationale.

Gunnar Breivik outlined a project in Norway listing the factors that impact on doping. He would like to compare outcomes with the outcomes of Rob Donovan's work and keep in close contact.

The Norwegian longitudinal study involves working with a group of 14 year olds and following them for 6 years to understand attitude change over this time

Evaluation – need to evaluate existing programs at WADA, such as Youth Awareness, Independent Observer program, Athlete Passport program.

Include evaluation tool as research project.

Summary Outcomes:

- Athlete Survey to be piloted
- Communication model to be tested
- Literature Review of Ethical Rationale
- Review of interventions (review outcomes of Swiss project)
- Evaluation of WADA Programs – need to add evaluation tool for all projects
- Research on the image of WADA – athletes, sports organisations and sporting public

ACTION: Research Subgroup to follow up on all tasks/projects outlined above.

Future Activities – 2002 and beyond

20. Identify Activities and related Budget for 2002

- a. Review WADA Strategic Plan Ethics and Education sections
- b. Identify options
- c. Prioritise options
- d. Identify budget for these priorities
- e. Identify lead committees, people for these activities

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Editorial Subcommittee

Accept this subcommittee as an ongoing subcommittee. Members are Don Vereen, Angela Schneider, Matthias Kamber, Fan Hong, Pirjo Krouvila, Rens van Kleij, Cathy Leisfield, Jonathon Harris and Paul Melia.

Members of this subcommittee would also progress the E-learning project.

It is agreed that the first target groups are the elite athletes.
Its first activity is finalising the priority areas identified by the Athlete Passport Committee.

Campaign Subgroup

Recommended that a "Campaign Subgroup" be formed chaired by Rob Donovan, including Matthias Kamber and Ian Jobling.

The goal would be to develop an overall campaign strategy focusing on the "joy of sport".

Athlete Passport Committee

The existing Committee would continue its work.

Ethical Review Committee

A Subcommittee of Don Vereen, Angela Schnieder and Tom Murray has been formed to provide advice to WADA and its committees.

Code of Ethics

No subcommittee or subgroup is required.

Research Subgroup

It is recommended that a subgroup be formed, chaired by Fan Hong.
Additional members would be identified.
The key task will be to identify priority areas of research.

21. Five-year outline

The Chair asked the open question - where will WADA be in five years?
The views that were expressed were:

Vision for 2006-2008:

- More structure to what are our goals and what activities relate to those goals
- Will be addressing long term educational strategies.
- An environment where coaches, trainers, doctors, scientists etc are shunned if involved with doping
- A competent organisation able to issue standpoints on issues
- WADA would be the centre of the solution of the issue
- A communication strategy for Ethics and Education would be being implemented

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- WADA would have tapped into all the networks available
- E&E would be the only committee of WADA as athletes aren't taking drugs
- Public awareness campaign - Joy of Sport –being conducted by WADA
- The image of WADA in the public domain developed as a positive, effective organisation “WADA is looking after my children, and I feel safe that WADA is around”
- WADA will have identified legitimate research assisting us to understand what our strategies should be.
- WADA will have effective financial strategies to enhance its financial resources
- WADA's organisational structure - relationships between committees, staff is clear
- Professional staff to provide the tools and expertise to support the initiatives
- Regional offices established
- Broader base of sport including professional sports, non-Olympic
- An increase of countries that have a national policy
- Developed programs at grass roots aimed to enhance the positive feelings of sport

General responses/ideas/strategies:

- Recognise that we are working within an environment with the culture of enhancement increasingly being important
- WADA should be working at the higher levels, not be expecting to do everything, should by coordinating ,facilitating others to do
- Supplements – labelling required
- Use visual messages, particularly relating to the Joy of Sport
- Should be a WADA presence at every major games
- Teach people to teach - can't expect to interact with all parties directly
- Ethics and Education Committee is vital to ensure that WADA is not just about urine collection/testing
- Need to recognise that WADA can be a powerful network.
- Some initiatives branded with WADA, other with local brand name
- Need to support countries to develop a national policy which involves sport, governments
- Effective way of behaviour change is working within individual networks, not from outside
- Choose a few tasks to do well, and not to feel overwhelmed
- “Athlete Passport” run comprehensively provides a very good learning tool
- Awareness program – support the increase of this project in all major competitions.

Targets:

- Need to work with institutions, individuals etc who are influential to change attitudes of athletes etc.
- Targets and partners - athletes as educators, institutions, communities, parents, governments, media, major games hosts, combinations of these targets
- Thinking ahead to 2004, 2008 to work with Organising Committees
- Work with parents to target young children – 6-9 age group
- National Anti-Doping Agencies must be a key part of the strategies.
- Tap into GAISF, ASOIF and other international multi-sport forums to access IFs
- Get major media networks involved – CNN, like the IOC's Celebrate Humanity
- Need to understand the ages, influences, attitude development
- Need to work at local level

22. Other business

Larmartine DaCosta reported that a book he was involved with editing is being launched in Capetown. As well as the content of the book being of possible interest to members, he has included reference to his membership on the Ethics and Education Committee, which he believes is important to raise the profile of WADA.

Lamartine to provide reference

23. Future meetings

General approach two E&E Committee meetings a year - one in Montreal and one elsewhere in the world

For 2002 it is proposed that the meetings are held:

Rio de Janeiro – April meeting

Montreal – October meeting

It is proposed that the subcommittees will generally meet an additional two times if required.

Minutes Record

Draft 1 – 16 October 2001

Draft 2 – 8 November 2001, distributed to members

Draft 3 – 20 November, distributed to members

Final Minutes – 29 November, ready for posting on website –