

Education Committee Meeting  
Montreal, Canada  
2-3 October 2008

MINUTES

**MEMBERS**

Zoran BARČOT  
Chris BUTLER  
Fernando CÁCERES  
June CADDLE  
Bréhima COULIBALY  
Robert DONOVAN  
Torben HOFFELDT  
Paul MARRIOTT-LLOYD  
Robin MITCHELL  
Maria-José PESCE  
Anders SOLHEIM

**WADA**

Rob KOEHLER  
Léa CLÉRET  
David JULIEN  
Anne-Marie SAHEB  
Jennifer SCLATER

**REGRETS**

Claudia BREUER  
Charmaine CROOKS  
Honourable Helena GUERGIS  
(Committee Chair)  
Allison HOLLOWAY  
Jian ZHAO (observer)

**CANADIAN GOVERNMENT**

**REPRESENTATIVES**

René BOUCHARD (Acting Chair on 2-3  
October)  
Jean-Pierre LEFEBVRE

**1. Welcome and Introduction**

**Mr. BOUCHARD** provided opening remarks on behalf of the Honourable Helena GUERGIS, congratulating WADA staff and Committee Members for their work and partnerships already in place and underlining that education remains a critical element in the fight against doping in sport and should remain a priority. He wished Ms. Claudia BREUER the best of luck in her future endeavours and welcomed the new Committee Members, namely Mr. Chris BUTLER, Professor Fernando CÁCERES, Dr. Bréhima COULIBALY, Mr. Torben HOFFELDT, and Mr. Anders SOLHEIM.

**2. Review and Approval of October 2007 Meeting Minutes**

The Committee approved the minutes of the October 2007 meeting and agreed to have them posted on the WADA Web site. With the Committee meeting occurring only once a year, it was agreed that the minutes, of this meeting and future meetings, would be circulated by e-mail for approval.

### 3. Committee Membership

#### 3.1 Terms of Reference

In accordance with the Education Committee Terms of Reference, **Mr. KOEHLER** provided a general overview of the role of the Education Committee and how it fits within WADA's overall framework. He mentioned the importance of the Committee's involvement in the Education Department's activities, its leadership in making recommendations for the Social Science Research Grant Program as well as providing expertise in assisting WADA in developing short and long term strategies for an effective global education program.

#### 3.2 Education Committee and Vacancies

**Mr. KOEHLER** gave an overview of the Committee composition and informed the Committee that the call for nominations for the four vacancies, each for a three year term, was sent out to stakeholders on 18 June and would close on 10 October. He mentioned that Claudia Breuer left the German NADO and as a result will no longer serve on the Committee. This position will not be filled as the Committee had one extra member to ensure a proper rotation. He invited those who had 1-2 year terms to reapply.

### 4. Social Science Research

In introducing this topic, **Mr. BOUCHARD** asked the Committee to consider WADA President Mr. Fahey's mention of the need to increase the budget for the Social Science Research Grant Program.

#### 4.1 Summary of Projects Funded to Date/Progress Report

**Ms. CLÉRET** gave a presentation on the seven completed projects and the 14 still in progress, highlighting how the results of each could benefit WADA's Education Program.

- 1) Literature review (1 project completed)
  - Reinforced the need for more social science research in anti-doping
  - Basis for several future applications
- 2) Policy making (2 projects completed)
  - Reinforced the need for political support for the successful implementation and efficiency of anti-doping education
  - The need for ongoing anti-doping training for policy makers
  - The basis for the start of the WADA Travelling Seminars
- 3) Attitudes, knowledge and beliefs (2 projects completed)
  - Indicated that the athletes with perfectionist tendencies were more likely to dope and therefore provided valuable insight for the development of the Coach's Tool Kit
  - Survey used to collect data from teenagers assisted WADA in developing the survey used during the Commonwealth Youth Games survey

- 4) Methodology (2 projects completed)
- Reinforced the need to create a motivational climate for athletes. Such information confirmed the methodology being used in the Coach's Tool Kit
  - Reinforced the concept that education and information are complementary.

In response to **Mr. SOLHEIM's** question, **Ms. CLÉRET** confirmed that the completed research projects were indeed published and available on our Web site.

#### **4.2 2009 Projects for Funding**

**Mr. BOUCHARD** invited **Ms. CLÉRET** to guide the Committee through each application and reminded the Committee that following the review of applications a decision would be made about which projects should be recommended to the Executive Committee for funding.

##### **4.2.1 Review of Applications/Recommendation for Funding Approval**

**Ms. CLÉRET** presented an overview of the applications received.

**Mr. BOUCHARD & Mr. Koehler** reminded Committee Members that there was \$190,000 available for funding projects, leaving \$10,000 for administrative costs associated with the running of the Program. They further explained that the entire project's funds would come out of the 2008 budget and the sums would be distributed throughout the duration of that project. They mentioned the importance of funding a project for its worth and not because of the available funds.

**Mr. KOEHLER** also reminded the Committee that last year the Committee allocated funds for target research, which can be done on a yearly basis, therefore the decision for funding projects should be made on the basis of merit and not simply to spend the budget. Finally, he reassured the Committee that Mr. Niggli, WADA's CFO and Legal Director, confirmed any unallocated funds could be transferred to the next year's accounts and be used for target research or could be carried over to next year.

The Committee discussed all of the project in detail and recommended that the following projects be proposed to the WADA Executive Committee for Funding:

**DECISION:** The Committee agreed to make the following recommendation to the Executive Committee:

- Fund the Liotard Project, with 60% of its funding from the SSR Grant Program and the remaining 40% from the Science Department's Research Program;
- Fund the Elbe Project (2/3 of its proposed budget);
- Fund the Gwebu Project for the full amount requested; and
- Have the Dimitry Project and Dodge Project as back-ups in case a researcher does not agree to the terms of conditional funding.

#### 4.3 2010 Research Priorities/Strategic Approach

**Mr. KOEHLER** provided an introduction on future research priorities and our strategic approach. He indicated that we may want to consider whether it is time to place more focus on targeted research, serving WADA's needs as the environment changes instead of hoping that we will receive projects that will provide value.

**Prof. DONOVAN** acknowledged that the quality of proposals was lower this year than it was last year and suggested posting a template for submissions.

**Mr. HOFFELDT** indicated that it would be desirable to have targeted research but the challenge was the limited funds. He proposed having 70% of the budget for targeted and 30% for non-targeted, open research.

**Mr. MARRIOTT-LLOYD** agreed that more emphasis should be put into targeted research, identifying the specific areas where information is lacking.

**Mr. SOLHEIM** suggested first developing a global strategy for Social Science Research with options to go in different directions, while still asking for applications. It is important to know what kind of we want in the future and show the importance of getting them.

**Mr. HOFFELDT** remarked that there were other sources of funding available, which could be applied to WADA if we asked for applications on a few specific research themes and showed the scientific environment that we are open to proposals.

**Prof. DONOVAN** believed three good research priorities were already established and should be retained as categories but that each one should be elaborated with priorities of their own.

**Dr. COULIBALY** used the example of AIDS prevention programs in Africa to demonstrate the importance of communication and having the right resources. He suggested focusing on communication and education in order to change behaviour, and also getting different ministries to collaborate, as UNESCO does.

**Mr. HOFFELDT** wondered whether it was possible for WADA to use RADOs to promote Social Science Research, discussing the program at meetings and seminars.

**Mr. MARRIOTT-LLOYD** offered the support from UNESCO's network of social science research experts to increase the visibility of the fund and to communicate messages.

**Mr. KOEHLER** mentioned that the Communication and Education Departments, were working together on a communication strategy to increase the visibility of the Program, including putting out press releases on research results. He also acknowledged the efficiency of speaking at RADO meetings.

**ACTION:** It was agreed that the department would draft a five year strategic plan for the Social Science Research Program, encompassing the three priorities already in place, a combination of targeted and open research, and a gradual increase in funding.

## 5. WADA Activities

**Mr. JULIEN** gave an overview and update on education tools and activities, all of which have facilitated our prevention work.

**Mr. BOUCHARD** commended the work that has been done and highlighted the need to continue to communicate with stakeholders.

**Mr. BUTLER** suggested the Digital Library be reorganized to be sorted by subject, rather than by country and the Tool Kits be simplified so as not to overwhelm a less knowledgeable reader.

**Prof. DONOVAN** suggested having someone evaluate the Tool Kits. **Mr. BUTLER** and **Mr. SOLHEIM** agreed that as target research, it was a good opportunity to collect data on the use of the material.

**Ms. CADDLE** reminded the Committee that at the last meeting the decision was made to follow up and evaluate every 6 months.

**Mr. KOEHLER** acknowledged the comments and indicated that the programs were successful in some countries but not in others, stressing the need for effective methods of implementation. **Mr. JULIEN** indicated the importance of considering a country's political context when hosting a seminar. He added that the new strategy was to work with RADOs where there is regular follow-up and accountability.

**ACTION:** **Mr. BOUCHARD** concluded by stating the need to evaluate programs on an ongoing basis and consider this as a possibility of being an area for target research.

## 6. Youth Program

**Ms. SCLATER** gave an overview of the current projects, including the Commonwealth Youth Games, the Choose your own Adventure book series and plans for the 2010 Youth Olympic Games.

**Mr. MARRIOTT-LLOYD** thought schools would have an interest in the "Choose Your Own Adventure" Project and offered to have a pilot project with UNESCO. He proposed ASPnet as the eventual network for dissemination.

**Prof. DONOVAN** commended the well-targeted Play True Generation Project and felt that such an approach with young people has the potential to be very successful.

**Mr. KOEHLER** reinforced the value of working with passionate sponsors. He also mentioned the goal was not only to target youth but to engage different areas of the world, notably RADO administrators.

**ACTION:** The ChooseCo project relies on UNESCO for distribution to ensure a successful implementation plan. The Committee supported moving forward with both the youth program and the ChooseCo project.

## 7. WADA Partnership

**Mr. KOEHLER** indicated that this is an area that we want to continually develop. He indicated that WADA has made some important steps in forming partnerships over the past year including Olympic Solidarity, IOC, ISM, ChooseCo, UNESCO and ICCE.

The Committee agreed that partnerships with both signatories and outside partners would be very important to promote a global education program.

## 8. Member Country Update

Presentation by Mr. SOLHEIM (Norway)

**Mr. SOLHEIM** presented Anti-Doping Norway's interactive e-learning tool "Real Winner," which provides videos on various anti-doping topics, asks questions, asks users to make choices, and presents learning points among other activities.

In answer to **Mr. HOFFELDT's** inquiry, **Mr. SOLHEIM** informed the Committee that the videos target athletes and Anti-Doping Norway was working with national federations to make the program mandatory for all athletes. The goal was for the program to take the place of the 200-300 lectures done per year reducing the strain on human and financial resources.

Presentation by Dr. MITCHELL (Fiji)

**Dr. MITCHELL** explained that generally, within the Oceania RADO, work is done person to person using methods such as games, assemblies and competitions. Their focus is on education and outreach and they have chosen MicroSoft Networks (MSN) in order to respond to inquiries with minimal delay. He mentioned the importance of partnerships, the use of both elite athletes and school sport stars, and even songs in getting messages delivered effectively. A student program is presently working with churches as they, along with sport organizations, are the main forums to reach the young population. The key is to unite resources and partnerships in order to deliver as many messages as possible.

Presentation by Dr. COULIBALY (Mali)

**Dr. COULIBALY** circulated a summary which explained that anti-doping education must concern more than athletes and their entourage and should therefore involve other Ministries, structures and RADOs. He proposed two projects that inevitably need to be considered in Africa for a "train-the-trainers" approach. The first project is a 2-day trainers' training session intended for French-speaking and English-speaking countries separately, and the second is a French- and English-speaking RADO trainers' training session. In the case of the latter, the RADOs would then have the responsibility of transmitting the message to the different countries that form them.

**Mr. KOEHLER** added that WADA had a partnership with CONFEJES, which has generously provided funds to WADA for distribution to French-speaking RADO countries of Africa to further assist with the development of anti-doping activities.

**Dr. MITCHELL** suggested getting RADO administrators together to share expertise and experiences.

Presentation by Dr. Mr. HOFFELDT (Denmark)

**Mr. HOFFELDT** presented the political actions taken in Denmark such as doing testing in public health clubs. As part of the act for doping free sport, this involves all private fitness centers posting a sign indicating whether the center has an agreement with the NADO or not. This mandatory posting clearly identifies which fitness centres are involved in the fight against doping in sport and which are not, enabling customers to choose a centre where the risk of being exposed to doping is minimal. He declared that 20% of tests, all for steroid use, were Adverse Analytical Findings or refusals. They are launching a campaign funded by several ministries and corporate organizations to address doping issues for a general public sector.

**Mr. SOLHEIM** mentioned that Norway also has a program that provides education in fitness centers, such as doping controls, posters and employee training to recognize the symptoms of a doper.

Presentation by Prof. CÁCERES (Uruguay)

**Prof. CÁCERES** provided background information for anti-doping and for education in Uruguay before introducing the slogan "Fair Play Starts at School". He informed the Committee of seminars involving two groups: the education community (formal education system and sport system) and the sport community (local sport organizations). During these seminars, authorities from elementary, high school and universities, including local ministries meet. Amongst the conclusions of the seminar are the inclusion of prevention programs in the formal education curriculum, the need to train the teaching staff, public and private inter-institutional coordination and engagement, the organization of information workshops, lead by the NADO, for educational and sports institutions, and the use of WADA materials adapted to cater to the Uruguayan community. To close the presentation, **Prof. CÁCERES** mentioned that the NADO workshops have proven to reach athletes, students, coaches, doctors and health professionals.

Presentation by Ms. CADDLE (Barbados)

**Ms. CADDLE** began by mentioning that in Barbados, things were just starting using the outreach model, following the travelling seminar model for other countries and with its submission to CESEP. In the slide presentation, an overview of the 2008 activities demonstrated the children's involvement in the RADO book, the development of an Education Kit and a RADO website, an activity workbook for kids, and the existence of Play True/Fair Play clubs. The Committee also viewed a video of an interview with a young athlete from Suriname.

Presentation by Mr. BUTLER (IAAF, Monaco)

**Mr. BUTLER** presented the challenges his International Federation faced and the solutions applied to overcome them. He mentioned that a message is not effective when communicated in a language the athlete is not fluent in, hence the need for translations, but these should be done by anti-doping experts. Another problem is the lack of technology in certain areas, inciting the Federation to identify which have access and which do not, and find ways to reach athletes in those areas. It is also important to determine how many resources and expenses are invested and what part of that was worthwhile, a determination that has yet to be made. For 2009, they will use the athletes' commission and recommends the Education

Committee to do the same. **Mr. BUTLER** does not believe it is a matter as simple as saying no to doping for athletes and they should therefore be presented with other options, such as the numerous nutrition booklets that have been recently produced.

Presentation by Mr. MARRIOTT-LORD (UNESCO, Paris)

**Mr. MARRIOTT-LLOYD** informed the Committee that UNESCO has a fund to help countries develop education programs, half of which is dedicated to adult education. He reported that three applications had been received.

**ACTION:** The Committee agreed it would be valuable to have an athlete from the Athlete Committee present at the next meeting.

## 9. 2009 Priorities

**Mr. KOEHLER** provided an introduction to the 2009 priorities and an overview of the 2009 projects. **Mr. BOUCHARD** opened the floor to questions and suggestions.

**Mr. SOLHEIM** noted that there was difficulty in reaching different organizations, in particular the Minister of Education, and that WADA's assistance is necessary to show that there is international support, that this is not a domestic initiative but rather a global one.

**Prof. CÁCERES** agreed with **Mr. SOLHEIM** and insisted on the importance of efficiently approaching the Education and Sport Ministries and engaging them through meetings in order to infiltrate the national school curriculum. In response to **Mr. BOUCHARD**'s invitation to share with the Committee Uruguay's success story, **Prof. CÁCERES** referred to the autonomous independence their education system has achieved, but still receive some advice from the Sport Ministry on key issues.

**Mr. HOFFELDT** asked whether it would help if a recommendation from the Committee for more funding be put into prevention and therefore education. **Mr. KOEHLER** indicated that the committee can recommend that more funds be allocated to education.

**ACTION:** The Committee agreed to put a suggestion forward for more resources at the Executive Committee and Foundation Board meetings in November.

## 10. Global Education Program – Brainstorming Session

**Mr. KOEHLER** indicated that the intention of the brainstorming was to see how WADA can further develop our prevention programs and strategies. It was also added that WADA has been entrusted with the role of "thought leader", innovator and sometimes a deliverer of programs. Questions were asked on how we overcame challenges of implementation among 500 stakeholders. Do we create models and have others implemented? Do we focus prevention on Youth or Elite athletes, and do we put increased focus on working with schools?

**Mr. BOUCHARD** summarized the outcomes of the brainstorming session indicating that:

1. WADA Education priority should be on prevention programs targeting youth:
  - A. Young athletes and their entourage
  - B. Ministries of Education (schools)
2. WADA should continue to inform elite athletes by providing Anti-Doping information.
3. WADA should develop core models for other anti-doping organizations to adapt in educating its athletes and young population.
4. WADA should continue to implement programs on a multi-national level.
5. Focus information on Elite athlete and prevention on young athletes.
6. Continue to engage athletes in our discussions to better reach our target audience.
7. Continue to work with partners to increase the global reach of anti-doping prevention.

#### **11. Other Business**

The Committee had no other business to discuss.

#### **12. Next Meeting**

**Mr. KOEHLER** suggested changing the next meeting to May for budget and program planning purposes and mentioned it would be beneficial for target research but would also be a challenge for the Social Science Research Grant Program (SSRGP) calendar.

**Dr. MITCHELL** preferred for the meeting to be held in October.

**Prof. DONOVAN** was willing to yield to what best suited WADA but believed it would be useful to discuss the target subjects before the requests for applications for the SSRGP went out.

**Mr. SOLHEIM** asked whether the Committee was willing to commit to a discussion or to an ongoing e-mail communication and feedback.

#### **ACTION:**

It was agreed that there would be a conference in May before the meeting in October. It was also agreed that the Education Department will submit the target subjects to the Committee for comments prior to submitting it to the Finance Department and from there, correspondence will be on an ad-hoc basis, the requirement for a conference evaluated and then scheduled.

#### **13. Summary / Closing Remarks**

**Mr. BOUCHARD** provided closing remarks thanking all for their participation, thanking the translators, the Education Department at WADA and the members for their time.