

**Ethics and Education Committee Meeting
Montreal, Canada
27-28 April 2006**

MINUTES

MEMBERS

Honourable Michael CHONG
(Committee Chair - joined the meeting
on Thursday afternoon)
René BOUCHARD (Acting Chair on the
Thursday morning and on the Friday)
Tenille HOOGLAND
Sue NEILL

Vadim BALSEVICH
Zakia BARTAGI
Robert DONOVAN
Chiharu IGAYA
Pirjo KROUVILA
Robin MITCHELL

WADA STAFF

Marie-Claude ASSELIN
Julie CARTER
Jennifer EBERMANN
Debra GALEANO
Jennifer SCLATER

REGRETS

Charmaine CROOKS
Lamartine DA COSTA
Elias GORA
Matthias KAMBER
Yong-Seung KIM
Elizabeth POTT

1. Welcome and Introduction

Minister CHONG being scheduled to attend the afternoon session of the meeting, Mr. BOUCHARD chaired the morning session. Mr. BOUCHARD welcomed the Committee members to the meeting and introduced Julie Carter, the recently appointed WADA Director, Education. He wished the WADA Education Team success in its ongoing work.

2. Review and Approval of October 2005 Meeting Minutes

Mr. IGAYA noted that his regrets for his inability to attend the October 2005 meeting had not been indicated in the minutes.

Decision: minutes of October 2005 meeting approved, with the inclusion of Mr. IGAYA's regrets.

3. Education Strategy - Introduction

Ms. CARTER distributed to the Committee members an ideas page regarding the broad goals of anti-doping education. She invited the Committee members to consider these ideas, for discussion later in the course of the meeting, with the specific perspective of determining (i) the best ways in

which WADA can fulfil its education mandate and (ii) which, of current WADA education initiatives, should be maintained, adjusted or replaced.

4. 2005 Education Questionnaire Results

Ms. SCLATER presented the results of the 2005 Education Questionnaire, as set out in the report she had compiled for the purposes of this agenda item. She noted, in particular, that the rate of response from European countries was higher than for other regions, and suggested this might be primarily due to the relatively greater ease of communication with European countries as well as to the fact that the questionnaire was often addressed to Presidents or Secretaries General of National Olympic Committees, who might not necessarily be the persons best qualified to respond to a questionnaire on the topic of education. She also remarked that the results indicated that relatively little attention was being paid to youth as a target group of education initiatives.

Ms. SCLATER invited the Committee members to discuss how best to use existing networks and contacts to maximise the reach of education initiatives and materials, given that many stakeholders expressed an interest in obtaining materials but did not necessarily have the necessary budgets.

General discussion ensued, involving various Committee members.

Ms. NEILL suggested asking youths themselves about the kind of materials to which they would best respond, which would in turn suggest the best way of disseminating these materials.

Dr. MITCHELL remarked that, in Oceania, radio is still the best means to reach youth, as computers are still too expensive to be readily accessible and dial-up remains protracted.

Mr. IGAYA was of the opinion that the bulk of the expense in making materials available to stakeholders lay more with translation requirements than with delivery.

Ms. SCLATER noted that countries with already developed anti-doping programmes were not as likely to need WADA's information materials as much as nations that do not have their own programmes or the means to develop their own materials.

Prof. DONOVAN was convinced of the value of the questionnaire as a useful resource for monitoring WADA's progress, but noted that its effectiveness was perhaps limited by the difficulties inherent in analysing the data produced. He remarked, for example, that the results of the 2005 Questionnaire were reported in terms of percentages of responses, which he felt risked concealing some useful findings. He recommended that, in future, results should also be presented in terms of percentages of respondents. He also suggested that WADA consider using the services of a research consultant for the statistical analysis of the questionnaire responses.

ACTION: WADA Education Department to investigate available research consultant services for optimal analysis of questionnaire responses.

Mr. BOUCHARD expressed the opinion that the report on the results of the 2005 Questionnaire was a rich and useful document. He proposed using the results to establish a list of priorities and of recommendations for education activities going forward.

5. Report on Key Regional Initiatives (Prof. Donovan)

Prof. DONOVAN gave a presentation on a 2004 Australia-wide mail survey of elite athletes. Essentially, he presented the findings set out in the report he provided in respect of this agenda item.

Prof. DONOVAN explained that the aim of the survey had been to establish what are the predictors of substance abuse and who is vulnerable. He noted, in particular, that around 42% of the athletes surveyed had declared that they would give performance-enhancing substances some consideration. Furthermore, vulnerability appeared to be linked to those athletes who have a win-at-all-cost attitude, who find themselves under pressure to win, or are injured. Prof. DONOVAN remarked also that there was relatively little awareness of WADA's work among the athletes surveyed.

Prof. DONOVAN agreed that athletes were more likely to use shortcuts to performance in situations in which demands are high and resources limited.

Mr. IGAYA congratulated Prof. DONOVAN on his interesting research. Mr. IGAYA suggested that, since elite athletes were role models for other athletes, WADA should increase its efforts with respect to education of elite athletes, particularly with respect to teaching them about sportsmanship. Mr. IGAYA added that efforts should be made to educate the media, as doping often made the news but never with any explanation as to why athletes should not use the substances or methods mentioned.

Prof. DONOVAN agreed that information about the negative effects of doping could be provided to reporters and journalists in media kits, especially since drug-taking seems to have become less of a moral issue. Prof. DONOVAN recommended that parents should also be the targets of education on the issues surrounding and effects of doping.

Mr. BOUCHARD agreed that certain communications tools should be directed particularly at members of the media and to parents.

6. Budgets

Ms. CARTER presented the budget documents submitted in support of this agenda item, for review by the Committee members, and for discussion on the second day of the meeting.

7. Review of Calendar of Key Events

Ms. EBERMANN reviewed the calendar of key WADA Education events. Essentially, she presented and commented on the document submitted in respect of this agenda item. For updates on the scheduling of important WADA events generally, Ms. EBERMANN recommended that the Committee members consult the WADA Website.

8. Reports on Participation, by WADA Education Team Members, in Olympic and Paralympic Activities

a. Independent Observers

Ms. EBERMANN expressed her thanks for the experts made available by government stakeholders as independent observers at the Olympic Games (Canada – Dr. Andrew Pipe) and at the Paralympics (Finland – Ms. Pirjo Krouvila) in Torino.

Ms. KROUVILA noted that the Independent Observers report for the Paralympics had been sent to the International Paralympic Committee for final comments, and would be tabled for review and approval at the next WADA Foundation Board meeting.

b. Outreach

Ms. SCLATER reported on WADA's Athlete Outreach activities at the Olympic Games and Paralympics in Torino. She noted that the Outreach stand was very well attended, both at the Olympics and Paralympics, and that the stand's opening hours were adjusted to accommodate maximum athlete traffic.

In response to a question from Ms. NEILL, Ms. SCLATER explained that the volunteers who man the Outreach stand are required to have experience in anti-doping work, and are selected among relevant stakeholders, in consultation with WADA's Communications and Standards and Harmonization Departments.

Dr. MITCHELL remarked that the location of the Outreach stand is key, as it determines the numbers of athletes who will attend and take part in Outreach activities.

Dr. BARTAGI noted that the Pan-African Games would be held in September 2007 and suggested it would be an ideal event at which to have an Outreach presence.

9. Report on Key Regional Initiatives (Dr. Bartagi)

Dr. BARTAGI made an in-depth presentation on anti-doping education activities in Tunisia. Among others, she described how initiatives are targeted at various levels, including elite athletes (for example, prior to all important events and competitions), young Olympians (attending a session of the Olympic Academy), school students (through twice-yearly 'health club' meetings), coaches, sports managers, the media (to encourage reporting that

carries correct information), medical and pharmaceutical personnel (through the introduction of anti-doping courses within relevant curricula), as well as the general public. Among the most popular anti-doping tools are posters, brochures, banners with anti-doping slogans, in-stadium screens, and even postage stamps.

Work was underway with the Tunisian Olympic Committee to have a special commemorative day dedicated to the fight against doping. Furthermore, government support programmes now help Tunisian athletes so that they can work on improving their sports performances without resorting to prohibited substances or procedures. The government is also working with customs agencies to prevent the importing of forbidden substances into Tunisia.

Dr. BARTAGI drew attention to the fact that anti-doping is a national priority in Tunisia, where there is now a will to establish the necessary administrative and legal framework to ensure a strong anti-doping programme.

In response to a question from Mr. BOUCHARD, Dr. BARTAGI explained that the results of Tunisia's anti-doping initiatives to date are measurable in a reduction of adverse analytical findings resulting from lack of knowledge about doping or from medical personnel prescribing prohibited substances to athletes.

Mr. BALSEVICH was of the opinion that the benefit of this experience in Tunisia should be communicated to other countries. He believed that certain Russian journals would be interested in disseminating news of the Tunisian experience.

[Minister CHONG chaired the afternoon session of the first day of the meeting.]

10. Council of Europe Partnership

Ms. EBERMANN remarked that the Model Guidelines for Core Information/Education Programs to Prevent Doping in Sport currently posted on WADA's Website resulted from WADA's collaboration with the Council of Europe. She noted that this collaboration with an intergovernmental organization provides for a valuable platform for sharing anti-doping education information.

Minister CHONG expressed the opinion that partnerships of the type with Council of Europe were key to WADA, because of WADA's limited financial and human resources.

The Council of Europe had recently partnered WADA in the organization, in Cyprus, of an International Conference on Ethics and Social Science Research in Anti-Doping, and would be partnering WADA in the organization of an Education Symposium in Greece at the end of May.

Ms. ASSELIN noted that she would be reporting on the outcomes of the Conference in Cyprus later in the course of the meeting. She added that a meeting of the Council of Europe's Advisory Group on Education was held immediately after this Conference.

Ms. ASSELIN reported that the outcomes of the meeting of the Advisory Group included (i) recognition of the strong link between social science research and efficient doping prevention strategies; (ii) the Advisory Group's interest in partnering with WADA in the development of other guidelines; (iii) the Advisory Group's interest in becoming more involved in the follow-up of Education Symposia involving Council of Europe member countries; and (iv) recognition of the need to dispel certain myths surrounding gene doping and to work with other Council of Europe Advisory Groups (Legal, Science) in achieving this goal. The Advisory Group had also underlined its interest in media education as a means of promoting accurate reporting of anti-doping matters, as well as in education initiatives directed at universities and colleges, the fitness industry and gyms, sports doctors, pharmacists and even legal practitioners.

Mr. IGAYA and Ms. KROUVILA agreed that there was a need for initiatives with respect to the media so as to avoid incorrect or unnecessarily sensationalistic reporting of doping matters.

11. Social Science Research

On the topic of social science research, Ms. ASSELIN recalled that, at its previous meeting, the Committee had recommended the funding of five (5) research projects under WADA's Social Science Research Grant Programme. Eighty percent (80%) of the funding for four (4) of the five (5) grants had already been paid. The remaining twenty percent (20%) is due upon submission of the final research report. As for the fifth project, funding was conditional upon the researchers carrying out certain changes as recommended by the external peer reviewers.

Ms. ASSELIN noted that information on the funded projects (including the names of the authors and research institutions, the titles and descriptions of the projects) is posted on WADA's Website.

In response to a question from Mr. BOUCHARD, Ms. ASSELIN summarised the topics of the five research projects, two of which are addressing design scales for the measurement of behaviours or attitudes, two of which are surveys of athlete attitudes, behaviours and knowledge, and one of which was a literature review.

In light of Prof. DONOVAN's earlier presentation on his Australia-wide survey on athlete behaviours and attitudes, Mr. BOUCHARD wondered whether there would be duplication with one or other of the funded projects.

Ms. ASSELIN acknowledged that one of the ongoing challenges with respect to social science research is ensuring that there is sufficient sharing of information to avoid duplication.

a. Report from Cyprus Conference

Ms. ASSELIN reported that 71 participants from 23 (mostly European) countries attended the International Conference on Ethics and Social Science Research in Anti-Doping in Cyprus. Invited speakers at the Conference

included two members of WADA's Ethics and Education Committee and one member of WADA's Ethical Issues Review Panel. Four of the recipients of grants from WADA's Social Science Research Grant Programme also gave presentations at the Conference.

Among the key outcomes of the Conference, was the recognition of the need for researchers in anti-doping to (i) use and share validated measurement tools; (ii) pay more attention to maintaining high ethical standards in research protocols; (iii) share information among researchers by publishing in relevant journals in their respective fields of expertise; (iv) justify how their research results impact on doping prevention. Conference participants also recommended that anti-doping organizations make better use of the expertise of scientists for programme evaluation purposes, so as to determine whether the interventions of anti-doping organizations are making a difference. Furthermore, participants were also in favour of pushing for an improvement of communication between researchers and anti-doping policy-makers.

Ms. ASSELIN noted that the Council of Europe would be publishing an official report of the Conference proceedings.

b. 2005-2006 Evaluation Report

Ms. ASSELIN reported that the evaluation process began in October 2005 and had included consultation of the Committee, questions regarding social science research in WADA's stakeholder survey, consultation of the expert working group, and discussions at the International Conference in Cyprus.

Recommendations emanating from the evaluation process concern (i) the better promotion of the Social Science Research Grant Programme, using academic community networks and sports science conferences; (ii) designing generic guidelines; (iii) changing the Programme timelines so that these are a better fit with the timing of relevant WADA meetings; (iv) establishing a set of minimal ethical standards and clearly indicating that WADA is serious about ethical standards in research; and (v) communicate published results to anti-doping organizations.

Ms. ASSELIN presented to the Committee a recommendation regarding changes to the assessment criteria and the Committee agreed with the proposed changes.

Ms. NEILL underlined the need to specify, within the text regarding the assessment process, whether the peer review was blind.

ACTIONS:

- modify assessment criteria to reflect changes approved by the Committee;
- draft appropriate wording, for inclusion within the text regarding the assessment process, to indicate whether the peer review process is blind.

c. 2007 Research Priorities

Ms. ASSELIN noted that, for the first two years of the Social Science Research Grant Programme, research priorities had been defined in terms of target groups (athletes, youth and teenagers, young athletes, etc.) and research topics (motivations, prevention and education strategies).

Ms. ASSELIN presented to the Committee a recommendation for broader research categories outlined in terms of objectives (namely (i) increasing knowledge of causes and risk factors; (ii) evaluation of prevention programmes; and (iii) improvement of social science research in anti-doping). Adopting such objective-based categories should give greater flexibility so as to allow for original research and avoid situations in which an applicant might otherwise simply adjust a research topic to match WADA's the earlier, more restrictive criteria, which in turn might lead to not obtaining the best possible outcomes.

Furthermore, since attaching dollar figures to the different research categories might lead researchers with excellent projects not to apply for a grant, an additional recommendation was made to not attach dollar figures to research categories.

In response to a question from Ms. KROUVILA regarding the funding of small research projects, Ms. ASSELIN mentioned that WADA has an allocation for starter grants.

Minister CHONG enquired as to whether WADA was funding any research on gene doping.

Ms. ASSELIN explained that the research priorities for the 2006 Programme had included ethical issues surrounding the use of genetic technologies in sport, but that no proposal had been received for that topic.

In response to Mr. BALSEVICH's suggestion that it might be interesting for researchers to evaluate new training technologies that could offer athletes alternatives to doping, Ms. ASSELIN pointed out that WADA does not have the resources to finance sports sciences in the manner suggested.

In response to Mr. BOUCHARD's question as to whether the more flexible categories were aimed at attracting more projects or a broader selection of projects, Ms. ASSELIN and Prof. DONOVAN remarked that the new categories would encourage more innovative research.

Prof. DONOVAN recommended some small changes of an editorial nature to the proposed research priority categories.

The Committee approved the recommendations made, along with Prof. DONOVAN's proposed changes.

ACTION: Ms. ASSELIN to make the approved changes to the call for proposals documents for the 2007 Social Science Research Grant Programme.

Prof. DONOVAN remarked that the quality of applications for social science research grants would be limited due to the budget allocated to the programme. He recommended that the social science research budget be expanded to permit broader and more effective research.

Further to some discussion, the Committee members agreed that a basic budget for the social sciences research grant programme would be of around \$ 500,000 so as to accommodate three to five worthy projects.

ACTION: Ms. CARTER to present to WADA's Administration the Committee's arguments for an increased budget for the social sciences research grant programme and for the recommended \$ 500,000 figure.

12. Report on Ethical Issues Review Panel

Ms. ASSELIN noted that the three criteria for determining whether a substance or procedure should be added to the Prohibited List include the criterion of violation of the Spirit of Sport (e.g., in the way that the use of a masking agent is deemed to violate the Spirit of Sport). One of the roles of the Ethical Issues Review Panel is to provide expert opinion on whether the use of a particular substance or method satisfies this criterion.

In particular, the Panel was asked to evaluate whether the use of hypoxic chambers constitutes a violation of the Spirit of Sport. Ms. ASSELIN reported that the Panel had held a couple of conference call consultations before meeting in person on 28 March.

The Panel submitted to the Health, Medical and Research Committee its conclusions on the question as to whether the use of hypoxic chambers constituted a violation of the Spirit of Sport.

The Panel also considered the need to (i) further elaborate on the definition of 'Spirit of Sport' as it currently stands in the World Anti-Doping Code; (ii) address the possible (invasive) use of radio-labelled elements as a detection method for gene doping; (iii) further discuss the ethics of using surgical enhancement procedures (e.g., laser eye surgery, ligament replacement surgery, bone-lengthening procedures, etc.) for the purpose of enhancing sports performances; (iv) examine the potential consequences of 'dual-use' research (of which the results could be used for anti-doping purposes but also to advance doping practices and/or to avoid application of the anti-doping rules) and consider the impact of publication bans with respect to such research.

13. Education Programme Updates

a. Education Symposia

i. *Macau and Egypt Report*

Ms. EBERMANN gave a detailed presentation on the Education Symposia held in Macau and in Egypt. She reported that particular efforts had been made to promote local ownership of programmes at both of these Symposia.

With respect to the Symposium held in Egypt, Dr. BARTAGI reported that she was aware that many of the participants had remained in contact and were keen on making contact on a regular, annual basis. In particular, she mentioned that she had been copied on a draft cooperation agreement established between Tunisia and Egypt following the Symposium.

Further to a question from Mr. BOUCHARD, Ms. EBERMANN noted that there were approximately 15 countries represented among the participants in the Symposium held in Egypt and between 10 and 15 countries represented among the participants in the Symposium held in Macau.

ii. *Proposed 2006 Programme*

Ms. EBERMANN explained that the next Education Symposium in 2006 is to be held in Athens, Greece, in May and hosted in partnership with the Council of Europe. At this Symposium, Italy will be acting as mentor country. Another Education Symposium has been scheduled for the end of August in Kuala Lumpur, Malaysia, for which Japan has already agreed to act as mentor country.

Ms. EBERMANN remarked also that, in the perspective of holding a Symposium in francophone Africa, various efforts had already been engaged with Côte d'Ivoire, although these efforts had remained inconclusive to date. Initial thought had also been given to an Education Symposium for International Federations.

b. Coaching Programme

Ms. ASSELIN reported on the work currently being done, with the assistance and guidance of an expert working group (consisting of one coach education expert and representatives of two NADOs and of one IF), on a doping prevention programme for elite coaches. As an example of the content of the 3-hour workshop intended for national team coaches, Ms. ASSELIN distributed to the Committee members a copy of the facilitator workbook that was used at the most recent pilot session.

A first pilot was held in Budapest (Hungary) with 24 coaches from various sports and various countries. Three additional pilots were later conducted in North America. After each session, the programme was modified to incorporate the feedback received from participants.

Ms. ASSELIN reported that, as a result of the pilot phase, the working group was considering making substantial changes to the programme. It was the

programme's interactive content that received the most positive feedback from participants. Participants who also expressed the wish for a simpler model for critical decision making, with respect to which model Ms. ASSELIN invited comments and recommendations from Committee members. Participants had also suggested adding interactive activities as optional components to the basic programme where available course time made this possible, and additional practical tools such as 'dos and don'ts', lists of resources and Websites, sample presentations and checklists for athletes. Feedback from the pilot phase had also revealed that facilitator guidelines would be key in ensuring that the programme is delivered as intended and that NADOs would be the best channels through which to implement the programme.

In response to a question from Minister CHONG regarding the results achieved by participating coaches on WADA's doping quiz, Ms. ASSELIN noted that the coaches' results were not monitored as the quiz was simply used as an ice-breaker and as a way of making participants aware of the level of their current grasp on doping-related matters.

c. Youth Programmes

Ms. SCLATER introduced the topics of how to instil anti-doping values in children and how to gain visibility for anti-doping programmes for youth. She mentioned the partnership that WADA's Education Department wished to pursue with UNESCO while noting that current focus on the process of ratification of the UNESCO convention had perhaps temporarily drawn attention away from the development of youth programmes.

Ms. KROUVILA agreed that there should be a campaign addressing young children, who should be approached from a point of view of ethical behaviour rather than from a strict, anti-doping perspective.

Dr. BARTAGI added that, once the UNESCO Convention is duly ratified, it might be easier to collaborate with UNESCO in reaching youth.

Ms. SCLATER mentioned the possibility of organizing a fact-finding mission involving pedagogical experts, as well as children, to determine the best format, content and delivery methods for the necessary messages.

Dr. BARTAGI suggested the possibility of organizing, through UNESCO, an art or literature contest, by means of which children would express their views about doping.

Ms. SCLATER agreed that this was a good way of increasing visibility and mentioned the existing CESEP art and literature competition programme. Careful thought should also be given, however, to nations with few resources and where literacy skills might not permit such contests.

Prof. DONOVAN agreed that the matter of reaching children and instilling positive values was a complex matter. While there exists a considerable amount of material on fair play and the spirit of sport, there is no general consensus on how best to convey the message. He noted, as an example,

that the Australian government was not currently focusing on programmes for young children.

Ms. SCLATER proposed the possibility of working within the channels of already established and successful educational programmes.

Mr. IGAYA explained that, in Japan, the most efficient way of reaching children was to work through the Ministry of Education as the content of teaching courses is controlled by the Ministry.

Ms. KROUVILA noted that, in Finland, efforts had been made by way of lectures regarding the values of fair-play and the spirit of sport, aimed at primary school teachers.

Ms. SCLATER concluded the discussion by noting that one of the focuses of WADA's Education Department going forward would be on youth programmes aimed at the development of values of fair play and the spirit of sport.

d. eForum

Ms. SCLATER explained to the Committee members the principle of the eForum, the Education Department's new Web-based platform for the exchange of ideas among participants in Education Symposia and mentors.

The eForum is to be piloted for a period of 18 months, following which its use and effect would be assessed. Meantime, WADA's Science Department and Standards and Harmonization Department have expressed their interest in adapting and using the eForum for their own purposes.

In response to a question from Mr. BOUCHARD, Ms. SCLATER explained that the eForum was not destined for use by the public as extending it to communities at large would make it impossible to monitor for effective follow-up.

e. Content-Sharing Programme

Ms. EBERMANN explained that the aim of the content-sharing programme was to make available, for use and co-branding by stakeholders, the content of key WADA materials. To date, these materials included the Prohibited List, the Athlete's Guide and the Doping Control leaflet. It was hoped that the programme could be extended to other materials in due course.

Ms. EBERMANN noted that, as a matter of course, stakeholders were invited to provide to WADA copies of any WADA materials that the stakeholders have translated into their own languages.

Mr. BOUCHARD supported the principle of sharing content and wanted to ensure that appropriate consideration had been given to the treatment of copyright.

Ms. CARTER explained that WADA's Communications and Legal Departments were involved in order to ensure that all legal and quality control matters are taken into consideration.

14. Reports on Key Regional Initiatives (Ms. Krouvila; Dr. Mitchell)

Dr. MITCHELL gave a presentation on key anti-doping initiatives in Oceania. He noted that, within the region, only Australia and New Zealand had well established anti-doping programmes and activities. Eighteen months ago, however, a Regional Anti-Doping Organization (RADO) was formed, funded by the International Rugby Board, and involving Fiji, Samoa, Papua New Guinea and Tonga.

Dr. MITCHELL explained that, while the main drug problem in the region involves recreational and social drugs (tobacco, alcohol, marijuana, betel nut, etc.) in countries in which outdated pharmaceutical laws mean it is possible to obtain virtually anything one wants from a pharmacist, doping in sport does exist. One way of educating for anti-doping in the region would be to 'piggy-back' on education initiatives regarding other medical issues within the region.

While there are anti-doping programmes held in association with the regional competitions of certain International Federations, testing in the region is generally limited due to cost, and the only sport for which any out-of-competition testing is held is rugby. Because of the isolation and the cost of travelling from country to country within the region, it is difficult to organize educational workshops. Furthermore, the region suffers from a lack of access to appropriate technologies (Internet is not only expensive, but also slow) and even ready access to WADA materials can be problematic. Knowledgeable educators are rare and those who are from the region often tend to move away to find other opportunities.

Dr. MITCHELL noted that, with the assistance of the Oceania Sports Information Centre, which is funded in part by Olympic Solidarity, a satellite regional sports educational programme, with video classrooms in 12 countries, is being launched, with a first pilot in Vanuatu. The Caribbean region had expressed an interest in a similar satellite educational programme.

Ms. KROUVILA noted that, in order to maximise the outcomes of WADA's Education Symposia, it is necessary to ensure that participants and mentors work together, so that participants are not left to their own devices following their attendance at a Symposium. She proposed that Symposia participants should have an agreement with mentors over the year following the relevant Symposium, and suggested that it would be useful to have specific guidelines regarding the mentorship programme.

Ms. KROUVILA was complimentary of the excellent structure and peer review process of WADA's Social Science Research Grant Programme. She was of the opinion that the results of social science research could be useful in informing various anti-doping initiatives. She noted, however, that changing attitudes can take many years. As an example, she mentioned the Finnish health initiative that was designed to encourage change in eating habits and thereby reduce the incidence of heart disease but which took over 10 years to yield any significant results.

Minister CHONG emphasized the importance of the link between the outcomes of social science research and the development of appropriate education initiatives. For the next day's discussion of strategic ideas for WADA's education initiatives, he recommended that particular thought be given to the youth target group and to the best manner in which to reach youth with appropriate initiatives and messages.

[Ms. NEILL chaired the session of the second day of the meeting.]

15. Communications Update

Ms. HUNTER reported on the latest WADA Communications initiatives. She briefly commented on WADA's established Outreach programme and explained the customizable, turn-key Outreach model, which Communications had launched in January. The Outreach model allows WADA's key stakeholders to customize Outreach for their own specific use in informing athletes about the dangers and consequences of doping in local and regional events, without requiring the presence of WADA facilitators to man the Outreach stand. The kit for the Outreach model contains all the necessary templates for a stakeholder's use, and the stakeholder need only assume the costs associated with the production of the stand.

Ms. HUNTER noted also that WADA's Communications Department was working on developing media relationships in various parts of the world. She mentioned that Latin America was a specific focus of these efforts in the lead-up to the Pan American Games in Rio de Janeiro (Brazil) in November.

Mr. IGAYA was of the opinion that it is necessary to educate the media on anti-doping matters and particularly on the health consequences associated with specific medications. He noted that, in Japan, because there was a high turnover among journalists, a steady stream of education initiatives would be required.

Ms. HUNTER agreed that an improved understanding of health consequences is useful, for example for the public's understanding as to why a substance is banned. She added that media reporting of doping matters often gave scientists and lawyers cause for concern, due to the risk that the information reported might be incorrect or incomplete and therefore misleading.

Ms. KROUVILA enquired as to whether WADA's Communications Department had any contacts with the Finnish media and suggested the possibility that WADA's Communications Department and the Finnish Anti-Doping Agency's Communications Department exchange information on the names and coordinates of media in their respective databases.

Ms. HUNTER referred briefly to WADA's Content-Sharing Programme, which had been discussed earlier in the meeting.

She noted that WADA's Annual Report would be published and distributed within the next weeks, and that the next issue of WADA's 'Play True' magazine would focus on Regional Anti-Doping Organization development.

Ms. HUNTER explained that WADA's Communications Department is currently revising the WADA Website, with a view to making it more user-friendly for stakeholders. She also invited the Committee members to submit ideas for content.

Ms. HUNTER reported that WADA's Communications Department is currently working on the production of a video illustrating WADA's mandate and work.

Further to Ms. HUNTER's summary of the latest activities of WADA's Athlete Committee, Dr. BARTAGI suggested that the members of this Committee could be used as ambassadors.

Ms. HUNTER agreed, particularly as the ideas emanating from the discussions of the Athlete Committee tended to be forward-thinking and fresh. She remarked on the official statement issued by the Athlete Committee following its latest meeting in Moscow, and noted that this statement is posted on WADA's Website.

Further to a suggestion from Ms. NEILL, Ms. HUNTER agreed to consider the possibility of a meeting attended together by members of the Athlete Committee and members of the Ethics and Education Committee.

16. Education Strategy – Discussion of Strategic Ideas for WADA Education Initiatives

Under the guidance of acting chair Ms. NEILL, the Committee members engaged in a discussion of WADA's role in education, how best to fulfil this role and how current initiatives can be improved for the future.

Ms. KROUVILA noted that the discussion of WADA's role in education should be framed within the practical context of its limited financial and human resources.

Mr. IGAYA was of the opinion that WADA already had good materials, programmes and strategies. He emphasized the need to follow-up on the outcomes of current projects and initiatives. For the purposes of such follow-up, he recommended assigning one person per continent, who would be thoroughly familiar with the education work being carried out on the relevant continent.

Dr. BARTAGI agreed with the general strategic principles being discussed and recommended using local organizations for their actual implementation.

Ms. NEILL remarked that it is necessary for WADA to be aware of the outcomes of anti-doping education programmes. WADA should therefore monitor these programmes even though their implementation might be decentralized.

Prof. DONOVAN noted that good work was being done with respect to information initiatives and making information accessible internationally. He suggested that greater focus now be brought to bear on prevention and that the Education Symposia could perhaps be used to this effect. He pointed out that targeting youth also means involving parents and coaches. He remarked

that, in various communities, both children and parents are required to sign a code of conduct and to undertake to respect the rules of fair play. Finally, he recommended taking all steps necessary to take the emphasis in sports away from 'winning gold' and bring it back to 'achieving one's very best'.

Dr. MITCHELL endorsed the notion of also channelling education activities through the RADOs and major IFs.

Ms. NEILL raised the issue of the wording of the education and research provisions of the World Anti-Doping Code and invited the Committee members to consider the possibility of the provisions of the Code regarding education being made mandatory.

Dr. BARTAGI and Ms. KROUVILA recommended broadening the scope of the education provisions of the Code and, if the Code provisions were not made mandatory, of at least ensuring that these provisions were aligned with those of the UNESCO and Council of Europe Conventions.

Ms. NEILL remarked that if the provisions of the Code were aligned with the provisions of the Conventions, this would give the sports entities that are bound by the Code more latitude to exercise pressure on the governments that are bound by the Conventions to provide funding for education measures.

ACTION: Ms. CARTER to (i) draft text for the education and research provisions of the Code, that is aligned with the equivalent provisions of the UNESCO and Council of Europe Conventions and (ii) circulate the draft text to all Committee members for their comment and discussion at the next meeting of the Committee.

Dr. MITCHELL suggested that developing countries would need other forms of assistance since it was usually extremely difficult for sports organizations to get through to government representatives and there was an absence of available local human resources to use or implement any model activities. He was in favour of working through the RADOs, establishing what the local needs are, and then having WADA follow-up with personal contact and leading of 'training the trainer' activities in the relevant region.

Ms. CARTER thanked the Committee members and invited them to keep in touch with each other as well as with WADA's Education Department, and to contact WADA's Education Department at any time with questions, information and/or recommendations regarding anti-doping education work.

17. Next Meeting 12-13 October

The dates of 12 and 13 October 2006 were confirmed for the next meeting of the Committee.

18. Other

No additional matters were raised for discussion.

19. Close of Meeting

The meeting ended at approximately 13h00 on Friday 28 April.
