



**WADA'S SECOND EDUCATION CONFERENCE
24 OCTOBER 2018, BEIJING, CHINA
ADDRESS BY SIR CRAIG REEDIE, WADA PRESIDENT**

Honorable Sport Minister Mr. GOU Zhongwen, Vice Sport Minister Mr. LI Yingchuan, distinguished guests, ladies and gentlemen. Good morning.

I wish to start by thanking CHINADA for hosting this very important Conference in partnership with USADA.

It is a pleasure to be back here in Beijing for this vitally important WADA Education Conference and it is heartening to see such a great attendance from those responsible for anti-doping education around the world.

Traditionally, the anti-doping movement relied on detection and deterrence to enforce clean sport. However, more and more, it is becoming clear to WADA and the wider anti-doping community of the need to implement longer-term solutions to educate today's athletes and future generations on doping. Accordingly, one of WADA's key priorities is to increase and enhance research-led anti-doping education including the development of an International Standard.

Beyond conventional drug testing and in addition to outreach and awareness programs, values-based education initiatives are essential to the protection of clean athletes. As outlined in the current World Anti-Doping Code, this is a fundamental shift in focus towards offering athletes proactive options for improving performance in a clean way. Education is today one of our best weapons in the battle for clean sport and we need to ensure all stakeholders are investing, as a matter of priority, in these initiatives.

Clearly, there is a need to keep all education activity athlete-centered. All available research tells us that the majority of athletes participate clean and an even greater majority want to be clean. The gap between those two groups can be narrowed, in no small part, by effective education. Social science and research in general is an important underpinning component of ensuring effective education strategies. WADA has supported social science since 2005 with almost 100 projects being funded to the tune of more than \$3.5 million.

One of the most striking conclusions from a recent WADA report into Kenyan athletics noted that doping in the East African nation was mostly unsophisticated and opportunistic with many athletes not fully realizing their responsibilities to race clean and not questioning what substances they were taking. Clearly, education – and the lack thereof – is a huge issue in Kenya and many other places around the world also. We have a responsibility to ensure that athletes know what their own responsibilities are when it comes to knowing and abiding by the rules.

Of course, it is not a simple challenge and what is needed is a multifaceted approach that seeks to develop decision-makers, role models and educators, who can engage athletes, coaches and other key players in the moral and ethical arguments of fair play rules and the spirit of sport.

WADA provides a host of education resources for all stakeholders, which you will hear more about over the next two days. Through our various education campaigns, we aim to foster a global clean-sport culture across all stakeholders of all age groups.

To some, the spirit of sport is seen as an old-fashioned notion from an era when sport was not big business. However, as we see from the public reaction to doping scandals today, it clearly remains one of the most essential ingredients to sporting success: the pursuit of excellence with honour. Educating on this intrinsic value promotes positive attitudes and ultimately leads to athletes becoming more engaged in their own roles and responsibilities. The lofty concept of fair play and the modern reality of sports business are not mutually exclusive. In fact, sponsors and broadcasters seek partnerships with athletes, sports and events precisely in order to align with these values such as respect, integrity and good sportsmanship.

The International Standard for Education, which will be one area of focus of this conference, will elevate the status of education to ensure a requirement for Anti-Doping Organizations (ADOs) to deliver effective education programmes. Involving the participants at the conference will be a key milestone in the development of the standard.

The Standard will:

- Enhance and clarify the definitions of education, information, prevention and values-based education (ethical rationales);

- Define roles and responsibilities of stakeholders;
- Ensure enhanced cooperation between stakeholders; and
- Emphasize the need to plan, evaluate and implement education programs effectively.

In the first instance, it will also focus on the need to deliver mandatory elements of the Code to athletes and their support personnel. This would include their right to be provided with up-to-date and accurate information across a range of topics, including athletes' rights, the Prohibited List, anti-doping rule violations, doping control procedures, TUEs, whereabouts requirements and the ethics of sport.

This is a hugely important step towards the harmonization of education across the world and is another way in which WADA is helping to create a level playing field for athletes to compete clean. So, whether it is athlete outreach at major events, online courses that help athletes understand their rights and responsibilities, training of educators or a regulatory framework to ensure it all happens in the right way, WADA will continue to provide an education program worthy of an ethical and values-based sporting world.

Thank you and I urge you all to make the most of this Conference as a great opportunity to learn, share and further contribute to the education debate for the good of clean sport.