

**Ethics and Education Committee Teleconference Meeting  
9 September 2003  
Montreal, Canada**

**MINUTES**

**MEMBERS**

Nellie ARVANITI  
Zakia BARTAGI  
Andrea BARTHWELL The Chair  
Charmaine CROOKS  
Lamartine DA COSTA  
Robert DONOVAN  
Matthias KAMBER  
Yong-Seung KIM  
Pirjo KROUVILA

**WADA STAFF**

Casey WADE  
Farnaz KHADEM  
Jennifer EBERMANN  
Stacy SPLETZER  
Marie-Claude ASSELIN  
Viviana ITURRIAGA ESPINOZA

**REGRETS**

Vadim BALSEVICH  
Chiharu IGAYA  
Elizabeth POTT

The teleconference meeting commenced at 09h12 Montreal time.

**1. Welcome**

THE CHAIR of the Ethics and Education Committee welcomed the Members to the second teleconference meeting and asked for Mr. Wade for a roll call.

The following Members were present at the teleconference meeting: Dr. Andrea BARTHWELL; Ms. Nellie ARVANITI; Dr. Zakia BARTAGI; Ms. Charmaine CROOKS; Prof. Lamartine DA COSTA; Prof. Robert DONOVAN; Dr. Matthias KAMBER; and Prof. Yong-Seung KIM. Ms. Pirjo KROUVILA joined the teleconference meeting later that morning and Dr. Vadim BALSEVICH and Dr. Elizabeth POTT previously presented their regrets. WADA Staff present at the teleconference meeting: Mr. Casey WADE, Director of Education and Planning; Ms. Farnaz KHADEM, Director of Communications; Ms. Jennifer EBERMANN, Manager of Education; Ms. Stacy SPLETZER, Manager of the Outreach Program; Ms. Marie-Claude ASSELIN, Coordinator, Education and Ms. Viviana ITURRIAGA ESPINOZA, Assistant, Education.

**2. Review of Agenda**

THE CHAIR invited the Members to review the Agenda and bring forth any additional issues to be discussed.

### **3. Review and approval of Summary notes**

THE CHAIR asked for Members for changes and revisions to the Minutes of the previous teleconference meeting noting that the Minutes reflect accurately the meeting's discussion.

DR. KAMBER apologized for not being able to comment on the Minutes since he only saw the document the previous day and asked for the Minutes to be sent sufficiently in advance. Mr. WADE assured Dr. KAMBER that the upcoming Minutes will be sent out within one or two weeks. Dr. BARTAGI also noted she could not comment on them because of the late reception.

THE CHAIR advised that she can assume that there is no objection but nevertheless keeps the opportunity opened for comments.

ACTION: Members to send in their comments to the Minutes of the First Teleconference Meeting by the end of the week.
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### **4. New staff/structure of the Education department**

THE CHAIR invited Mr. Wade to report on the staffing changes that have occurred.

MR. WADE firstly mentioned that Harri Syväsalmi had resigned and that efforts were deployed to be more efficient with the existing staff. As such, the internal restructuring commenced with the appointment of Mr. Wade to the director of the Education Department.

The Members congratulated Mr. WADE on his appointment.

MR. WADE then stressed the need for the Education Department to work in close partnership with the Communications Department which is an important vehicle for the dissemination of information. He then introduced Ms. Farnaz KHADEM, Director of Communication, Ms. Jennifer EBERMANN who has been working for some time now with WADA and is currently Manager of Education, and Ms. Stacy SPLETZER Manager of the Athlete Outreach Program of the Communications Department. Ms. Spletzer will be devoting half of her time to the Communications Department and the other half to Education. Ms. Marie-Claude ASSELIN will be Coordinator of Education as well as Assistant to Mr. Wade.

THE CHAIR invited Members to give their opinions and questions.

DR. KAMBER asked how things have been since Mr. Harri Syväsalmi's departure and if it would be possible to have a organizational chart.

In reply to Dr. Kamber's questions, Mr. WADE noted that while Mr. Syväsalmi's departure was regrettable, Mr. David Howman has assumed the position of Chief Operations Officer and Acting Director General. Mr. Howman has a current two year commitment with WADA and he will be making key decisions taking into consideration the budget limitations. Regarding the revised organizational structure, this structure is still evolving and the Staff is trying to do more with less.

THE CHAIR looks forward to having this structure which will facilitate the organization of the work to come. She then invited Members to turn to item No. 5 of the Agenda: Terms of Reference.

ACTION: WADA to provide an organizational chart.
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## **5. Review of the Terms of Reference**

THE CHAIR referred the Members to the Terms of Reference and asked for their comments or if they wished to continue the discussion started during the first teleconference meeting.

DR. KAMBER commented that when taking into consideration Article 18 of the Code, the Terms of Reference should denote the implementation of the Code and that some points on information were missing. He asked who will be giving the information to the athletes and at what level. In his opinion, the first point would be to help WADA implement the Code before dealing with Education as such and then to disseminate the information to the stakeholders. He foresees a 24 month period on the implementation of the Code.

THE CHAIR appreciated Dr. Kamber's comments and noted that new needs arose out of the Copenhagen Conference and that comments are critical in consideration of the scope of work referred to in the Executive Committee Agenda item No. 11 and the determination of the process of learning. There will be further discussion on items 6, 7 and 8 of the Terms of Reference.

PROF. DONOVAN, who was part of the former Ethics and Education Committee, remarked that at that time the Committee was not quite sure of the components of the Terms of Reference and that it would be good to have specific components now.

MS. CROOKS asked when will the Terms of Reference be defined and what is the timeline.

THE CHAIR hoped to have an agreement on the Terms of Reference for the Executive Committee Meeting but she was aware that this seemed unduly possible. The process of agreement could not be attained.

MR. WADE's understanding on items 6 and 7 of the Terms of Reference and on Prof. Donovan's comment, is that WADA really needs to focus on Code related activities. The Executive Committee meeting will be the most important meeting where this work in progress will be discussed. Everyone will now have to wait for its decisions and approvals. We will then more fully review and confirm the Terms of Reference at our October meeting.

THE CHAIR expressed that it is reasonable for the conversation to be summarized and circulated.

ACTION: Discussion on Terms of Reference to be summarized and circulated.
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PROF. KIM asked if Education is required by the Code or if it is discretionary activity, since the outcome will have an impact on the activities.

MR. WADE agreed with Prof. Kim and that their ... will be undertaken during the upcoming Executive Committee Strategic Planning Workshop.

A discussion then ensued: Dr. Kamber enquired as to the mandate of the Committee and the set-up date and Ms. Crooks asked if there are other organizations with which WADA can partner. The CHAIR asked if these are subjects that Members wish to discuss at that moment. Dr. Kamber mentions that he had previously sent a letter to the former Director General, Harri Syväsalmi, and to the former Ethics and Education Committee and that he could provide this letter again.

The CHAIR welcomed this proposal and continued with the next item on the Agenda.

ACTION: Dr. Kamber to send to WADA the letter he referred to.
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## **6. Executive Committee Strategic Planning Workshop**

22 September 2003

Referring to the documents sent via e-mail during the previous week, Mr. Wade introduced the Strategic Planning Workshop to be presented at the upcoming WADA Executive Committee meeting to be held on 22 September.

### **(i) General review**

MR. WADE observed that the purpose of this Workshop is to take a thorough look at the core principles that underlie the role of WADA. Engaging in an in depth discussion to revisit and review WADA's main mission, role and overall purpose as well as its past agreements will enable it to focus on its purpose and core activities for the future.

The Executive Committee will receive a detailed account on each of the key activities carried out by WADA. These activities will be debated and tested in order to ensure that the essential core activities of WADA meet stakeholders' needs.

### **(ii) WADA and Education**

The Discussion Paper prepared for the Strategic Planning Workshop on Education invites Members to reflect on the purpose of Education within WADA's mandate in view of Article 18 of the Code.

## **7. Executive Committee Meeting**

23 September 2003

THE CHAIR invited Mr. Wade to give an update on the materials that will be presented to the Executive Committee and how they will be incorporated in the discussion, their implication and content.

### **(i) Education update**

Mr. WADE noted that there are two parts to item no. 11 of the Executive Committee, the first part is an Education update and the second is a short term strategic approach. This second element picks up on the comments made by Dr. Kamber and

Prof. Donovan regarding the program content and the types of activities WADA will engage in in the next two years or so. The Education discussion paper is linked to the short term education strategy and this link will be brought up in the nature of the discussion.

The first document is a brief straightforward Committee update which also includes an update on staffing that will be elaborated more fully.

As for Program activities, unfortunately, there has not been any concrete activities in the past twelve to eighteen months. The background information presented in the document refers to the Code and the World Anti-Doping Program. The second paragraph stresses the importance for the development of concrete activities for 2004 and 2005; it also notes the fact that the Education Committee had not had the opportunity of meeting as a group and thoroughly studying the core aspects of the activities. Other areas to be covered include the Athlete Outreach Program. Mr. Wade then invited Ms. Stacy SPLETZER to give an update on the Athlete Outreach Program.

Following-up with The Chair's comments, the Executive Committee has asked the Education Committee to focus on the next twenty-four months. There is a need to have concrete efficient and effective information on the Code and related activities in order for all the stakeholders to understand their roles and responsibilities and for them to have the tools to take on those responsibilities and appropriately fulfill them. These activities will have an athlete centered approach.

## **(ii) Proposed short term Strategic Approach (2003-2004)**

### **Council of Europe**

Furthermore, it will be important to partner with a number of stakeholders, more specifically with governments since their contribution is critical. Presently, WADA has a partnership with the Council of Europe. The Council of Europe has offered its assistance for the development of models of best practices and Mr. Wade suggested that, picking up on some earlier comments, it would be good for the Committee to give criteria for the framing of the issues the Committee would like to see included in the document.

### **European Union**

WADA also has a partnership with the European Union. In fact, the European Union has presented to WADA the opportunity to obtain some funds to develop information for a younger audience. This subject is to be discussed by the Committee under Agenda item number 11, but in summary, it would allow WADA to develop information on a website and develop other materials relating to the Code that could be used to build on and probably focus on WADA's main target audience.

### **Printed Materials**

Without reinventing the wheel, WADA needs to be visible and provide this important information to the stakeholders and to athletes in particular through the dissemination of accurate, effective and basic materials. These materials would need to be created in collaboration and in partnership with other important partners. It is important for WADA to effectively develop this approach and be out there successfully.

### **Web development**

Firstly, in terms of Web development, the Anti-Doping administration and Management System (ADAMS) is a larger Clearinghouse information database system that will be debated/discussed at the Executive Committee meetings. This system represents an immense undertaking and everyone is looking forward to the Executive Committee decision on the matter.

Secondly, the WADA Website represents one of the main instruments of the Communications department. It is important to ensure that a section of the WADA Website be developed for important, concrete, and diverse information tailored for our target groups. As an example, it could have a simple question and answer approach to understanding the Code. The Website is an important tool for Code Awareness.

### **Translation**

We feel that the large Spanish speaking audience increases the importance for WADA to have information made available in Spanish. Without a doubt, English is a fundamental language and French is important as well. However, the French section of the WADA Website registers an average of 3% hits and we think that we definitely should develop the Website in Spanish. Notwithstanding, we also want to ensure that we have more languages used in partnership with the appropriate countries and regions.

### **Ethics review**

Regarding the Ethics review, this is one of the challenges Dr. Donovan will be interested in, and as a Committee, the Committee will need to decide on the procedure to be adopted. Presently, WADA is studying the possibility of developing an Ethics review capacity in the organization that can be housed in the Education department but that cuts across the organization. Moreover, we need to look at how it will effectively operate it when assessing issues such as research, the criteria of the spirit of sport and substances on the band list, code of conduct, ethics internally and expected ethics in the sports community.

Mr. Wade indicated that this is not an exhaustive list and it is left to the Committee to see if there are things missing. Mr. Wade pointed out that he has a good understanding of Prof. Donovan's papers and the work carried by Mr. Paul Melia, Chief Executive Officer, of the Canadian Center for Ethics in Sports (CCES), regarding the need for social changes, programs to establish culture that shape positive attitudes and values. He stressed that WADA needs to build, with its partners, opportunities to foster these changes while taking into consideration the different approaches required for the different countries and regions.

THE CHAIR thanked Mr. Wade and added that there are a number of issues on the horizon which set forth a number of opportunities to bring each Member's country involvement and each Member's particular interest to build on the work that the Committee had been involved prior to its hiatus.

She then invited Members for comments.

MS. CROOKS raised her concern about the budget around these programs.

MR. WADE advised that he had protected a fairly healthy budget for these programs. This budget will enable WADA to carry its program over a two year period.

Additionally, about .5 million dollars is devoted to the Code Awareness activities in Education; the Executive Department also has a special budget for Government Awareness activities; and the Communication Department has its budget for Athlete Outreach activities as well. He then noted that WADA might look for other sources of funds but that this budget does not include funds that may be received from the European Union and funds being expended on Educational activities among NADOs and governments and so forth. A significant amount of money is spent worldwide on education; WADA's role is to use this money to play a leadership role in a coordinated manner with other important partners. At the moment the budget is based on a 75-80% conservative amount of the revenues anticipated for next year.

Moreover, there is at least \$150,000 left over from this year. Mr. Wade will come up with some recommendations which will most probably permit WADA to engage in some activities related to Code Awareness activities in the near future.

DR. KAMBER commented that the document 11.2 is very well done and that the important element is the training of experts.

However, regarding printed materials he suggested that the budget can be cut down on printed materials since everyone has printed materials. In his view, it is more important to follow up with the training of experts. He noted that the Council of Europe has various types of program compliance commitment to fulfill the Council of Europe's anti-doping convention and that WADA could ask for experts to come into these countries and assess their systems. The focus ought to be on Awareness activities and the training of experts. Other programs are not that important.

MR. WADE agreed with Dr. Kamber in regards to the training of experts and noted that the training of experts is one of the areas where some funds can be protected and where WADA can partner with groups such as NADOs. This is a decision that the Committee must make.

MS. KROUVILA agreed and supported Dr. Kamber's comments. She has been involved with the Council of Europe in its compliance project which is a good system for monitoring the countries and giving them assistance and advice. The idea of training experts is very good.

Ms. Krouvila then asked if these Awareness activities will also be partnered with NADOs. She stressed that in some countries, such as Finland, the governments do not have a vital role in the implementation of the Code and that this responsibility falls within the mandate of the national agency. It is important to mention it here. Otherwise, she agrees with the document.

DR. KAMBER agreed with Ms. Krouvila as to the NADOs.

MR. WADE commented that the main focus of the Awareness symposium in different regions is to focus on the anti-doping organization (ADO) whether it's a NADO or a government in terms of giving information and helping build capacities to implement the minimum requirements in the Code.

DR. KAMBER asked for the relevant part of the document, regarding the relevant organization for Awareness activities, to be rephrased.

MR. WADE agreed.

THE CHAIR invited the Members for further comments.

MS. KROUVILA, who joined the teleconference, a few moments earlier, congratulated Mr. Wade on his new responsibilities.

THE CHAIR suggested that each Member look to opportunities to have their government and organizations support these efforts and that these ideas be brought to the Ethics and Education Committee Meeting in October. She also noted that there has been a call for materials in the past and that this is an opportunity to bring the kinds of material that might form the basis for give away materials when various education activities take place. The Chair invited the Members to either send in advance or bring with them the materials prepared by their organization to the October meeting.

**ACTION:** Call for Materials. Members are asked to send in advance of the October meeting or bring with them materials from their government or organization.

## **8. Council of Europe Partnership Update**

MR. WADE asked Ms. Jennifer EBERMANN to comment on the European Partnership. He advised that Ms. Ebermann has met with the Council of Europe and is having a dialogue from time to time with the Chairman. The Council of Europe has offered to WADA its expertise and WADA is more than please to follow it up. The history, the amount of work and the expertise of the Council of Europe is invaluable; additionally, the Council of Europe has member countries outside of Europe, such as Australia and Canada.

### **(i) Development of a Model of Best Practices for Education**

As mentioned earlier, the World Anti-Doping Program has three levels: Code; mandatory Standards; and the need to develop Models of Best Practices. The Council of Europe/WADA partnership is geared first and foremost on the development of Models of Best Practices. It is important to get this Committees' input in identifying the issues and framing the elements that will be in it.

### **(ii) Development of educational material**

Picking up on Dr. Kamber's comments on Educational material, Mr. Wade underlined that WADA does not want to reinvent the wheel but that there is a need to build on existing materials, make modifications and get that important information disseminated. "We must all try to work together as a community in doping free sport. In this regard, the Council of Europe can offer important and valuable assistance."

### **(iii) Project to be proposed for the European Year of Education through Sport EYES 2004**

Mr. Wade followed with the European Union partnership and advised that the application for obtaining funds is due for the end of the month. These funds are awarded primarily for developing information on the World Anti-Doping Program, the Code and the anti-doping control for younger audiences. He remarked that

partnership with the European Union makes sense and it would be an important opportunity as a “building block” to develop information for more senior level, junior level athletes and elite level athletes and other stakeholders with respect to the new doping control Program.

Mr. Wade pointed that this project provides an opportunity to begin shaping attitudes and values and that WADA may look to Prof. Donovan and others to develop information around this.

Mr. Wade noted that the information item in the material sent out describes the scope of the project; it is not the submission. He advises that additional more complete will be added to the submission.

THE CHAIR invited Members for comments.

PROF. DONOVAN commented that this is a good approach. The earlier work focused on information and it is useful to come back to ethical values that need to be incorporated in education.

MS. KROUVILA observed that the first item on the monitoring system is good. The Council of Europe is keeping a database and this system is a benchmark. She noted that this could be a global system and WADA could keep such a system. It is important to know that Monitoring and Education Program have to be different because of the different levels of different countries. Some countries need the basic structure consequently, the Models of Best Practice should be created on different levels and countries with a higher level should assist other countries. For example, the Nordic countries work with the Baltic countries. As for the European Union project, it is important to use the resources.

DR. KAMBER remarked that this is a good project but it is still focusing on Europe and Europe already has its good anti-doping websites. Dr. Kamber suggested standards be based on countries that have the best practices and that the Model of Best Practices be developed on different levels of best practices. He restated that he is not convinced this is the best way for this project and wishes for this topic to be discussed in October.

MR. WADE welcomed Dr. Kamber’s comment while adding that the European Union partnership came as an opportunity. The existing information needs to be updated based on the new World Anti-Doping Program, therefore this information would not be a duplication. Furthermore, one of the project’s major priorities is to take this program outside of Europe and make it applicable to other regions of the world, such as Africa, Asia and Latin America. In the first instance, the focus of the activities would be on Europe, but this information can easily be transferable and relevant to other parts of the world. Mr. Wade agreed that WADA does not want to limit its activities to areas that may be of greater focus in the next eighteen to twenty-four months. WADA will need to focus on the main target groups in the October meeting and conduct the activities accordingly.

DR. KAMBER thanked Mr. Wade for his clarification.

THE CHAIR invited the Members for further comments.

DR. BARTAGI remarked that it is a good idea to have cooperation in Education and that WADA can benefit from the European Union partnership. In addition, Europe might invite more countries in 2004.

THE CHAIR introduced the next item on the Agenda: The Athlete Outreach Program.

### **9. Update on the Outreach Program**

MR. WADE introduced the Athlete Outreach Program as one of WADA's most successful programs; athletes have been exposed to it and the Agency needs to capitalize on this program. He also noted that some Committee Members have had the chance to participate with the Program and invited Ms. Stacy SPLETZER to give an update.

MS. SPLETZER was pleased to be present and to give a brief update of the last ten months with the Athlete Outreach Program. The Athlete Outreach Program has attended five multinational events: the Central American and Caribbean Games held in El Salvador; the European Youth Olympic Festival held in Slovenia; the Australian Youth Olympic Festival in Sydney, Australia; the South Pacific Games held in Fiji; and the Pan American Games recently held in Santo Domingo, Dominican Republic. Ms. Spletzer thanked Dr. Nellie ARVANITI on her presence at the Youth Olympic Festival.

She then explained that the Athlete Outreach Program pulls together a team of experts for each event. The WADA Booth is set-up in the Athlete Village which is an accredited area only accessible to athletes, officials and a small group of individuals. There, the team sets up computer games and asks people to play the Anti-Doping Quiz. Every participant that answers correctly eight out of ten questions gets a WADA hat and the opportunity to join the WADA mailing list and have follow-up in updates, newsletters and e-mails. For many athletes this is their first opportunities to learn about anti-doping and the quiz is a fun and competitive way for them to learn.

Ms. Spletzer just returned from the Pan American Games two weeks ago. She informed that although this was a very challenging event from a logistic aspect, it was one of the most positive Outreach events. The expert team was composed of experts from the United States Anti-Doping Agency (USADA), from the Canadian Centre for Ethics in Sports (CCES), as well as a doctor from Uruguay that had experience in drug tests in the South American Games. The WADA Booth had an average of 225 visits a day from athletes, coaches and officials.

As for the Quiz, it is available under the Communications section of the WADA Webpage. The Athlete Outreach subsection also includes pictures of different events.

THE CHAIR noted that this Program is where most of the public perception of WADA is formed thanks to the work of the staff. She further commented that even if the Committee has taken a hiatus there seemed to have been quite a bit of foundation and energy committed when it was first formed; the staff has continuously done an incredible work. This will serve the Committee well as it gets reorganized and lays out an agenda for the Committee for the short and long term. The Athlete Outreach Program is a remarkable program that has a tremendous impact. In the future it can be a key medium to achieve our goals.

The Chair then invited the Members for responses and reactions.

PROF. DONOVAN observed that this is a really good program and he does think some evaluation of this program was done at some stage by Mr. Ian Jobling and himself during the Commonwealth Games or the Manchester Games. He wondered what measures the Committee could keep and whether this could be discussed in October as to what type of evaluation it could have.

MS. CROOKS stated that athlete comments have been very positive and that this program is definitely one of WADA's good programs. She is a big fan of contact with the athletes in a positive way. It is a great program and she has seen the great work done and hopes that WADA can continue to afford to do this event in a larger scale.

MS. KROUVILA supported Prof. Donovan's approach to have a systematic evaluation of the program; evaluations are very important since they enable the Committee to know where it is going with the program. The one question is to know how the implementation of the Code can be linked to the Outreach Program. The Strategic Plan should contemplate the inclusion of the content and the implementation of the Code in the Athlete Outreach Program.

MR. WADE stated that as an organization, WADA needs to start to measure the impact of the agency's activities across the organization. The Athlete Outreach Program will be a valuable opportunity to get important information from athletes based on what WADA has been doing in the past. WADA has a Strategic Plan and a Strategic Planning and Evaluation Working Group that is looking at performance measurement. This is a priority for WADA. Mr. Wade also invited Dr. Donovan in particular to share his ideas in terms of tools to measure the activities of WADA.

In reply to Ms. Krouvila's question, Mr. Wade advised that the implementation of the Code has been addressed in various papers. The Awareness and Outreach Program will be modified in order to deal with governments, NADOs and other stakeholders and anti-doping organization. Mr. Wade gave as an example the case of the Olympic Games in Athens where not only will there be a Booth but also a possible seminar with signatories and governments to bring them up to speed on the Code. As a Committee, there is a need to look at the way it can modify the Program to make it very effective in relation to the Code and the information it wants to get out there to the various stakeholders.

Presently, even if the game plan is not completely ready, there are some ideas, resources, the target audience and the will to make this program a reality.

THE CHAIR remarked that these efforts are related to our effort toward doping-free sport. She stressed that the Committee has to be able to demonstrate that the progress agreed upon and implemented gets appropriate funding and has the impact that it wants it to have. There is a point in the development of an organization when it requires more discipline and focus. It is about achieving a certain threshold of leadership and recognition.. She also noted that WADA is at that threshold as long as it continues to collect on the dues that will allow it to do the things that are needed and focus on setting its priorities in a way that achieves core mission and gives it the most impact for what it is that it is investing in.

It is critical for an organization's survival to be able at some point in its evolution to discipline itself and expect and predict an outcome from an activity and demonstrate whether it has achieved or exceeded it; this will be an issue to be discussed at the Committee meeting.

Additionally, it will also be critical that each Member looks at the existing resources he or she can bring to WADA and that each Member uses his or her standing in the community and organization to bring different components together so that WADA can have a greater impact, without having to spend more money, through the creation of relationships, alignments and collaborations.

The Chair stressed the need to, "challenge ourselves as we begin to come together in October in thinking about ways in which we can amplify the impact without amplifying the expenses and to talk about the discipline that we have to engage in in order to demonstrate that what we are investing in is actually having a positive outcome."

To that end, the Chair proposed that where activities are to be carried in countries where Members reside, Members should consider showing up and being involved so that the Committee has more than a paper driven understanding on how the activities it engages in impact the athletes and sport in general.

She then asked Mr. Wade whether there are opportunities for Members of the Committee to be involved in a closer way with one or more selected activities that are facilitated by the WADA staff so that Committee Members have a better understanding of how these activities contribute to the overall goal.

MS. CROOKS commented that this was a good idea.

MR. WADE agreed and advised that this has been done at times with the Athlete Outreach Program. The range of activities could be outlined on a regional basis and where the opportunity and the interest exist, Committee Members could attend workshops, seminars and also participate for a day or two in an Athlete Outreach Program. He noted that Ms. Arvaniti had already participated in an Athlete Outreach Program.

THE CHAIR believes such a mechanism will create a better sense on the part of the Committee Members in its critical advocacy role. As an extension of the Board, the Committee has to offer constructive criticism to enhance the impact as well as offer a reasonable amount of advocacy for the program; this will enable the Committee to have a better sense of what the real potential is and what is going on and how activities need to be founded in order for them to be effective. She then invited the staff to reflect on this and suggests that it be another item for the October meeting.

The Chair invited Members for comments and then presented the next item on the Agenda: The True Game.

## **10. True Game update**

MR. WADE gave the context on the game and invited Ms. Ebermann to inform the Committee. He advised that, if a decision is reached regarding this program, there are two issues need to be looked at: 1) the content needs to be updated because of

the new Anti-Doping Program; and 2) the project, its value and its target audience needs to be carefully assessed. The program has not been on the Website for a period of time but it was a major initiative for WADA which was funded by the European Union. The Committee will need to study what is to be done with this program at the October meeting.

Mr. Wade asked Ms. Ebermann to send the documents on the True Game in preparation of the October meeting

MS. EBERMANN then presented the True Game. The True Game is an interactive game created with funds from the European Union. Its Project Team counted, among others, with the participation of Dr. Kamber. The concept of the game consists of four modules about ethics in sports, education and one of these four modules is based on an earlier version of the Code. For technological reasons, the True Game is no longer available on the WADA Webpage and some of its features have been lost. The question to ask is if it can be used for other purposes and if its content can be evaluated and improved when possible.

THE CHAIR invited Members to comment.

DR. KAMBER commented that it is a pity The True Game could not be evaluated before since the Project Team put a lot of energy in this project. However, he notes that this program is not crucial for Education and that the Committee ought to focus on other things for the October meeting.

MS. KROUVILA remarked that such programs are good for younger generations and that many of her colleagues liked the game. She suggested for the True Game to be translated into Finnish for them to adapt and transfer it to their Website. This is something that the Committee might think about when developing the game.

THE CHAIR asked for reactions to the Strategic Workshop, Executive Committee Meeting, and the European Union.

THE CHAIR concluded by saying that this teleconference had been a good meeting and that despite the fact that not everyone had had a chance to meet, the October meeting will be a good one.

The next item on the Agenda is the October meeting.

## **11. October meeting**

THE CHAIR stated that as planned, the Ethics and Education Committee will be meeting at the WADA offices on the 24 and 25 October. The goal is to have two full days of productive meetings. The Committee has identified, during this meeting and the previous one, a good number of issues that need to be take up very effectively at the October meeting.

The Chair recommended that she works with the WADA Staff to review the Minutes of the teleconference meetings to make sure that every topic that needs to be tackled is captured. She would like to structure the meeting in a manner that will permit the Committee to spend some time to be reflective, in looking at where it is; recommend where it needs to be; and also spend time in getting very concrete and

specific about how it drives accountability into the programs that the Committee will be recommending. This will also encourage the Committee to enhance its working relationship as a Committee and its working relationship with the Staff. She also suggested that time be given to conceive what the Committee would like to do, then time should be devoted to sharpen the list and discuss about what has to be done taking into consideration the budget constraints, and finally studying what WADA is actually doing and how it can demonstrate it is achieving an effect.

If this is agreeable with the Committee, the Chair will be working with Staff to put together an agenda that gives time to relate, to brainstorm and to work in a more concrete and focused way.

Next Meeting:

*Friday and Saturday 24 and 25 October 2003.*

First meeting at the WADA headquarters in Montreal, Canada.

The Members agree that this is a reasonable plan for the meeting. Followed a review of the logistics for the October meeting and since all the Members had received the documents to plan their travel, the Chair asked if there are other matters.

## **12. Other matters**

There are no other matters.

THE CHAIR asked Ms. Krouvila if her questions had been answered. Ms. Krouvila replied that she had no further question but that she will be contacting them via e-mail if additional questions arise.

## **9. Closure of the teleconference meeting**

THE CHAIR thanked the WADA Staff for all the work that went in for the preparation of the teleconference meeting.

MR. WADE looks forward to working with everyone and for the challenging and exciting programs particularly during the next several months. He also thanked the Members for taking the time to be present at this teleconference.

Meeting ends at 10h52 a.m.

Minutes prepared by: Viviana ITURRIAGA ESPINOZA  
Date: 23 September 2003

Minutes approved by: Ethics and Education Committee  
Date: 24 October 2003