

**Ethics and Education Committee Teleconference Meeting  
8 July 2003  
Montreal, Canada**

**MINUTES**

**MEMBERS**

Nellie ARVANITI  
Zakia BARTAGI  
Andrea BARTHWELL           The Chair  
Charmaine CROOKS  
Lamartine DA COSTA  
Robert DONOVAN  
Yong-Seung KIM  
Chiharu IGAYA  
Pirjio KROUVILA  
Elizabeth POTT

**WADA STAFF**

Harri SYVÄSALMI  
David HOWMAN  
Farnaz KHADEM  
Casey WADE  
Viviana ITURRIAGA ESPINOZA

**REGRETS**

Matthias KAMBER  
Vadim BALSEVICH

The teleconference meeting commenced at 09h10 Montreal time.

**1. Welcome and Opening Remarks**

THE CHAIR of the Ethics and Education Committee opened the teleconference meeting by welcoming all the participants and thanking them for their availability. She then presented herself and invited all members to present themselves, give a brief introduction of their area of expertise and academic background.

THE CHAIR was appointed by President George W. Bush to the position of Deputy Director for Demand Reduction in the Office of National Drug Control Policy. Dr. Barthwell previously served as President of the American Society of Addiction Medicine. She twice held the position of President of the Illinois Society of Addiction Medicine. In 1997, Dr. Barthwell was selected as one of the "Best Doctors in America" in addiction medicine.

DR AVANITI is from Greece and works for the ATHOC, the Ministry of Education, the Hellenic Olympic Committee on Anti-doping. She is happy to be an Observer.

THE CHAIR notes that Dr. Arvaniti is an Observer and that WADA's Executive Committee has decided to have a representative of all major sporting events as Observers in its committees.

DR BARTAGI is Director of the Centre for Sports Science in Tunisia. She is also on the Medical Committee and the Ethics Committee of Football, Arab World Anti-Doping. She is a member of various committees that work on anti-doping in sports.

MS CROOKS is member of the Athletes' Commission of the International Olympic Committee. She was an athlete, a silver medalist. She is on the Culture and Educational Committee and is a founder of the Ethics Committee of the International Olympic Committee. She also sat on WADA's Foundation Board. Recently, she has been on the Board for Vancouver 2010.

PROF DA COSTA is from Rio de Janeiro, Brazil. He is a Professor at University Gama Filho. He also acts as a visiting professor for different sports. His academic background is in philosophy. He has dealt extensively with ethics. He was a coach for many years and has dealt with the members of the National Olympic Committee for many years.

PROF DONOVAN holds the Cancer Foundation Chair in Behavioural Research and is Director of the Centre for Behavioural Research in Cancer Control in the Division of Health Sciences at Curtin University. He is also Co-Director of the Health Promotion Evaluation Unit in the School of Population Health at the University of Western Australia. Prof. Donovan has over 30 years experience in conducting research and developing communication strategies to achieve belief, attitude and behavioural change for state and commonwealth governments, NGOs and national brand advertisers. He was also member of the former Ethics and Education Committee.

PROF KIM is Senior Researcher at the Korea Sport Science institute and Professor of Sport psychology, moral development and participation in sports at the Seoul National University. Prof. Kim has worked in diverse sports related initiatives and studies, notably with Korean athletes and as a member of the Korean delegation at the WADA and IICGADS meetings and the UNESCO and MINEPS meetings.

MR IGAYA is Member of the Ethics Commission of the International Olympic Committee. He was a silver medalist at the 7<sup>th</sup> Olympic Winter Games in skiing. Besides being a member of the IOC, he also is a businessman. He is looking forward in working with the WADA Ethics and Education Committee.

DR POTT is Medical Director of treatment prevention and education. She is part of the newly founded German anti-doping agency.

MS KROUVILA represents anti-doping agencies. She is responsible of quality management and strategic approaches. She has worked on the electronic passport for athletes. On physical education, medicine and health. She was also part of the former Ethics and Education Committee and she has been an Independent Observer (IO) for WADA, the IADA and the Council of Europe.

THE CHAIR thanks all the members present. She is very proud of the diverse representation and of the tremendous reach available. She then invites the WADA staff to introduce themselves.

MR SYVÄSALMI is Director General of WADA.

MR HOWMAN is Chief Operating Officer and Legal Counsel of WADA.

MS KHADEM is WADA's Director of Communications. She joined WADA one year ago and previously worked for The Vaccine Fund in Lyon, France, and for the United States Government as a diplomat.

MR WADE is Director of Corporate Planning and Projects. He has been working with WADA for the past three and a half years. Before joining WADA, Mr. Wade worked on doping control at the Canadian Centre for Ethics in Sports. He was a sprinter.

MS ITURRIAGA ESPINOZA is Assistant of the Ethics and Education Department. She is presently replacing Ms. Marie-Claude Asselin.

THE CHAIR thanks the staff and invites the Director General to give his report.

## **2. Director General's Report**

MR SYVÄSALMI greets everyone. He is happy about the composition of the Committee, the diversity of the regions represented, the gender balance and its diverse expertise. He notes that the Ethics and Education Committee was approved as such by the Executive Committee. Its success is due to the voluntary input of its members.

One of the important remarks out of the meeting of the Executive Committee is WADA's financial situation. There is presently a cash flow crisis and WADA will not commit to further projects unless it meets the 7 million goal.

THE CHAIR asks Mr. Syväsalmi for news on the recruitment of the new Director of Ethics and Education.

MR SYVÄSALMI informs of the interviews that will be held during this week and that he will report the outcome of these interviews to the Chair next week.

THE CHAIR confirms to Mr. Syväsalmi her availability for next week.

MR SYVÄSALMI mentions the importance of the implementation of the Code, specially when we consider the International Olympic Committee's acceptance of the Code during its recent session in Prague. WADA congratulates and welcomes the IOC decision.

Mr. Wade will describe how Education will play a role in the implementation of the Code (re: Article 18 of the World Anti-Doping Code).

Mr. Syväsalmi also mentions the governmental meeting organized by the UNESCO during the last week of June. It was an informal meeting where the word most used was "education." He states that there needs to be a real change in education, information and training. The novelty for the newly constituted Ethics and Education Committee is the implementation of the Code. There will need to be discussions on different proposals, on prevention and practical education.

Mr. Howman will report on the Terms of Reference.

THE CHAIR recalls that a very good meeting was held at the WADA premises on Sunday 8 June where were discussed the sending of a letter to all the newly appointed members and the meetings to be scheduled. There will be a second teleconference meeting in September and a face to face meeting in October. She also notes that the résumés for the Director position were reviewed and that this will be an issue to be discussed during the next meeting.

The Chair then moves to the next point in the Agenda, the Terms of Reference.

### **3. Terms of Reference**

MR HOWMAN is presently finalizing similar Terms of Reference for all three Standing Committees: Ethics and Education; Finance and Administration; and Health, Medical and Research. He stresses the fact that discussions are needed.

THE CHAIR asks if all the participants have in hand the Terms of Reference of the Ethics and Education Committee.

THE MEMBERS have not received the Terms of Reference. The draft Terms of Reference are sent to the members via e-mail and fax. In the meantime, the discussion moves to point 4 and 5 of the Agenda.

ACTION: Viviana Iturriaga Espinoza [VIE] to e-mail and fax the Draft Terms of Reference immediately.
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### **4. October meeting at the WADA headquarters.**

THE CHAIR asks the Members their availability for a two-days meeting in October. The proposed dates are: 3 and 4 October; 11 and 12 October; 18 and 19 October; 24 and 25 October; and 31 October and 1 November.

Prof. Donovan is unavailable on the week of the 17<sup>th</sup> and Dr. Bartagi is unavailable before the 14<sup>th</sup>.

It is agreed that the October meeting at the WADA headquarters will be held on Friday 24 October and Saturday 25 October 2003.

ACTION: VIE will send the travel plan information to the Ethics and Education Committee Members.
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### **5. Media Policy**

MS KHADEM discussed WADA's media relations policy with the group. She pointed out that if any committee members discuss issues with the media as a member of a WADA committee, they should let WADA's communications department know of the interview and what was said.

## 6. Draft Work Plan

MR WADE updated the Committee on the new World Anti-Doping Code, its related mandatory standards and the draft discussion paper on Code Implementation Support Services. Specifically:

- 1) The World Anti-Doping Code, following an extensive and thorough consultation process, was accepted by all stakeholders during the World Conference in Copenhagen this past March;
- 2) The mandatory Standards related to the Code are Laboratory Standards, the Prohibited List of Substances and Methods, Therapeutic Use Exemption Standards and Athlete Testing standards. There will also be a series of Models of best practice, developed to assist stakeholders in implementing the Code;
- 3) The Code, Mandatory Standards and Models of best practice, all represent the new doping Control Program that will be operational as of January 1, 2004;
- 4) The timelines for adoption and implementation of the Code for the Olympic Movement is by the 2004 Athens Olympic Games. Governments are to endorse the Code by Athens and accept and implement the Code by the 2006 Winter Olympic Games in Torino;
- 5) In order to assist stakeholders in implementing the Code, there is a lot of work to do to raise awareness and understanding of the basic mandatory elements of the Code to ensure compliance; and
- 6) The CISS Discussion paper, among other things, addresses the following:
  - i. Provide Awareness Symposiums in key regions of the World to raise awareness, assess program capacity and needs and establish a program for the country, organization and/or region to assist in building such capacity;
  - ii. Develop education/information materials on the Code, Standards and Models of Best Practice, at a simple, clear and basic level. This will of course be useful and essential for athletes as well, so that they need to understand the new requirements and their responsibilities within the new program;
  - iii. Look at using our website for dissemination of material and information;
  - iv. Look at the intranet and e-learning as an interactive tool;
  - v. Train Experts to assist regions/countries/organizations and athletes to assist to providing appropriate information and training, as needed.

It was noted that the next 24 months will be a critical and active period to implement awareness and development activities for the new doping control program. It was agreed to forward the draft CISS paper to the Committee for review, as part of the overall review of the key program priorities for the E&E Committee.

THE CHAIR asks for the material presented by Mr. Wade to be circulated to the Members for them to report on them. These documents will enable Members to present an Educational Strategy to the Board.

**ACTION:** VIE to send the documents referred to by Mr. Wade.

DR POTT asks if there is any material on the Educational Strategy. Relating to the section 5.7 of the draft Terms of Reference, she asks to know if there is a paper for consultation because there is a need to know what has been undertaken in terms of Educational Strategy.

MR WADE mentions that these are extensive documents which clearly need review. The key article in the World Anti-Doping Code is article 18. There is a need to be consistent when programming our activities. Booklets have been developed. There is a need for a long term solution with an approach for overall social change.

MR SYVÄSALMI points that the key is in cooperation and coordination. He says that Mr. Wade will be sending the overall Strategic Plan and that the Ethics and Education Committee is to draft an Educational Strategy. However, there is no task for solely one department here.

THE CHAIR states that the Strategic Plan is a five year business plan and that this newly appointed Committee will have to review the past projects and plan current activities. There is a need to increase awareness and move forward with aggressiveness.

MS CROOKS notes that this is the year of Culture and Education at the International Olympic Committee. She also stresses that an important effort should be put towards the dissemination of the information. Distribution mechanisms ought to be developed.

MR WADE agrees with Ms. Crooks. He notes that this is consistent with the Code Information Support Service (CISS) which has been designed to facilitate and coordinate the Code implementation.

THE CHAIR asks for these documents to be sent well in advance for review at the September teleconference meeting and lay out during the October meeting in Montreal.

**ACTION:** VIE will send the documents referred to by Mr. Wade: WADA Strategic Plan; WADA Communications Strategy; WADA Code Implementation Plan; and WADA Code Implementation Support Services.

MS KROUVILA remarks that the implementation of the Code doesn't necessarily correspond to education. She asks for there to be clarity on the role of the Ethics and Education Committee and that special focus be given to the role that is expected from its Members. She also wants to know how the Code will be implemented at all these different levels.

PROF DONOVAN informs that he had previously worked on an Educational Strategy but that this document might well be historical by now. He could send it again.

THE CHAIR believes this would be useful and that it would come out as a model streamline that describes the work of our Committee. She asks Prof. Donovan to send the document to Ms. Iturriaga Espinoza for her to forward to the rest of the Members.

ACTION: Prof. Donovan to e-mail the two documents created while he was member of the former Ethics and Education Committee.

ACTION: VIE will convey these two documents to the Members of the present Ethics and Education Committee.

### 3. Terms of Reference (continued)

The members have received the revised Ethics and Education in electronic format and via facsimile.

THE CHAIR then picks up the discussion on the Terms of Reference. She gives a synopsis of the content and informs that there will need to be a draft work plan.

According to the By-Laws there are four major roles:

1. Provide expertise to the WADA Board
2. Advise on educational and ethical content
3. Provide ethical analysis to identify and commission papers, recommendations and serve as a liaison with other entities
4. The educational aspect resides in the development of implementation content which would be a point of reference for the other committees.

This is a broad conception of the role of the Committee. Another sections deals with activities of dissemination; its vision is mostly staff driven. Its main focuses are prevention, development of ethics and a strategic framework, the identification of gaps and the dissemination of resource material.

Regarding the membership's appointment, the Chair is appointed for a period of one year and the Members are appointed for a three year term. The Members bring in their expertise and report to the Board. They are to hold four public meetings. The Committee is committed to keep the Committee small.

DR BARTAGI informs she has only received three pages.

THE CHAIR asks for the Draft Terms of Reference to be included in the next e-mail.

ACTION: VIE will re-send the Draft Terms of Reference.

MR IGAYA asks for an organizational chart of WADA.

MR SYVÄSALMI advises that three years ago the Committee was one person. Indeed, WADA does have an Education Department and it is presently looking for a Director. The Director of Education will work with the Communications and Corporate Planning Department. He informs that there will be several people working in this department and that WADA also has two other Standing Committees.

ACTION: VIE will send an organizational chart of WADA.

THE CHAIR notes that the Committee is a Committee of the Board and that it needs to be diligent and separate its function from staff related functions. The Ethics and Education Committee should not have to deal with implementation issues.

DR POTT mentions that this is not in point no. 6 and that the formulation of point no. 6 of the Terms of Reference gives a very narrow definition of the Ethics and Educations Committee key activities. The focus being on conceptual work.

THE CHAIR agrees and advises that the Terms of Reference will require review by the Ethics and Education Committee.

MR SYVÄSALMI point out that the document is a draft and that it is important to get people's input. This is the concept Mr. Howman was talking about. The structure of the Terms of Reference are the same component but different contents. The second draft will be sent before the September meeting.

ACTION FOR ALL: All the Members are asked to send in their comments on the Draft Terms of Reference to Viviana Iturriaga Espinoza [VIE].
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THE CHAIR notes that the document was carried through when there weren't the Communications and Corporate Planning departments.

She remarks that the members have all become acquainted and that she is very pleased with the level of expertise. The Members of the Ethics and Education Committee are now aware of WADA's financial situation; Members will make their recommendations on the Terms of Reference and a final document should be presented to the Board and by then the Committee will work with it in October. There is a list of materials to be sent and the Members will Review the Strategic Plan. Members will also receive a list of contact information.

## **7. Other issues**

PROF DA COSTA brings in a practical proposal. The key activity programmed in Brazil is a meeting on Ethics in Sports to be held in January 2005. He asks what are the steps to be followed in order for WADA to have a Strategy and provide partnership. This meeting will have a section on doping and it would be ideal to introduce WADA's Strategy.

THE CHAIR mentions that since the Committee presently does not have a Strategic Plan, alternative mechanisms ought to be sought. These mechanisms should address Latin American issues and would need to be discussed with the Communications Department. This is does not require a Board level meeting.

MR SYVÄSALMI proposes to the Members to send a written letter stating what has been planned regarding cooperation with Latin America. He notes that WADA is seeking to participate with Latin American countries.

PROF DA COSTA agrees.

THE CHAIR asks the Members if there are other meetings they would like to share with the Committee.

DR ARVANITI advises that a IOC / ATHOC congress is scheduled for October and that they would like for WADA to send a representative.

THE CHAIR asks Dr Arvaniti if the date conflicts with WADA events.

DR ARAVANITI will confirm the date of the event.

THE CHAIR believes one of the Committee's function is to liaison. She advises that Viviana is the point of contact for the Committee representation and that it would be important to set a Calendar of events for WADA Staff and Board. Recapitulation: an important meeting will be held in January 2005 in Brazil and another in October 2003 in Athens. The Chair invites other Members to report on the events of importance in their region.

ACTION FOR ALL: All the Members are invited to inform WADA (VIE) of the important events organized in their region.
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ACTION: VIE to set up a calendar of events for reference of the Ethics and Education Committee Members.
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DR BARTAGI informs that the Arabic Games will soon take place and that a Handball tournament is to be held in Tunisia in 2005. She also notes that it would be good to have a North African meeting.

MR SYVÄSALMI thanks all the Members for sending in the relevant information.

THE CHAIR concludes the teleconference meeting by thanking everyone. She looks forward to the teleconference of 9 September in preparation to the face to face meeting in October.

## **8. Next Meetings**

*Tuesday, 9 September 2003*  
Second teleconference meeting

*Friday and Saturday 24 and 25 October 2003.*  
First meeting at the WADA headquarters in Montreal, Canada.

ACTION: VIE to confirm the hour of the second teleconference meeting and send the travel planning information to the Members.
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## **9. Closure of the teleconference meeting**

Meeting ends at 10h45 a.m.

Minutes prepared by: Viviana ITURRIAGA ESPINOZA  
Date: 5 August 2003

Minutes approved by: Mr. Casey WADE  
Director, Education and Planning  
Date: Monday, 22 September 2003