

**Ethics and Education Committee Meeting
Montreal, Canada
17-18 July, 2005**

MINUTES

MEMBERS

Denny GELINAS (Acting Chair)
Chiharu IGAYA
Robert DONOVAN
Matthias KAMBER
Pirjo KROUVILA
Vadim BALSEVICH
Zakia BARTAGI
Charmaine CROOKS (Present on
Sunday; joined by teleconference on
Monday afternoon)
Lamartine DA COSTA

WADA STAFF

Casey WADE
Jennifer SCLATER
Debra GALEANO

Marie-Claude ASSELIN (Sunday
morning)

OBSERVERS

Paul MARRIOT-LLOYD
Joe VAN RYN
Tenille HOOGLAND
Jocelyn EAST

REGRETS

Honourable Stephen Owen (Committee
Chair - joined by teleconference on
Monday)
Elizabeth POTT
Yong-Seung KIM
Robin Mitchell
Elias Usman Mamman GORA

1) Minutes and Discussion Papers

a) *Review and Approval of minutes of Ethics & Education (E&E) Committee Meeting – March 8th, 2005*

The last meeting of the E&E Committee took place March 8th, 2005, via teleconference. Mr. GELINAS asked the committee members to review the minutes from this meeting and opened the floor to commentary. The only comment came from Mr. GELINAS who requested that item 6.3 of the minutes "Partnership Program" be labelled "Resource Partnership Programs" and be broadened to include more than just the Play True Logo. Mr. WADE explained the Partnership Program involves resources as well as working with actual partners on projects and that the description of the program should reflect this. Mr. GELINAS mentioned that the Government of Canada had additional comments that they would forward to Mr. WADE.

ACTION: Minutes from the March 8th, 2005 meeting of the E & E Committee approved.

b) *Outcomes and Discussion Papers – E&E Working Group Meeting – June 22/23, 2005*

The E&E Working Group met June 22-23, 2005, in Montreal. The meeting was attended by Pirjo Krouvila (Director, International and Development, Finnish Antidoping Agency), Rens van Kleij (Managing Director, Netherlands Centre for Doping Affairs), Andy Parkinson (Medical and Scientific Director, International Paralympic Committee), Karen Casey (Education Director, United States Anti-Doping Agency), Gunnvor Hole (Education and Information Manager, Anti-Doping Norway) and Matthias Kamber (Head of Division, Federal Office of Sports, Division Doping Prevention). Joe VanRyn and Tenille Hoogland attended the meeting as observers on behalf of the Government of Canada.

Mr. GELINAS observed that there was significant discussion during this meeting surrounding WADA's role in education, which was helpful in understanding the importance of partnerships. Mr. GELINAS opened the floor to Mr. KAMBER and Ms KROUVILA to share their thoughts about the working group.

Mr. KAMBER and Ms. KROUVILA provided a synopsis of the main findings of the Working Group. Partnerships were seen as a key element for accomplishing present and future goals. It was suggested that, based on the model of the Council of Europe, and considering the limited resources, WADA monitor anti-doping education programs rather than administering the programs themselves. WADA should continue to provide basic/core materials, tools and resources as every country, regardless of technological capacity, needs this information. It was proposed that WADA establish a pool of existing resources and make these available on-line. Mentorship was considered an important aspect of the Education program. Lastly, it was recommended by the working group that there be a clear mission statement and guiding principles for the WADA Education Program to guide future activities.

2) WADA Education and Ethics Strategic Plan

a) Mission Statement, Key Objectives and Overview of Initiatives

Following the discussion during the working group meeting in June, Mr. GELINAS reiterated the consensus for WADA to develop a mission statement for the E&E Committee. He recommended WADA work with groups of partners and create toolkits that partners can use to lessen the need for WADA to do everything.

Mr. WADE explained that leading up to the Athens Olympic Games WADA's emphasis was on implementing and having countries adopt the Code. He further explained that it was alarming that approximately 70% of athletes who visited the WADA Outreach kiosk in Athens did not have basic knowledge about WADA, testing procedures, the Code, the List, etc. In WADA's role to lead and coordinate anti-doping initiatives, WADA has created a network of partners, some of whom WADA looks to work with while others WADA works for. The importance is not to reinvent the wheel but to work in-sync with partners on getting key programs in place (e.g. education symposia, youth programs).

In discussing WADA's Education Symposia program, the goal of which is to disseminate general information on anti-doping in sport and to offer guidance and

provide practical tools to initiate or improve the doping prevention programs in the different regions of the world, Mr. GELINAS suggested that an evaluation be conducted to establish whether there was regional impact. He recommended going back to the region to evaluate the outcomes against the objectives set for the symposium.

Mr. WADE responded that there is a mentorship program in place whereby monitoring and guidance occurs. He also noted that the Model Educational Guidelines (to be discussed later) have a built in evaluation element.

Finally, Mr. GELINAS proposed revising the Play True mission statement, making it more concise. He suggested the mission statement explain why we are doing what we do, the guiding principles should explain how we do it and that the target groups be included. After much discussion, the mission statement was revised, Guiding Principles were added and the strategic directions were reviewed. (See attached chart)

<p><u>ACTION:</u> The Play True Mission Statement was revised. The revised chart and mission statement will be made available to the WADA Executive and Foundation Board in the fall.</p>
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b) Committee Terms of Reference

Mr. WADE reminded the committee of their mandate, which is to provide expert advice and recommendations to WADA's Education Program, and through a small working group, to provide advice/input to WADA staff on a more regular basis. Committee experts will focus on short term practical education/information activities as well as longer term education campaign strategies to support WADA's overall vision of a "world that values and fosters doping-free sport." Mr. WADE directed the Committee's attention to the Terms of Reference document for review. The Committee did not have any questions or comments concerning the Terms of Reference.

3) Education Program: Materials and Initiatives

a) Play True Program

Mr. WADE presented an overview of the Play True program, explaining the objectives for 2005-2010, which include coordinating WADA's education/information under one program, creating worldwide partnerships, broadening understanding of anti-doping (through the creation of tools and providing key information) and modifying attitudes and behaviours towards doping. He further explained that no matter which method of delivery is used (i.e. education symposia, outreach, print material, website, DVD/Video/CD-Rom, posters, school curriculum, media campaigns) the message or information will be the same, it is simply up to the countries to decide which method best suits their needs and what is within their capacity. Mr. WADE noted that although education is not mandatory in the Code, it is essential to WADA's comprehensive approach to anti-doping (i.e. conducting research, educating athletes and doping control).

The levels of the program framework, basic, intermediate or quality expert of the Play True Program refer to the technology available and sophistication of the educational programming efforts rather than the level of information needed. All countries need basic/core information regardless of technological capacities.

Mr. IGAYA noted the importance in addressing not only athletes but also coaches through these programs, since coaches can have an inadvertent impact (positive or negative) on the use of doping among athletes. Mr. WADE presented the key target groups for the Play True program, which includes youth, athletes, support personnel, sport officials, parents, teachers and the media.

b) Education Symposium

Mr. WADE presented an overview of the Education Symposia, which focuses on developing effective education programs in countries and regions of the world through the dissemination of core general information and by training and offering guidance to ADOs (anti-doping organizations). The Education Symposia are structured within a workshop environment to foster partnerships and empower regional and local ADOs through capacity building.

Mr. WADE explained that WADA hopes to have 12 symposia in the next 3 years. Ms KROUVILA emphasized mentorship and monitoring in the design of the symposia to facilitate the creation of anti-doping programs in the 150 countries which do not have programs. Mr. DACOSTA voiced his concerns about WADA maybe trying to take on too much, spreading itself too thinly. He suggested instead, providing a symposium in Africa, Asia and Latin America in 2005, since there are so many cultural and political differences in the world. Mr. KAMBER reminded the Committee that there are WADA satellite offices in Africa, Asia and soon to be in Latin America. Mr. WADE agreed that WADA has to work within its resources, which is why establishing a strong mentorship program is key. Mr. GELINAS suggested evaluating the success of the three test sites (Uruguay, Moscow & Egypt) prior to making decisions for the future. Mr. GELINAS also suggested that given the limited resources of WADA, it should be established where Educational Symposia are desirable and where they need to be held. It was also recommended that there be a total of three Educational Symposium in 2005 and four in 2006.

Ms KROUVILA suggested following up with countries within a year of the symposium. Mr. KAMBER reported that in their experience everyone wanted to be evaluated at the same time, which is very taxing. It should therefore be staggered where possible.

Mr. IGAYA asked whether a study of the local culture is conducted prior to holding a symposium. Mr. WADE explained that cultural and political sensitivity is taken into consideration in understanding the country's current state and needs. Mr. WADE further explained the structure of the symposia program, explaining that once host and participating countries are selected, a needs assessment is conducted to identify the gaps. Normally, these fall into two parts – general information on anti-doping (definition, history, who's who, Code and standards, health consequences, ethical rationale) and anti-doping specific education (WADA's education program, Level III Guidelines, priority target groups, basic message, delivery mechanisms, regional partnerships, existing resources). During the symposium, participants work in breakout groups to analyze their country's current situation, begin long term and annual planning, discuss development of materials and activities, issues surrounding

distribution and implementation and, finally, program assessment. Mr. KAMBER suggested involving mentor countries in the follow-up and assessment. The Committee conquered.

<p>ACTION: Provide proposals for geographic location of 2006 Educational Symposium by the next teleconference.</p>

c) Education Materials

Mr. WADE explained that one of WADA's priorities is to develop a series of technical information brochures outlining key elements of the World Anti-Doping Program, including a poster series with Spirit of Sport messages. Mr. WADE reported that WADA is looking into including athlete testimonials in the leaflets to add some power to the message. Mr. GELINAS asked if any focus group testing had been done. WADA has not done any focus group testing on the leaflets as it simply contains essential, core information for athletes and their support personnel.

Mr. GELINAS asked what/how UNESCO could use these materials. Mr. MARIOT-LLOYD reported that he has been discussing this issue with Mr. WADE, but more in terms of classroom curriculum. Mr. MARIOT-LLOYD stated they are keen to avoid duplication. It would be important to UNESCO that the material is representative, be in the 6 UNESCO languages, be situated in the program and be sustainable with periodic review.

The budget for the production of education materials is \$75,000 plus an additional \$25,000 for translation. Groups requesting materials are given the 100 leaflets for free then are charged on a cost recovery basis.

d) Outreach programs

Mr. WADE presented an overview of the Outreach program, explaining the purpose of the program being to raise athlete awareness about WADA, anti-doping and their rights and responsibilities. There was a broad discussion on the relationship between education and outreach activities of WADA. Mr VAN RYN asked if there was a way to put together best practices for the outreach program. Mr. WADE explained that since the WADA team cannot be present at all events a large chunk of the Outreach budget has been allocated towards creating a toolkit so that the program can be decentralized. Elizabeth Hunter, Director of Communications, joined the meeting on the second day to address questions concerning WADA's communication program.

e) Youth Programs

It was clarified to the Committee that youth includes those between the ages of 6-18 years. Mr. WADE explained that WADA is not in an ideal position to deal directly with youth. Information can be provided to athletes and youth through our website. There was considerable discussion and ideas generated on how to enhance educational programs to youth by WADA given its role and capacity. In general, the Committee agreed that partnerships with other stakeholders was essential. Partnerships are especially important for the development of any youth program. Ms CROOKS suggested working with OCOG and the IOC since they typically create toolkits for teachers/youth. Ms KROVILA suggested that WADA's role be to come up with ideas and have other organizations produce the materials. Mr. GELINAS

suggested doing something in conjunction with the UN's International Year of Sport and Physical Education.

Mr. WADE shared the idea of launching a campaign celebrating sport using role models by partnering with 10-15 countries celebrating the same spirit of sport message with the WADA logo. The campaign could be broadcast during the Beijing games. For example, CBC and NBC will be looking for fillers. The Committee agreed that having well-known athletes involved in a campaign would be a good idea and that the focus should be on promoting a positive message of "good behaviour" rather than "don't take drugs".

Mr. DACOSTA expressed concern about trying to adopt a universal appeal that will not respect local culture. Mr. MARIOT-LLOYD explained that this was UNESCO's concern as well and they will be working on how the program is framed.

<p><u>ACTION:</u> Develop list of where future outreach missions of WADA were planned in order to facilitate partnerships with stakeholders in these respective regions.</p>

4) Partnership Development

a) Key Partnerships (Council of Europe, Olympic Solidarity, etc.)

Mr. WADE presented an overview of the partnership program. Ms KROVILA requested a chart indicating WADA's partners, their affiliation and area of expertise. Mr. GELINAS agreed this would be a helpful document.

Mr. WADE was asked about the role of the regional offices in pursuing partnerships and whether WADA had considered pursuing commercial partnerships. Mr. WADE explained that WADA looks to the regional offices to partner on specific programs based on need and capacity (for example, the South African office is assisting with the planning of the Egyptian Education Symposium). In terms of commercial partnerships, WADA has been reluctant to look for private partnerships. The first priority was to receive government funding; however there may be the possibility of pursuing private partners for specific projects in the near future.

Mr. WADE drew the committee's attention to the proposal for partnership with Olympic Solidarity, explaining the rationale in pursuing such a partnership. Olympic Solidarity has some existing programs that could be well integrated within the Play True program as well as an extensive worldwide network of partners and contacts. Opportunities for partnership include world-wide programs (Olympic Scholarships for Athletes as well as scholarships for coaches, regional and continental games preparation, youth development program, technical courses for coaches, development of a national coaching structure, a sports administrators program, high level education for sports administrators, regional forums, developing and disseminating scientific and technical knowledge about sports medicine) and continental programs. Mr. DONOVAN suggested changing the order of the sub-points under 3. Opportunities for Partnerships, A) World Programmes, A1) Athletes. Currently "*The automatic integration of the scholarship holders in the Registered Testing Pool of the International Federations*" is listed ahead of "*Inform athletes on the dangers of doping by using WADA's educational activities*". Mr. DONOVAN would like to see these points reversed.

ACTION: Create a chart mapping current partners, affiliation and area of expertise.

b) Mentorship program

Mr. WADE presented the goals and objectives of the mentorship program, which identifies stakeholders with extensive expertise around the world who would be interested and willing to act as “mentors” for other stakeholders in order to support their development of anti-doping education programs and by providing guidance.

Mr. VAN RYN asked how the mentorship program works in terms of selecting countries. Mr. WADE explained that countries are matched based on region, culture and language. Existing bilateral relations are also capitalized on. The Committee agreed that there is a need to create a chart or overview highlighting this.

Mr. WADE explained the main benefit and focus of the current mentorship program is for the Education Symposium program. Mr. KAMBER emphasised the importance of this program in closing the gap between developing and developed national anti-doping programs and suggested that it go beyond just education to other WADA departments (such as Standards and Harmonization). The Committee recommended that this should be brought up to the WADA Executive Committee.

ACTION: Expansion of the mentorship program to other departments to be brought up at the next meeting of the E & E Committee. Create a chart or overview mapping the mentorship program.

5) Research and Best Practices

a) Review and Approval of Model Guidelines

Mr. WADE presented the *Model guidelines for core information/education programs to prevent doping in sport*, which was drafted by the Council of Europe and WADA. Mr. WADE explained that the purpose of the Model Guidelines is to support the development, implementation, delivery and evaluation of an effective core education program within a broader anti-doping program that also actively addresses deterrence and detection. Mr. WADE referred the Committee to a letter from Mr. George Walker (Head of the Sport Department at the Council of Europe) requesting their approval. Mr. DONOVAN stated that the concept is good but that there is a need for clarity in the wording of the Guideline. Mr. DONOVAN will provide comments via email.

ACTION: The Committee gave approval of the *Model guidelines for core information/education programs to prevent doping in sport* and considers it an excellent tool.

b) Review of Model Plan

Mr. WADE directed the Committee's attention to the *Model plan for effective core information/education programs to prevent doping in sport*. Mr. WADE explained that this document sets out a practical approach for implementing the main elements in the *Model guidelines for core information/education programs to prevent doping in sport*. The Plan is organized into three sections (planning, development and implementation) with each section giving a logical flow of actions along with examples that demonstrate how the actions could be applied. This document is also used as a framework for the Education Symposia program. Ms KROVILA reported that the guidelines will be used as a model for the basis of the Moscow Education Symposium and that as a mentor country the Model Plan allowed them to simply facilitate the implementation since everything was clearly outlined.

c) Ethics Review Panel

Mr. WADE explained the role of the Ethics Review Panel, which is to provide ethical opinion and/or recommendations on issues that arise with regard to WADA programs and policies. The planned activities for the Panel for 2005 include providing consideration on hypoxic chambers and radiolabel compounds, conducting ethical reviews for short-listed scientific and social research grant applications and providing ethical opinions regarding the Spirit of Sport Criteria for the List.

Mr. GELINAS asked how a decision on issues presented to the panel is done and whether the issues presented to the panel should go before the Committee. Mr. WADE explained that the panel is consulted on an as needed basis and that if there is an issue that would be of interest or concern to the Committee it would be presented to the members.

Mr. WADE presented biographies for the Panel. Mr. DACOSTA suggested including reviewers more connected to sport. Mr. WADE assured the Committee that two members have experience working with ethical issues specific to sport and were involved with the Canadian Centre for Ethics in Sport. Other members had vast experience as well.

d) Social and Behavioural Research

It is essential that WADA's anti-doping education programs and initiatives be based on scientific knowledge and evidence. Therefore a Social Sciences Research Grant Program was created to encourage research in the social sciences enabling more efficient doping prevention strategies. WADA received 12 grant applications in response to the 2005 program, three of which did not meet the guidelines of the call and therefore were deemed ineligible. The nine remaining applications were peer reviewed.

Prior to the discussion of the applications, Ms ASSELIN asked any one who felt that they had a conflict of interest to identify themselves. There were no conflicts. The reviews and review scores were distributed to the Committee. Ms ASSELIN explained the review process, went over the evaluation criteria (significance for doping prevention, scientific merit in the project, adequate capability of personnel/resources, contribution to knowledge, probability of achievement of project objectives, justifiable and reasonable calendar and budget, justifiable and

reasonable calendar and budget) and provided the group with a ranking of the applications based on the peer review scores. The Committee voiced their concerns and preferences for funding. Mr. KAMBER suggested that all funds be allocated to the first section seeing as those were the stronger applications. This suggestion was supported by the group. The Committee agreed to fund projects A1, A4 and A7. A4's funding would be conditional upon receiving clarification on sampling and all funding is conditional upon final ethics review.

The Committee made recommendations for future programs. Ms CROOKS suggested considering geographic location when selecting projects. For example applications from the developing world may not have other sources of funding as some of the developed countries may have. Ms KROUVILA suggested that this would be problematic (scientific merit versus geographic representation), however should the program have more funds in the future, there could be a separate division for such countries. Mr. DA COSTA suggested encouraging more collaboration among researchers. Mr. GELINAS suggested countries could partner to execute similar projects in different parts of the world. Mr. KAMBER and Mr. DA COSTA agreed that the application form should be revised to make the research question more explicit and making operational objective clearer.

Mr. WADE suggested conducting research on athletes who engaged in doping practices in the past to understand why they did it. Ms CROOKS also suggested conducting research on the use of alternative forms of medicines which is a newer development in the sport movement.

Ms ASSELIN explained that we will have a better sense of the success of this program in 2007/2008, given that many of the projects span two years. Mr. GELINAS suggested the Committee brainstorm the objectives for the 2007 program. The Committee agreed that a \$30,000 grant is not a lot. The hope is that with more funds available in the future, the quality of the proposals will increase as well. Mr. WADE suggested that for more money to be allocated to this program we will need strong statements of support.

<p><u>ACTION:</u> Committee approved funding of projects A1 & A7, with a conditional approval of A4</p>
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6) Interim Working Group - Roles and Responsibilities

Mr. WADE explained a small working group of experts from 6 national anti-doping organizations has been put into place to make recommendations on how to prioritize program activities. Mr. WADE further explained that the WADA education programs are still at the early stages of development given that it had to work quickly to get the Code in place. The working group will eventually be phased out but will continue over the next few years to engage experts from NADOs to provide specific input on initiatives and materials as needed.

7) Communications Liaison / Update

Ms Elizabeth Hunter, Director of Communications, joined the meeting to provide the Committee with an update on the department's activities. Ms Hunter explained that they have been involved in lobbying congress, preparing to launch a new website,

athlete Outreach at major games, the creation of the Athlete Committee and working closely with the Education Department on projects. Ms Hunter explained that there has been an increase in demand for Outreach and for print material.

Mr. KAMBER opened the debate of why Outreach was not part of education. Mr. WADE explained that 50% of what the two departments do is complementary to each other. Ms Hunter further explained that some publications are in the Education Department but are used during Outreach. Both departments therefore work closely together.

Mr. IGAYA asked if there was a way of getting more publicity for WADA, perhaps by working with the different NOCs. Mr. IGAYA suggested that the Committee discuss how to increase visibility at a future meeting. Ms KROUVILA agreed that there is the need for more local coverage and that local media are more likely to pick up a story when there is local involvement. She cited as an example of an Independent Observer mission, where the Finnish media did not want to hear from WADA but wanted a Finnish representative to speak to the program.

Mr. DONOVAN asked for clarification on Committee members speaking to an issue and mentioning affiliation to WADA.

8) Key Conclusions

Minister OWEN, joining the group via teleconference, commended the Committee for providing excellent feedback to WADA. Mr. GELINAS provided a summary of the key conclusions/discussions. Mr. GELINAS commented on the enthusiastic support for the work that WADA is doing yet to remain self-critical. Mr GELINAS emphasized the importance of basic/core information, building capacity and awareness and research for WADA activities such as the Education Symposia and Mentorship Programs. Mr. GELINAS suggested that the development of the mission statement and guiding principles will be very useful for the committee and WADA in the future. Mr. GELINAS suggested that relations between WADA and UNESCO will be a very important partnership in respect to initiatives in education, especially in terms of the challenge in disseminating youth programs. Finally, Mr. GELINAS highlighted the importance in mapping out partnerships, nurturing relationships and countries taking on a mentoring role for the long term.

Minister OWEN stated that the revised education mission statement and guiding principles was a tremendous advancement for WADA and will assist in the strategic planning of future activities. Minister OWEN noted that education/outreach, partnerships, research and best practise and operations seemed to be core business lines for the WADA Education and Ethics activities and operations. Minister OWEN emphasized that in terms of stating ethics and playing true, the positive messages are the most powerful educational tool. Minister OWEN reiterated that the importance of a strong partnership between UNESCO and WADA. Finally, Minister OWEN raised the concern that offering researchers individual grants of up to \$30,000 may be too small given the importance of the issues and recommended that this be re-considered in the future.

Comment [w1]: Although the total expenditure is \$85,000 the concern was that offering investigators only \$30K was not enough.

9) Next Meeting

The Committee agreed that there is a need to meet face-to-face twice a year (April & October/November). Minister OWEN suggested that a face-to-face meeting would allow for a more effective and timely means for the Committee to provide WADA with advice. Mr. WADE will make the request with David Howman and WADA management.

ACTION: Request budgetary recommendation for two face-to-face meetings of the Committee per year.
