

**Ethics and Education Committee Meeting  
Montreal, Canada  
21-22 October, 2005**

**MINUTES**

**MEMBERS**

Honourable Stephen OWEN  
(Committee Chair - joined by  
teleconference on Friday)  
Sue Neill (Acting Chair on Friday)  
Joe VAN RYN (Acting Chair on  
Saturday)  
Vadim BALSEVICH  
Zakia BARTAGI  
Charmaine CROOKS (present on  
Friday)  
Matthias KAMBER  
Pirjo KROUVILA  
Elias Usman Mamman GORA

**WADA STAFF**

Casey WADE  
Jennifer EBERMANN (Friday only)  
Marie-Claude ASSELIN  
Jennifer SCLATER  
Debra GALEANO

**OBSERVERS**

Claudia BREUER  
Jean-Sebastien FABRY  
Tenille HOOGLAND  
Jo SAIES  
Rens VAN KLEIJ

**REGRETS**

Rob DONOVAN  
Yong-Seung KIM  
Robin MITCHELL  
Elizabeth POTT  
Chiharu IGAYA

**1. Welcome and introductory comments – Chair**

Ms NEILL expressed regrets on behalf of Minister OWEN, sharing his excitement and enthusiasm about the work this Committee is doing. Ms NEILL asked that the Committee introduce themselves given there were new faces. Ms NEILL thanked everyone for travelling to Montreal to attend the meeting.

**2. Review and approval of minutes**

Ms NEILL asked if there were any comments concerning the minutes from the July meeting. Mr. WADE pointed out a few minor changes, namely, changing the role of the Interim Working Group from “make decisions” to “make recommendations” and correct the funds allocated to the social science research grant program. Ms CROOKS commented that she was in attendance on Sunday, July 17. Mr. WADE reported that these modifications would be made to the minutes and posted on the WADA website.

Ms NEILL reviewed the status of action items listed in the minutes.

<b>Action Item</b>	<b>Status Update</b>
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.	The revised draft mission statement and guiding principles were presented at the meeting (see item 3). WADA management will review the chart further.
Provide proposals for geographic location of 2006 Educational Symposium by the next teleconference.	A tentative calendar of the 2006 Educational Symposium Program was distributed as part of Agenda Item 5-B.
Develop list of where future outreach missions of WADA were planned in order to facilitate partnerships with stakeholders in these respective regions.	The currently planned missions for 2006 were shared with the Committee (Olympics and Paralympics, Commonwealth Games).
Create a chart mapping current partners, affiliation and area of expertise.	While some were identified, the summary still needs to be finalized.
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.	Action item deferred to the Spring 2006 meeting.
Committee approved funding of projects A1 & A7, with a conditional approval of A4.	All projects were reviewed and eventually approved by third party ethicists.  The Committee's recommendations were presented to the Executive Committee and approved.
Request budgetary recommendation for two face-to-face meetings of the Committee per year.	Support given to have two face-to-face meetings until years 2007.

**Decision:** Minutes from the July 17-18, 2005 meeting of the E & E Committee approved.

### **3. Review of Education Strategic Program Chart**

Ms NEILL directed the Committee's attention to the Play True Education Program Chart, which was drafted during the July meeting of the Committee. Ms NEILL suggested that as a newcomer to the Committee it was extremely useful for understanding the various projects. Mr. WADE introduced the Chart, explaining that it is a useful tool for reviewing, assessing, prioritizing and evaluating programs and activities. The Committee was asked to review the Chart to ensure it reflected the recommendations made in July. Mr. VAN RYN

believed that the Program Mission included in the current draft did not reflect the final wording agreed upon by the group. Mr. WADE will verify. It was suggested that item 1-a) be removed from the table and integrated in the introduction section.

**ACTION:** Revise the Program Mission to include partners. Integrate “World Wide Education Program” into Play True Program Introduction.

It was suggested that a column be added to the chart for outcome statements for each initiative. Mr. WADE suggested that the Committee take a look at the Performance Indicators, which have already been established, next meeting. The Committee agreed that the table should be kept simple and not add any new columns to it.

**ACTION:** Table Performance Indicators at the April 2006 meeting.

Mr. WADE asked for suggestions from the Committee for establishing a process for timely review for the Chart. The discussion surrounded whether the Chart should be a living document or a snap-shot of what was done/being done. Is this a planning tool or a communication tool? The Committee agreed that it should be a living document that will be revised on a regular basis (every 6 months to a year).

#### **4. 2006 Budget Update**

Mr. WADE explained that the budget for program activities is contained in the Chart. The purpose of the review is to focus on 2006 for update purposes and to provide staff with recommendations as to where priority should be given should additional funding become available. The Committee would like to see more money allocated towards Social Science Research, Education Symposia and Mentorship Programs, if additional funds become available.

#### **5. Education Play True Program:**

##### *a. Worldwide Education Program*

Mr. WADE introduced the item by explaining that this would be an update on the Athlete Outreach Program and that activities under the umbrella of Worldwide Education Program would be addressed throughout the meeting. Mr. WADE further explained that the Outreach Program serves as an important tool for disseminating information at major games as well as through a national/domestic program. An Athlete Outreach Model is being developed by the Communications Department which will be useful for the Education Symposia Program. In 2005, the Outreach team was at the following events: Mediterranean Games (Spain), FINA World Championships (Montreal), and IAAF Championships (Helsinki). The following Outreach activities are planned for 2006: Olympics (Torino), Paralympics (Torino) and Commonwealth Games (Melbourne).

Ms KROUVILLA commended WADA on the success of the Outreach Program in Helsinki. The kiosk included WADA material as well as Finnish material. Organizers also had a special program set-up to educate the public on anti-doping issues. Ms KROUVILLA stated that it was a good learning experience on an internal level, since they would like to have 3-5 domestic Outreach events a year in Finland.

Mr. GORA asked whether WADA is working with the International Federations for promoting the Play True message and for the Outreach Program. Ms KROUVILLA agreed that the domestic/national Outreach Program should not be restricted to National Anti-Doping Agencies (NADOs). Ms Neill suggested beginning with key IF partners (e.g. IAAF). The need for having Outreach Activities at the FIFA World Cup in Germany was raised. Mr. WADE reported that the International Rugby Board (IRB) partnered with WADA for their own Outreach activity and that WADA is looking into having an Education Symposium for IFs. He further noted that the Outreach Model is a tool for all partners to use.

Ms CROOKS remarked on the power in using athletes as part of the Outreach activities. Athletes now expect to visit a WADA booth at major games and linking this with the WADA Athlete Committee to have their presence.

b. *Education Symposia Program*

An overview of the Education Symposia Program as well as an update of the 2005 activities was presented. Four symposia were planned for 2005, namely, Uruguay (May), Moscow (September), Macau (October), and Egypt (November). Five symposia are being planned/considered for 2006 including Senegal, Athens, India, and Oceania or possibly Central America.

The Education Symposia Program looks to utilize local regional expertise for presentations, and to facilitate workshops. In organizing a symposium, one-two countries are invited as mentors. A needs assessment questionnaire is sent out to participating countries prior to the symposium to help shape the program. Ms EBERMANN explained that some of the core program from Moscow will be used in Macau and Egypt. The emphasis is on capacity building and ensuring that countries can create education programs even with limited resources.

Mr. WADE presented the guidelines for selecting regions and host countries. Mr. WADE further expressed the need to include established Regional Anti-Doping Organizations (RADO) as part of the process. Ms CROOKS suggested timing a symposium a year before a major game to gain momentum, visibility and perhaps increase attendance. Ms EBERMANN explained that cost-sharing is important to the program. WADA generally pays for travel of mentors and speakers, and translation costs while the host country covers logistics, translators and AV equipment. WADA and the host country each hosts a dinner and participants are required to cover their own travel expenses. Mr. WADE estimated that each symposium costs approximately \$40-45,000 (including the host country's contribution).

The Committee recommended a few changes to the guidelines including changing NADO Presence to lack of presence and moving Identifying a Host

Country (not a criterion). The Committee supported the document, with recommended revisions.

**ACTION:** Revise Overview of Program and Guidelines for Selecting Regions and Host Countries document.

c. *Educational Materials*

Mr. WADE provided an update of the WADA Educational Material. A new Athlete Handbook has been developed and will contain much of the information previously contained in our series of information leaflets. The 2006 List was posted to the WADA website at the end of September. Copies of the newly released Athlete Whereabouts Q&A leaflet were distributed at the meeting. Ms ASSELIN provided the Committee with an overview of the new WADA website (launched in September) and the newly launched Doping Quiz (October 10). Two computer stations were set-up so that the Committee members could test their anti-doping knowledge. Finally, copies of the Testing Video were distributed.

Mr. GORA mentioned that the Doping Quiz is an excellent tool, however many African athletes have limited literacy skills. Ms Sclater reassured that a person is on hand at Outreach to read the questions to an athlete. This is not only for athletes with poor literacy skills but also athletes with disabilities.

d. *Coaches Training Program*

Mr. WADE explained that according to the World Anti-Doping Code, coaches have responsibilities regarding education and counselling of athletes (Article 18.2). Preliminary consultation with national anti-doping organizations, international federations and national bodies responsible for coach education revealed that very few anti-doping educational programs are targeted specifically at coaches. The content of most existing coaching development curricula is based on rules and regulations and on doping control procedures. A key partner for this program is Olympic Solidarity.

Ms ASSELIN explained that the main objective of this project is to develop a standard coach education curriculum on doping prevention to ensure a common, accurate and harmonized approach to education. More specifically, the core content is being finalized in a matter that can be presented in various formats to enable adaptation and integration to existing coach education programs in different sports, at different levels of coaching, from community to international, in different languages and cultures; and in parts of the world with different levels of electronic media access. Ms ASSELIN requested that the Committee members share any current curriculum that has been developed in their regions. It is important to identify gaps in existing curricula rather than recreating content that already exists. Ms ASSELIN also requested feedback on events taking place within each region that may be appropriate for pilot testing the program. Since WADA cannot be everywhere, it is also important to develop a network of competent personnel within the different regions.

Mr. KAMBER reported that Switzerland has a 3 day basic coach seminar, which discusses all anti-doping issues (procedures, Prohibited List, supplements). Mr. WADE suggested that the focus of the WADA Coaches Workshop be on education that basic knowledge to dealing with real life situations from an ethical perspective, which is applicable world wide. Mr. GORA suggested emphasizing on community coaches, since national coaches tend to have more information and experience whereas community coaches have nothing. Mr. WADE stated that 70-80% of the content of the workshop will be appropriate to coaches at all levels, however adding a half hour of information specific to community coaches may be a good idea.

**ACTION:** Coach training draft content will be sent to the Committee for input within three weeks of the meeting.

e. *Youth Programs*

Mr. WADE explained that WADA needs to contribute to establishing and implementing effective youth programs. It is difficult to address given the size of the population and WADA's role as a facilitating agency. Clearly, Youth Education Programs are essential to the longer term solution to the problem of doping in sport. Article 18 of the Code addresses the need for ethical messages and the danger of doping as key to, and at the very least, be communicated to young athletes and youth. Effective longer term programs will focus on interventions that communicate messages to youth and key influences in their environment to shape attitudes and ultimately affect behaviour. Educating youth, perhaps more than any other target group, requires close work with partners at all levels, particularly if we are to reach national and community levels.

Ms SCLATER presented a brief overview of what was discussed during the July meeting and during the June meeting of the Education Working Group (target groups, medium for delivering messages, key messages). The Committee broke out into small groups to discuss the best way of disseminating the key messages to youth (Spirit of Sport, Health Consequences, Anti-doping).

The Committee made the following recommendations for the youth program. In addition to the recommendations made, the Committee recommended that WADA continue to move forward with the UNESCO and CESEP projects and to continue to pursue partnerships.

**Step 1 - Research best age range and have a focus group:** A review of the literature on the age bracket where children form values. This should guide selecting a target group. Have a focus group session with children to see what they want.

**Step 2 – Design of youth programs:**

Option 1) School Curriculum: Create a pedagogical package for teachers

Option 2) Local community events: Having the Play True messages incorporated into major events, such as the Olympic Day Run or Hockey Day in Canada. Where possible, have high profile anti-doping

personalities and athletes involved. For example, clear an outdoor skating rink in Montreal the Play True rink and have Dick Pound playing hockey with a group of kids. It was also suggested that WADA launch an international no doping day. Kits could be sent to schools, sports clubs/camps to promote a no doping day. WADA could sponsor Play True playing fields.

Option 3) Contests: Have a contest where children create videos and/or posters that then can be used by WADA (video contests would be open for all to participate).

## **6. Partnership Program**

### *a. Key Partnerships*

Mr. WADE reminded the Committee that the Partnership Information Program is intended to encourage stakeholders to use existing WADA educational material and to put the WADA logo on their own educational material. The WADA Communications Department has been working on finalizing a policy and contract for the use of the WADA logo. Once this policy is finalized and approved by the Executive Board in November, a letter will be sent to all stakeholders to explain the new guidelines and to invite them to use, translate and/or print WADA educational material as needed and to put the WADA logo on their material. In the letter, WADA will emphasize creating partnerships for the new Athlete Handbook which will become a more complete resource for athletes by incorporating a lot of the information previously published in the Q&A leaflets.

Ms Elizabeth HUNTER, Communications Director, spoke to the Committee about the plans for branding of Play True and the need for WADA material to be culturally sensitive and cost effective. Ms HUNTER distributed guidelines for the Outreach and Education Partnership Program as well as the Play True Partnership Logo Use and Guidelines document, which will be pitched to IFs and national level organizations. Ms HUNTER reported that the plan was to develop a communication network to ensure that they are targeting the right people.

Mr. VAN KLEIJ gave a presentation on the activities of the Council of Europe Advisory Group on Education. Article 6 of the Council of Europe Anti-Doping Convention makes educational initiatives obligatory. Therefore, the Council of Europe partnered with WADA to develop Model Guidelines and Plan, a monitoring program and worked closely with WADA on the Moscow Education Symposium. In April 2006, the Council of Europe will host a research symposium in Cyprus. This workshop oriented symposium will focus on ethical aspects of anti-doping, behavioural models concerning doping use, research models, will form an international network of scientists, and will promote international coordination and prioritization of research activities.

### *b. Mentorship Program*

Mr. WADE introduced the Mentorship Program, which informally began with the Uruguay Education Symposium. The Mentorship Program was established to ensure that proper follow-up takes place in regions that need assistance in

anti-doping education program development. Ms ASSELIN explained that the objective of discussions was to establish a more formal process for identifying and training mentors and to develop an efficient worldwide coordination strategy for implementing the program.

The Committee was divided in small working groups to address the following questions:

- 1) What minimal qualifications should be required to become mentors?

The Committee suggested developing a model and structure of qualifications for mentors. It would be better to have organizations (such as NADOs and IFs) than having individuals as mentors.

- 2) What are the success factors in training mentors? What could be the key content of an eventual "manual" for mentors?

The Committee recommended using the Council of Europe's on the job training model, meaning that the mentor would participate in a symposia, experience how it is done and then would be ready to lead the process. Any manual created should be small, include the terms of reference, a mentor agreement and a collection of resources.

- 3) What strategies do you recommend to ensure that mentors remain active in their respective regions in the short and longer term?

The Committee suggested keeping mentors motivated by providing recognition for the process, providing clear objectives and milestones, present challenges and share experiences and successes.

- 4) What key elements should be built within the program to ensure its effective implementation?

The Committee recommended the following means of monitoring implementation; (a) a simple reporting tool, (b) produce short reports on a more frequent basis, (c) gather information from mentors as well as from those being mentored, and (d) identify an education resource person within each RADO, where applicable.

- 5) Could the Mentorship Program be extended beyond the scope of Education Symposia? If so, how?

The Committee suggested that WADA make a geographical analysis of current stakeholders and partners and identify existing bi-lateral agreements and other mentorship programs before pursuing. This should provide a clearer picture of what is needed and would allow the involvement of mentors early in the establishment of the program.

- 6) Can other key partners assist in carrying out mentorship activities?

The Committee supported the consideration of the Council of Europe monitoring program and the ANADO mentorship program as models and potential partners for implementation of its program. The role of



WADA needs to be addressed, especially in providing financial resources to support some key mentorship activities such as seminars. They suggested starting small within available resources and grow as needs and opportunities arise, so that expectations remain realistic.

## 7. Research and Best Practices

### a. *Behavioural and Social Science Research*

Mr. WADE explained that the objective of this consultation was to review and provide input, as needed, to the core documents of the Social Science Research Program, namely the Guidelines for Applicants, the Application Form, and the Assessment Process and Criteria. These recommendations would then be considered by the Research Working Group for implementation in the 2007 Competition.

Ms ASSELIN provided the group with an update for the 2005 and 2006 projects. Eleven applications were received for the 2006 program and have been sent for peer review. The Committee agreed to have the applications sent to them via email for their review. Committee members will provide their input via email and a teleconference will take place should there be a need. The Committee recommendations must be made before the November Executive Committee meeting.

**ACTION:** Research applications and peer reviews to be sent to the Committee by November 7, 2005. Committee to provide input by November 11, 2005.

The Committee recommended deferring making a decision on research priorities until after the Social Science Research Conference in Cyprus. Ms SAIES suggested merging criteria 1 and 4 of the Assessment Process and Criteria and increasing the weighting of Significance for doping prevention to 30% (from 25%) and Probability of achievement of objectives to 15% (from 10%). It was agreed that overall timelines of the program should be revised to accommodate the approval process with regular meeting schedules of the Ethics and Education Committee, Executive Committee, and Foundation Board. Finally, the Committee recommended creating a more generic program guideline document whereby information specific to a given year's program can be articulated on a separate page.

**ACTION:** Committee members to send additional comments on the research documents by email to Ms Asselin.

### b. *Technical Workshops*

Mr. WADE and Ms SCLATER provided an update on the Second International Symposium on Supplement Use in Sport. The sport, scientific and anti-doping communities along with governments will be looking to the dietary supplements industry to come up with solutions and work to build a quality certification standard. The stakeholders agreed that the problem of

supplements contaminated with prohibited substances will not be eliminated but will reduce the risk. There is a section of the industry that is working to ensure that products are safe, however these industries are being challenged by those who are not taking a stand. Governments will need to push from their end to encourage the industry to change, with the hope of using an industry standard as the government benchmark for regulatory measures.

The Committee endorsed WADA's position that the onus should be placed on the industry; however they feel that the industry must be monitored. The Committee's recommendation was for WADA to encourage the industry to follow through on their commitment so that athletes are protected.

c. *Document Centre (Data Collection)*

Mr. WADE provided background to the 2005 Education Questionnaire, which is distributed among stakeholders to assess the state of anti-doping education programs and to gauge stakeholders' expectations from WADA. The questionnaire will be sent to all IFs, governments, National Olympic Committees (NOC), National Paralympic Committees (NPC) and NADOs, requesting information on organizational data, on anti-doping education programs and on needs and interests in partnering with WADA in educational activities. In future, WADA will be looking to streamline the questionnaire process, ideally by having organizations use ADAMS to update their information. The questionnaire also allows WADA to verify whether their education priorities and activities are appropriate.

<p><b><u>ACTION:</u></b> Modify 2005 Education Questionnaire based on the feedback from the Committee.</p>
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**8. Additional Activities**

a. *Translation*

Mr. WADE stated that translating all documentation into as many languages as possible continues to be a priority. Most WADA resources are produced in English, French and Spanish. WADA will continue to work with partners to ensure that main program activities are in five languages and programs like Doping Quiz are in 10-12.

b. *Committee Activities*

**9. Review of Priorities - Comments / Suggestions**

Mr. VAN RYN led a discussion on the priorities for 2005-2006. The Committee agreed that Youth Programs, Social Science Research and the Mentorship Program should be priorities. The Committee reiterated that should additional funds become available, the monies should be allocated towards these programs.

**10. Next Meeting / Teleconference**

Mr. WADE reported that budgetary approval for two face-to-face meetings a years has been made for 2005-2006. The Committee selected dates for spring and fall 2006 meetings.

**ACTION:** The E&E Committee will meet April 27-28, 2006 and October 12-13, 2006.

**11. Other**

**12. Close of Meeting**

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