

**Education Committee Meeting
Montreal, Canada
11-12 October 2007**

MINUTES

MEMBERS

Honourable Helena GUERGIS
(Committee Chair - Acting Chair on
morning of 12 October)

Zoran BARČOT
Claudia BREUER
June CADDLE
Bart COUMANS
Robert DONOVAN
Elias GORA
Matthias KAMBER
Pirjo KROUVILA

**CANADIAN GOVERNMENT
REPRESENTATIVES**

Joanne BUTLER (Acting Chair on 11
October)
Jean-Pierre LEFEBVRE

WADA

David HOWMAN, Director General (to
welcome Committee members)

Julie CARTER
Léa CLÉRET
Abbygail DE GUZMAN
David JULIEN
Rob KOEHLER (incoming Director,
Education)
Jennifer SCLATER

REGRETS

Charmaine CROOKS
Lamartine DA COSTA
Allison HOLLOWAY
Robin MITCHELL
Jian ZHAO (observer)

1. Welcome and Introduction

Ms. BUTLER provided opening remarks. She congratulated the Committee members and WADA's Education Department on the work achieved this year and underlined the essential nature of education in the fight against doping and the need to reach not only athletes and coaches, but also and particularly youth.

Ms. CARTER introduced her WADA colleague, Mr. Rob Koehler, current Deputy Director, Standards and Harmonization, who will be taking on the position of Director, Education and Program Development as of 15 December 2007. **Ms. CARTER** also introduced Ms. Léa Cléret, who started as Manager, Education in August.

Mr. HOWMAN greeted the Committee members and thanked them for their ongoing commitment, noting that WADA relied on the contributions of individuals with experience and acting on a volunteer basis. He noted that the Committee membership for 2008 would be finalised in November, in consultation with the Committee's Chair, taking into account relevant background and experience, while balancing stakeholder, regional, cultural and gender representation.

2. Review and Approval of April 2007 Meeting Minutes

Ms. CARTER invited questions and comments regarding the draft minutes of the April 2007 meeting of the Committee. **The Committee approved the minutes of the April 2007 meeting.**

3. Committee Membership

Ms. BUTLER thanked those members whose mandate would be expiring in December for their valuable contribution to the Committee's work and looked forward to continuing work with those who would be returning.

4. Social Science Research

a. General Presentation of Current Program

Ms. CLÉRET gave a presentation on WADA's Social Science Research Grant Program (SSRGP). She highlighted WADA's push, in correlation with WADA's global mandate, to seek submissions from researchers of an ever larger variety of countries and cultural backgrounds. She pointed out to Committee members that the original budget of USD 300,000 for the 2008 SSRGP had been cut back to USD 200,000 further to overall budgetary revisions by WADA Management. She added that one of her focuses going forward would be to establish and make known WADA's central database for SSR, which would consist not only of research funded by WADA, but also of other published research, the authors of which agree to including their reports within the database.

Dr. KAMBER was impressed with the rapid and extensive development of the SSRGP and was hopeful that this would serve to convince WADA's Foundation Board of the importance of the Program and of making available additional funding.

In response to questions from **Mr. GORA** and **Dr. BARČOT** regarding the recent budget reduction and the administration of the allocation of grants in light of the relatively limited funding, it was noted that the SSRGP Application Guidelines expressly encourages proposals that proposes other funding sources.

Ms. KROUVILA suggested that, if WADA was seeking to obtain research from all continents, a regional strategy should be adopted. **Dr. KAMBER** recommended that if projects from developing countries responded to these needs then such projects could perhaps be favoured for a grant over other responsive projects from developed nations.

In order to encourage WADA's Executive Committee and Foundation Board to support increasing the SSRGP funding to the USD 500,000 levels previously recommended by the Education Committee, **Prof. DONOVAN** proposed highlighting the outcomes of the Program to date. He suggested sending a questionnaire to WADA grant holders, enquiring, about the number of presentations made regarding the project, the exposure achieved for WADA and the project, the training obtained for junior researchers, whether an educational institution was involved in the project and, most importantly, the effective changes brought about as a result of the research. In **Prof. DONOVAN's** opinion, the SSRGP has developed extremely well, taking into account early

concerns about the possible Eurocentricity of the research and overcoming these concerns to such an extent that developing countries are submitting applications for projects to which WADA is attributing grants. **Prof. DONOVAN** added that it would be helpful to have the SSR database operational ahead of the call for applications for the 2009 SSRGP, so as to avoid duplication of existing research but also to serve as guidance for prospective applicants.

ACTION - Social Science Research (SSR) Database:

- for purposes of increasing the credibility of the Social Science Research Grant Program (SSRGP), prioritise establishment of central database, including information on the practical outcomes and impact of projects funded by WADA

b. Program Developments

Ms. CLÉRET noted that, with a view to opening up the SSRGP to more representatives of different continents and cultures, the application documents for the 2008 SSRGP had been provided in Spanish. This development appeared to have received a positive welcome, as there was a marked increase in the number of applications from Spanish-speaking countries for the 2008 SSRGP. She outlined the plans for increasing the impact of the SSRGP in future including (i) publicising the SSRGP more widely, (ii) developing the peer reviewer network to include reviewers from different continents with anti-doping experience and a good knowledge of WADA's work and mandate, (iii) adapting the SSRGP administration time line to allow for maximum preparation time for applicants while still offering adequate review time for peer reviewers and Education Committee members, and (iv) adapting Program research priorities so as to specifically yield evidence-based information to guide WADA in its preventive education strategy and activities.

The Committee discussed the relative advantages and disadvantages of making the application documents available in more than 2 languages, of the timeline for the submission of applications and the review process, of the peer review scales and weighting of peer review criteria.

ACTION - SSRGP Administration:

- continue providing SSRGP documents in Spanish but monitor internal administrative costs of doing so
- with a view to improved overall "quality assurance", extend the SSRGP time line by issuing the call for proposals mid-March and making the deadline for submissions mid-June
- otherwise maintain prior scales (peer review scales and weighting of peer review criteria) and presentation
- submit project summaries and peer reviews to Committee members 3 weeks ahead of the October meeting of the Committee

Ms. CLÉRET explained that the effectiveness of the peer review process was dependent on the availability of qualified and experienced peer reviewers, who are familiar with anti-doping and WADA's education activities. As such, there

were several steps that could be taken to increase the reliability of peer reviewer feedback.

The Committee agreed to forward suggestions of suitable peer reviewers to WADA's Education Department.

ACTION - Peer Review – develop peer review network to:

- ensure availability for reviewing increasing numbers of applications
- broaden the base of reviewers with knowledge of WADA's work and WADA's education initiatives
- encourage the development of an eventual support system for researches that present projects that are of value but might not offer the technical levels necessary to obtain funding

Ms. CLÉRET noted that there was a USD 20,000 surplus under the 2007 SSRGP budget, which would be lost if not committed to a project by 31 December 2007.

Following a discussion of the various options for the use of the SSRGP budget surplus, **the Committee approved the allocation of the 2007 SSRGP budget surplus of USD 20,000 to fund a literature review regarding successful preventive education projects.**

ACTION- 2007 SSRGP Budget Surplus:

- with guidance from Committee members, WADA Education Team to select relevant researcher and make administrative arrangements for use of 2007 SSRGP surplus towards a review of literature regarding successful preventive education projects

The Committee also requested that the Education Department present, for discussion at the next meeting, a formal proposal for a possible systematic reserve to be made within the SSRGP budget for targeted research.

ACTION - Eventual Targeted Research:

- WADA Education Team to present a formal proposal for reserves within the SSRGP budget going forward, for the funding of targeted research

c. Projects for Funding under 2008 Program

The Committee reviewed the 2008 SSRGP applications, paying particular attention to those that had obtained favourable peer reviews.

The Committee proposed to fund the projects submitted by Tarter (USA – with request for further clarification on the use of funds for data collection and proprietary test data), Gilley (USA), Weaving (Canada), Tsobatzoudis (Greece), Bondarev (Ukraine), and Petroczi (UK – "False Consensus" project).

d. 2009 Program Research priorities

In anticipation of the call for proposals for the 2009 SSRGP, **Ms. CLÉRET** sought the Committee's input as to whether there should be any changes made to the current research priorities.

Dr. KAMBER noted that, since applicants are entitled to apply 3 times with a same project, it would be necessary to ensure that the categories remain relatively stable over a 3 year cycle.

Prof. DONOVAN pointed out that the current "priorities" were not really "priorities" but rather general categories of research in which WADA is interested. He recommended that these general categories be maintained but that certain specific sub-categories could be suggested from time to time to respond to particular targeted social science-related issues.

The Committee agreed that the current research categories would be maintained (with some revision and clarification of their precise wording) for the 2009 SSRGP call for proposals, but that the WADA Education Team would propose sub-items that could appropriately reflect WADA SSR needs as they may arise and/or be expressed by WADA's Executive Committee and Foundation Board from time to time.

5. Code Review – Education and Research Provisions and Key Proposed Changes

Mr. ANDERSEN, Director, Standards and Harmonization, gave a brief presentation on the current Code review process. He noted that the Committee's principal recommendations for change had been incorporated within the version of the revised Code that would be presented at the World Conference in November for approval. In particular, anti-doping education activities directed at youth, athletes and athlete support personnel would become compulsory under the new Code, and anti-doping organisations would be required to incorporate within their rules an express requirement to that effect.

In response to a question from **Dr. KAMBER**, **Mr. ANDERSEN** noted that the Code Project Team's recommendation with respect to the date at which the new Code would come into force would be 1 January 2009.

6. Education Seminars

Mr. JULIEN noted that WADA's Education Department had complied with the Committee's recommendations of not engaging in too many new activities and projects, but instead consolidating the activities and projects already engaged in and monitoring their outcomes.

Recent adjustments to the Education Seminars include the addition of a discussion of values as a kick off to the Seminar and the participation of the Focus Group members for the school activities component of the Seminar, so that they can witness how the Teacher's Tool Kit can be used in a classroom context. Furthermore, when a Seminar is held in a region where there is a RADO, the local RADO Administrator is invited to assist with running of the

Seminars, so that they can organise similar events themselves in the region.

Mr. JULIEN presented statistics regarding the countries, participants and school children reached to date through the Seminars. For longer-term monitoring purposes, he stressed the need to go beyond numbers and to consider the qualitative impact of the Seminar work. While Seminar participants complete a feedback questionnaire immediately after the Seminar and levels of satisfaction are shown to be high, there remains the issue of how to support local partners going forward. He invited the Committee to provide feedback on a realistic timeframe for follow-up and evaluation, and indicators that should be sought.

Ms. KROUVILA suggested focusing on those who were being trained to actually carry out anti-doping education work within the countries, by providing them with an ongoing support system. She also suggested the possibility of a RADO competition with prizes for the best education programmes within the region. **Mr. GORA** noted that the same support should be provided to those countries that did not benefit from a RADO.

Dr. DONOVAN suggested tracking the difference in the proportions of participants reporting "very high satisfaction" and those reporting "high satisfaction" given that the evaluation questionnaires indicated that the Seminars were well received. Furthermore, for effective monitoring purposes, he recommended systematically tracking both quantitative and qualitative performance indicators before and after Education events

The Committee discussed a possible timeframe for follow-up bearing in mind the need not to wait too long after the Seminar and risk losing momentum generated by the Seminar, while leaving Seminar participants sufficient time to establish a local network and start work, particularly in countries in which there is no existing structure.

ACTION – Education Seminars Follow-Up:

- follow-up within 6 to 12 months of the Education (allowing a longer period where there is little infrastructure in place locally)
- quantitative performance indicators: in advance of Education event, establish benchmark (numbers and natures of groups of persons reached with education initiatives) and compare with numbers following the event
- qualitative performance indicators: in advance of Education event, establish levels of comfort in (i) talking about doping matters and (ii) dealing with doping issues, and compare with post-event levels

7. Members' Submissions

Presentation by Dr. BARČOT (Croatia)

Dr. BARČOT outlined the activities of the recently created Croatian Anti-Doping Committee. He recognised that the Committee needed assistance for its education activities and indicated that Croatia would be keen to host an Education Seminar in the near future.

Presentation by Dr. BREUER (Germany)

Dr. BREUER gave a presentation on the recent education efforts of the German Anti-Doping Agency (NADA). She noted that NADA's main target groups are currently youth and media but that focus would be increasingly directed at coaches. NADA has carried out an in-depth, anonymous survey of 2000 young athletes, has developed a knowledge test for them and organises regular road-shows for youth. The youth road-show activities will also be introduced to Germany's network of elite sport schools.

ACTION – Sharing of NADA Information:

- Dr. Breuer to send NADA's youth quiz questions to WADA's Education Department and to update WADA on the outcomes of NADA's meetings with German coaches

Presentation by Dr. CADDLE (Barbados)

Dr. CADDLE described current anti-doping education activities in Barbados, noting that the Barbados model has been spreading to the rest of the Caribbean, through the Caribbean RADO. She noted the positive effect of the WADA Education Seminar that was held in Barbados in June. Current activities include working with the Ministry of Education to incorporate a doping-awareness component within primary and secondary school curricula, presenting doping-related issues as topics of discussion in social science classes at university, and informing young athletes in training camps of doping control procedures. **Dr. CADDLE** circulated examples of the school exercise books currently being used by schoolchildren in Barbados, stamped with the RADO logo and branded with anti-doping messages. She remarked that anti-doping work in the Caribbean raised particular challenges, in particular, with the amount of travelling required between the different islands.

8. Education Tools

a. WADA's Teacher's Tool Kit

Ms. SCLATER reported that the Teacher's Tool Kit was most recently used at the World Scout Jamboree in England, as part of a UNESCO-run, values-of-sport workshop. This activity proved positive and was an excellent example of how the Tool Kit can be used in non-formal educational contexts. The Jamboree was also an opportunity to meet with Dr. Deanna Binder (the author of the teaching materials of the International Olympic Committee's Olympic Values Education Programme) and to promote the idea of integrating efforts with the IOC rather than to work on parallel paths.

Discussions with UNESCO's Associated Schools Project Network (ASPNet) regarding the possible pilot of the Teacher's Tool Kit materials in ASPNet schools had advanced, with UNESCO generally approving the content but having now established certain requirements with respect to presentation. Meantime, WADA's Education Department continued to take advantage of its Education Seminars to establish connections and work with local UNESCO ASPNet representatives at Seminar venues.

Ms. SCLATER advised the Committee that she would be developing teaching materials for teenagers, which would include a component for the development of decision-making skills. She also informed the Committee that the WADA card game is now available in English only, English-French, English-Spanish, and English-Mandarin versions.

b. WADA's Coach's Tool Kit

Mr. JULIEN remarked that there seemed to be a certain hesitation about its use. To encourage stakeholders to maximise use of this Tool Kit and increase the network of partners empowered to run anti-doping seminars for coaches, WADA would be running training seminars in Lausanne in November.

Mr. JULIEN also reported on his presentation of the Tool Kit at the Global Conference of the International Council for Coach Education (ICCE) in Beijing at the end of August and beginning of September. WADA's Education Department is currently working with ICCE towards developing anti-doping components for each of the four levels of the ICCE's standardised coach education materials. In Beijing, he discussed the possibility of including anti-doping components within the coach education sessions organised under the auspices of Olympic Solidarity at high performance sports training centres.

c. WADA's Program Officer's Tool Kit

Mr. JULIEN noted that the Program Officer's Tool Kit was provided as a general anti-doping information package to participants in the Working Group component of WADA's Education Seminars. The contents of this Tool Kit would continue to be updated and developed in response to comments and feedback from users.

d. WADA's Medical Practitioner's Tool Kit

Ms. CARTER explained that the Medical Practitioner's Tool Kit was at the stage at which materials and presentations were still being compiled. WADA's Education Department would be further developing and formatting these materials under the direction of WADA's Medical Director, Dr. Garnier, with a view to developing a Tool Kit that is similar in its general structure to that of the Coach's Tool Kit.

e. WADA's Doping Control Officer's Tool Kit

Ms. SCLATER reported that good progress was being made with the development of the Doping Control Officer's Tool Kit, in collaboration with WADA's Standards & Harmonization Department. Work was also being done on establishing a distribution process suitable for application within RADOs, as well as in countries that do not benefit from a RADO.

f. WADA's Digital Library

Ms. DE GUZMAN noted that the improvements and adjustments recommended by the Committee at previous meetings were being made to all of the entries in the Digital Library so as to make it more user-friendly. She took the opportunity

to request of the Committee members that they submit all of their own current anti-doping materials for posting on the Digital Library and that they invite other stakeholders with similar materials to do so as well.

g. Updates on the Education Tools of WADA's Partners

Dr. KAMBER explained that the gene doping brochure had now been produced and was available in both German and French. The brochure had been met with considerable interest. Designed to reach young athletes, the brochure effectively manages the difficult task of communicating complex scientific and ethical notions in accessible language.

9. Members' Submissions

Presentation by Mr. COUMANS (Netherlands)

Mr. COUMANS introduced the "Own Strength Campaign", an initiative targeting the increased use of performance-enhancing substances in fitness centres, which parallels the Dutch Doping Authority's "100% Dope Free Campaign" for elite athletes. The Authority had initiated a poster campaign showing the negative effects of doping that fitness centre owners were reluctant to use as the posters were seen as being too negative. The poster campaign was replaced with the "Own Strength Campaign", which features the advertising of an "enhancement product", under the guise of a typical container of supplements that is empty but provides all the benefits of using one's own strength. While the "Own Strength Campaign" had met with positive initial reactions, **Mr. COUMANS** recognised that it was still too early and therefore too difficult to gauge its actual effects.

Presentation by Mr. GORA (Nigeria)

Mr. GORA spoke about the challenges of anti-doping work in Nigeria, where there is no local or regional structure. These challenges are compounded by political instability and the resulting regular changes in Ministers. **Mr. GORA** was particularly looking forward to impetus that would be generated by the WADA Education Seminar that would be held the following week in Abuja. In order to get a strong and positive start in anti-doping work, **Mr. GORA** hoped that it would be possible to ratify the currently tabled draft anti-doping legislation.

10. World Conference in Madrid – Education Presentation

The Committee viewed the draft PowerPoint presentation that the Education Department had prepared for the World Conference on Doping in Sport in Madrid in November.

Ms. CARTER explained that the Committee Chair, Ms. GUERGIS, would make an official introduction and that one of the Committee members would make the Education presentation.

The Committee agreed that Mr. Robin Mitchell be invited to make the Education presentation on behalf of the Committee at the World Conference in Madrid.

Dr. KAMBER recommended that the presentation highlight the progress (from information brochures to education tool kits, from general symposia to interactive seminars, the developments of the SSRGP...) made since the previous World Conference in Copenhagen in 2003.

Prof. DONOVAN suggested that the presentation begin with two key concepts that underlie WADA's anti-doping education work: the concept of prevention ("An ounce of prevention is worth a pound of cure") and the real economic benefits of prevention, and the concept that everyone has a role to play in anti-doping education ("It takes a village to raise a child").

ACTION – Education Presentation for the World Conference in Madrid:

- WADA's Education Department to invite Mr. Mitchell, on behalf of the entire Education Committee, to make the Education presentation at the World Conference in Madrid
- WADA's Education Department to flesh out the draft presentation in accordance with the suggestions and recommendations of the Committee members

11. Committee Mandate

Ms. CARTER thanked the Committee for their dedication to global anti-doping education work. She invited the members to reflect on their preferred approach to generating the best outcomes for anti-doping education work.

Prof. DONOVAN noted that he would be pleased to offer his assistance on issues specifically relating to social science research.

Mr. COUMANS suggested that the Committee could be involved in the running of a regular conference involving social science researchers, such as the one that was held in Cyprus in 2006. **Ms. KROUVILA** agreed that the Cyprus conference had been an extremely useful event, which should be repeated on a regular basis.

Dr. KAMBER recommended holding a regular symposium on anti-doping education that would involve the Council of Europe and UNESCO.

The Committee agreed that they would reflect on the best way to maximise the benefits of their knowledge and experience and communicate their suggestions by e-mail.

12. WADA Education Department Staffing

Ms. CARTER invited the Committee not hesitate to contact any of the members of WADA's Education Department and outlined their specific roles and responsibilities.

Prof. DONOVAN commended the Department on its efficiency and the progress it had made over the previous year and a half.

13. Other Business

There was no specific other business to discuss.

Ms. BUTLER thanked the Committee for their work and expressed her interest in the various anti-doping education initiatives presented during the meeting not only by WADA's Education Department, but also by the Committee members.

14. Next Meeting

Given the busy schedule of an Olympic year, the Committee agreed to a single in-person meeting in 2008, which would take place in Montreal in mid-October 2008. **WADA's Education Department would liaise with Committee members in establishing the exact dates for the 2008 meeting.**