

**Education Committee Meeting  
Montreal, Canada  
15-16 October 2009**

**MINUTES**

**MEMBERS**

Mahmoud ALI  
Fernando CÁ CERES  
Marina CHIN BHATT  
Bréhima COULIBALY  
Robert DONOVAN  
Torben HOFFELDT  
Sylvana MESTRE  
Anders SOLHEIM  
Patrick STALDER

**WADA**

Rob KOEHLER  
Léa CLÉRET  
Abbygail DE GUZMAN  
David JULIEN  
Jennifer SCLATER

**CANADIAN GOVERNMENT  
REPRESENTATIVES**

René BOUCHARD (Acting Chair on 2-3  
October)  
Jennifer MULLOWNEY

**OBSERVERS**

Jacqui COOPER (Athlete Committee)  
Sarah Fisher (Athlete Committee)  
Maria Jose PESCE (Translator)  
Mathieu POURET (SYOGOC)

**REGRETS**

Chris BUTLER  
Charmaine CROOKS  
Hon. Gary LUNN (Committee Chair)  
Robin MITCHELL

**1. Welcome and Introduction**

**Mr. BOUCHARD** opened the meeting by introducing WADA Director General, Mr. David Howman who welcomed and thanked the Committee for the expertise and commitment they provide to WADA in assisting with the development of anti-doping education. Mr. BOUCHARD provided opening remarks on behalf of the Honorable Gary LUNN welcoming new Committee Members (Maria CHIN BHATT, Sylvana MESTRE and Patrick STALDER).

**Mr. BOUCHARD** thanked WADA's Education Department for their work in the last 12 months and mentioned that anti-doping education is now gaining interest within the media, public in general and with stakeholders.

**2. Review and Approval of October 2008 Meeting Minutes**

With the Committee meeting occurring only once a year, it was agreed that the minutes would continue to be circulated by e-mail for approval between meetings.

## 2.1 Review of Action Plan

**Mr. KOEHLER** provided a status update for a number of action items from the 2008 Meeting Minutes, including:

- Project Liotard, which the Committee had recommended for funding was not funded as a part of the Social Science Research Program, because the researcher was unable to gain access to the necessary data. As a result, Projects Dmitry and Dodge were funded.
- As recommended by the Committee, a five-year strategic plan for the Social Science Research Program, was drafted by the department, was approved by the Committee between meetings and was presented to WADA's Executive Committee. As a result, the 2010 budget was increased by US\$100,000.
- In response to the Committee's recommendation for ongoing program evaluation, the Department will propose, under Agenda Item 4.3 (Target Research), that this topic be considered under the 2009 Target Research Program.
- Under the recommendation of the Committee, WADA had two children's books published by Chooseco. WADA has been exploring, with limited success, the possibility of working with UNESCO for the distribution of the books.
- The Committee felt that inviting a representative from WADA's Athlete Committee to attend the 2009 Meeting would be valuable, therefore Ms Jacqui COOPER and Ms Sarah FISCHER were invited to attend the 2009 Meeting.
- As a result of interventions from the Committee Chair at WADA's Executive Committee and Foundation Board Meetings, the department now has sufficient funds to support WADA's education initiatives.

**ACTION:** In response to Mr. KOEHLER's presentation, the Committee suggested continuing to make attempts at fostering a partnership with UNESCO.

## 3. Committee Membership

### 3.1 Terms of Reference

In accordance with the Education Committee Terms of Reference, **Mr. BOUCHARD** 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 Committee Composition

**Mr. BOUCHARD** thanked Mr. Chris BUTLER, Ms Charmaine CROOKS and Mr. Patrick STALDER, whose terms will end in 2009, for their contributions and indicated that they may reapply for the Committee. **Mr. KOEHLER** gave an

overview of the Committee composition and informed the Committee that the call for nominations for the three vacancies, each for a three year term, was sent out to stakeholders on 17 August 2009 and would close on 16 October 2009.

#### 4. Social Science Research

**Mr. BOUCHARD** noted that WADA's President is a strong advocate for the Social Science Research Program. Mr. BOUCHARD further highlighted how the Program informs WADA's and stakeholder's education activities.

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

Since the launch of the Program in 2005, the Social Science Research Program has received 140 applications, funding 25 projects for a total of US\$730,000. **Ms CLÉRET** gave a presentation on the 15 completed projects and the 10 projects still in progress, highlighting how the results of each could benefit WADA's education activities. A summary of the findings of the completed projects is included below.

- 1) Literature review (2 projects completed)
  - Reinforced the need for more social science research in anti-doping
  - Basis for several future applications
  - No magic ingredient to ensure effective prevention interventions, however there are "recipes for success"
- 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 creating WADA's Travelling Seminar Program
- 3) Attitudes, knowledge and beliefs (9 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
  - Reasons athletes dope vary according to sport, therefore prevention strategies have to be specific to the target group. A second study indicated the need to target a wide population with specific messages.
  - Incidence of boosting correlated to level of education, indicating that athletes with a higher level education are more prone to boosting.
  - Importance of anti-doping education for medical doctors, supporting the development of the Sport Physician's Tool Kit.
  - Senior level athletes are more strongly opposed to doping than junior level athletes. This study highlighted the importance of targeting prevention programs at junior level athletes.
- 4) Methodology (2 projects completed)
  - Questions the relevance of the use of surveys that rely solely on self-reporting for collecting data on use of performance enhancing drugs.

- Applicability of sport psychology theories in social science research in anti-doping. The results indicate that intrinsically motivated and task oriented athletes are less likely to dope.

#### 4.2 Online Application

**Ms CLÉRET** provided an overview of the new, online application format for the Social Science Research Program. This was a joint initiative with the Science Department.

**Ms MESTRE** asked whether the site was accessible to those with disabilities. **Ms CLÉRET** confirmed that it was. **Mr. BOUCHARD** asked whether paper copies were still accepted and whether applicants with varying types of connections would be able to use the online application. **Ms CLÉRET** explained that there was still a need to receive paper copies with signatures and institutional stamps and confirmed that the tool was built so that the application can be completed off-line and uploaded to the online system.

#### 4.3 Target Research

**Ms CLÉRET** reminded the Committee that in addition to the regular Social Science Research Program, funds have been used in 2007 and 2008 for a Target Research Program. In 2007, Backhouse was commissioned to conduct a review of the literature on prevention in various areas of at-risk behavior. In 2008 the Committee approved a special call for proposals on the topic of health consequences related to doping. **Ms CLÉRET** presented two possible areas for a 2009 Target Research call for proposals, namely, the development of a tool for evaluating the effectiveness of anti-doping prevention strategies and the use of Web 2.0 for preventing doping.

**Mr. SOLHEIM** informed the Committee that the Council Europe had recommended Norway to initiate a project looking at the short- and long-term effectiveness of education programs, but it is a challenge to assess whether projects were actually making a difference. The budget for such a project was estimated to US\$40,000-50,000 for the development of such a tool. **Mr. SOLHEIM** felt that US\$25,000 would not be enough. **Ms CLÉRET** explained that the proposed budget of US\$25,000 was based on the average funding of Social Science Research projects. **Mr. KOEHLER** suggested that WADA look into finding partners for the project. **Mr. STALDER** believed that this project would provide valuable information about the end-user

**Mr. STALDER** suggested that the Web 2.0 question was also interesting. The IOC is also looking into the use of these technologies and will share the results of a survey the IOC conducted during the 2009 Summer and Winter European Youth Olympic Festivals as well as the 2009 Asian Youth Games. **Ms MESTRE** indicated that the IPC's Paralympic School Day successfully used Facebook as part of the program, however she would support further exploring the effective use of such tools.

**Mr. SOLHEIM** suggested that a decision on the funding of either project be deferred until after Agenda Item 4.4.1 (Recommendation for funding approval), to determine available budget, and Agenda Item 9.1 (Web 2.0 & Social Networking), to have a better understanding of the potential. The Committee agreed that both projects had potential and that they would revisit the Web 2.0 project following the discussions to take place under Agenda Item 9.1. The budget that would be allocated to each would be revisited after a decision is made for the regular Social Science Research Program.

#### **4.4 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.

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

**Ms CLÉRET** explained that 28 admissible applications were received for the 2009 Program, representing 21 countries. Ms CLÉRET presented an overview of the ten applications that received the highest peer review scores, as well as suggested which projects the Department felt would be most useful to their work.

**Mr. BOUCHARD** and **Mr. KOEHLER** reminded Committee Members that while US\$200,000 was available for funding projects, as previously agreed, US\$50,000 would be allocated towards target research and US\$5,000 for administrative costs, leaving the Committee with US\$145,000 for the actual funding of projects. The Committee was reminded that projects should be selected based on their worth and not simply due to the availability of funding.

**NOTE TO COMMITTEE:** At the October Meeting, the Committee was informed that a total of US\$200,000 was available for the administration and funding of WADA's Social Science Research Grant Program. Following the Meeting and after further consultation with WADA's Finance Department, we were informed that US\$300,000 was available for this year's program. As a result, all projects recommended for funding, in addition to the request for additional funds for target research program will be accommodated under this year's program. The figures included in the table below reflect the decision taken by Committee Meeting as well as the principles outlined in the five-year social science research strategic plan.

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

	<b>Principal Investigator (Country) &amp; Project Title</b>	<b>Recommended Funding</b>
1	SULLIVAN (Canada) - Enhancing coaches' confidence in confronting athletes who are suspected of doping	US\$31,200
2	BUTRYN (USA) - A qualitative examination of knowledge of doping and motivations and/or deterrents to dope, among American and Canadian elite female triathletes	US\$28,738
3	PETROCZI (UK) - Markers of transition phases in assisted performance enhancement in emerging young athletes	US\$35,000
4	PIFFARETTI (Switzerland) - Learning about psycho-social determinants of doping behaviour through the testimony of sanctioned athletes	US\$20,000
5	SKINNER (Australia) - The relationship between moral code, participation in sport and attitudes towards performance enhancing drugs in young people	US\$30,000
A	TARGET RESEARCH – Evaluation: Development of an Evaluation Tool	US\$50,000
B	TARGET RESEARCH – Web 2.0: Anti-doping and online social networking	US\$50,000
C	Young Investigators award (4 x US\$2,000)	US\$8,000
		<b>TOTAL US\$252,938</b>

The remaining funds will be spent on additional target research, administrative costs and in increasing the visibility of the program (as outlined in the social science research five-year strategic plan).

#### 4.5 2010 Research Priorities/Strategic Approach

**Mr. KOEHLER** suggested that WADA is now in a position to further guide researchers by asking them to focus on specific target groups, while at the same time maintaining our overall research objectives and priorities. This would also avoid duplication of research projects. As a result, Mr. KOEHLER recommended that the 2010 Research Program focus on coaches, youth and the effect policy making has on developing education programs. **Mr. STALDER** recommended using athletes to speak to youth and include education directed at parents. Mr. KOEHLER stated that WADA was beginning to consider using sanctioned athletes role models in educating young athletes. **Ms CLÉRET** reminded the Committee that the Dodge Project looks at the role of parents in anti-doping prevention. **Mr. HOFFELDT** suggested inviting David Millar (WADA Athlete Committee Member) to attend a future Committee Meeting.

**Mr. KOEHLER** reminded the Committee of the current Program objectives and research priorities, suggesting that the first research priority (Increasing knowledge of causes of doping behavior and of risk and protective factors) be reworded to “Increasing knowledge of causes of doping behavior and **influences that effect such behavior.**”

**Decision:** The 2010 Research Program will focus on coaches, youth and the effect policy making has on developing education programs. The current Program objectives and research priorities will be maintained, with the recommended amendment to the first research priority.

#### **4.5.1 Strategic Plan**

At its 2008 Meeting, the Committee recommended that the department draft a five-year strategic plan for WADA’s Social Science Research Grant Program. The Strategic Plan was approved by the Committee between meetings and presented to WADA’s Executive Committee at its May 2009 Meeting and to the Finance Committee at its July 2009 Meeting.

**Mr. KOEHLER** indicated to the Committee that a line had been included in the Strategic Plan for a “Young Investigator’s Award” in order to encourage social science research in the field of anti-doping and serve WADA’s overall Program objectives as well as continue to raise awareness of the Program with future researchers. The award would be granted to a student (undergrad, master’s, doctoral level) on the basis of their completion of a project in the field of anti-doping social science research. **Mr. HOFFELDT** and **Mr. SOLHEIM** supported the idea of the project.

**Mr. KOEHLER** suggested reducing the allocated budget for visibility for 2011 from US\$50,000 to \$20,000, allocating the \$20,000 to the general research (Open Research Funding line in the Strategic Plan). **Mr. HOFFELDT** asked whether the budget of US\$600,000 for the 2013 Science Research Grant Program was approved, since it is such a large increase from the current budget. **Mr. KOEHLER** explained that the Strategic Plan was drafted in consultation with the Committee, Management and WADA’s President, and was accepted by the Executive Committee. This being said, the Plan will still need to be presented to the Finance Committee every year.

**DECISION:** US\$8,000 (4X\$2,000) will be allocated towards a “Young Investigator’s Award” Program and approved the budget allocation for 2011 as indicated in the Strategic Plan with a modification to the amount allocated to “visibility” (reallocate a portion of the visibility funding to the general program).

## **5. WADA Activities**

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

**Mr. BOUCHARD** congratulated the department for the work put into the development of the Tool Kits and highlighted the importance for fostering good partnerships and finding ways of engaging others.

**Mr. ALI** thanked WADA for the tools produced, which Olympic Council of Asia (OCA) makes a lot of use of. He noted that the OCA has translated most of the material into Arabic. Mr. ALI commented that there was a need for a database for searching the status of medications and asked for WADA's support with this. **Mr. KOEHLER** informed the Committee that the Science Department is working to turn *Martindale's Drugs Restricted in Sport* into an on-line, global database. Mr. KOEHLER will inform the Science Department that the OCA would have funds to commit to this project.

**Mr. STALDER** asked whether WADA made use of audio visual material as part of the tools available to schools. **Mr. JULIEN** stated that although we make use of PowerPoint Presentations and show WADA's *Level the Playing Field* video, we tend to adopt more of a personal, dynamic approach to our activities.

**Mr. CÁCERES** and **Mr. ALI** highlighted the challenges in bringing Sport and Education Ministries together and congratulated WADA on its Ministry of Education initiative. **Mr. COULIBALY** stated that this is the reason he believes the Traveling Seminar Program should be brought back. **Mr. KOEHLER** explained that through the Ministry of Education Pilot Program, WADA is looking for different approaches that will work in different countries. In response to the request to bring back the Traveling Seminar Program, **Mr. KOEHLER** acknowledged the concern, but explained the challenges in trying to reach 205 countries in this way, which is why RADOs have been engaged to train-the-trainers.

**Mr. BOUCHARD** concluded the discussion by highlighting the need for the department to market the materials to gain more awareness and visibility.

## 6. Youth Program

**Ms SCLATER** provided an overview of WADA's Youth Program, including an update on the "Choose Your Own Adventure" books and the Play True Generation Program, including a recap from the Commonwealth Youth Games, plans for the Youth Olympic Games and plans for engaging stakeholders.

Overall, the Committee was pleased with the direction that the Play True Generation Program was taking. They suggested that while we are on the right track that we have to continue to keep the Program simple, fun and informative.

The Committee supported the "Play Green" Campaign, believing that it showed a lot of potential and were encouraged that the International Ice Hockey Federation (IIHF) had already implemented the Program. Furthermore, **Mr. ALI** reported that

the Olympic Council of Asia (OCA) will implement elements of the campaign at the Asian Games.

Finally, the Committee suggested involving young people in the development of the scenarios for the learning tool/game that will be used at the Youth Olympic Games.

## **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 formalizing partnerships over the past year.

**Ms MESTRE** stated that the IPC was ready to partner more closely with the education department.

The Committee agreed that partnerships with both signatories and outside partners would be very important to promote a global education program. The Committee emphasized the need to continue to attempt the partner with UNESCO.

## **8. Member Country Update**

Presentation by Mr. COULIBALY (Mali)

**Mr. COULIBALY** presented what was being done in Africa and the challenges associated with changes in government that make it difficult to get countries to ratify the UNESCO Convention.

Presentation by Prof. CÁCERES (Uruguay)

**Mr. CÁCERES** provided an overview of how they are promoting Uruguay's *Valores en Juego* (Values in Play) Program, developed in partnership with the UNESCO Fund for Elimination of Doping in Sports, where every student of all Public Primary Schools in Uruguay, aged 6-12 is provided with a laptop computer, as an opportunity to provide spirit of sport and anti-doping education.

Presentation by Ms COOPER (Athlete Committee)

**Ms COOPER** provided a presentation on the type of presentation and workshop that she is involved in educating athletes and young children about anti-doping.

Presentation by Mr. SOLHEIM (Norway)

**Mr. SOLHEIM** presented Anti-Doping Norway's education activities to build attitudes, provide clear messages and engage youth, including the use of Real Winner (e-learning tool).

Presentation by Mr. Donovan (Australia)

**Mr. DONOVAN** provided a presentation on research conducted in Australia, highlighting on how WADA sponsored projects were used as a basis for creating a psychological inventory for determining psychological predictors for susceptibility towards doping (personality profile). Although there are ethical issues associated with how this information could be used, it may be useful in providing anti-doping education for young people based on personality traits.

**Mr. HOFFELDT** asked how the Australian Sport Anti-Doping Agency (ASADA) has used the results of the research. Mr. DONOVAN stated that ASADA launched the project idea and they have access to the data, but they have not yet come up with a plan on how it might be used.

Presentation by Mr. STALDER (IOC)

**Mr. STALDER** provided an overview of the Youth Olympic Games, highlighting the importance of the Culture and Education Program, given that athletes must stay for the duration of the Games. Mr. STALDER mentioned that WADA was involved the identification of themes for the Culture and Education Program.

Presentation by Mr. HOFFELDT (Denmark)

**Mr. HOFFELDT** provided an overview of what is being done in terms of anti-doping education in Denmark. Mr. HOFFELDT discussed the challenges associated with all “sports people” in Denmark being subject to doping control, including fitness centers being required to conduct testing.

**9. Global Education Program – Brainstorming Session**

**9.1 Web 2.0 & Social Networking**

Ms Julie MASSE, WADA’s Communications Director, gave a presentation on the Agency’s Web 2.0 and social media strategy.

The Committee worked in sub-groups to brainstorm a strategy for how the department should adopt Web 2.0 social networking tools. The Committee recommended that the department develop an education Web 2.0 strategy, with varying levels of integration, giving consideration to human and financial resources available for such a commitment. The Committee felt that the strategy had to be done on a global level considering some kind of “viral” approach.

**ACTION:** The Education Department, in collaboration with the Communications Department, will draft a strategy for including Web 2.0 technologies and social media in their anti-doping education activities.

**9.2 WADA Education Clearinghouse**

The Committee worked in sub-groups to brainstorm the usefulness and appropriateness of maintaining a clearinghouse of anti-doping education and

information materials. The Committee suggested to keep the current tool, Digital Library, but to make more efforts to market the tool so that stakeholders are aware of it. The Committee also suggested consulting with anti-doping organizations to gauge the usefulness of the tool and whether it should be expanded.

## 10. 2010 Priorities

**Mr. KOEHLER** requested feedback on the 2010 Priorities for the department. The Committee was pleased with the direction for 2010. The Committee suggested hosting the social science research conference in Asia or Africa in order to promote anti-doping research in these regions.

**Mr. HOFFELDT** asked who would be invited to the social science research conference. **Mr. KOEHLER** explained that the strategy and project plan were still being developed, but that there was a plan to expand attendance to a wider audience than the first conference held in Cyprus in 2006.

### 10.1 Additional Projects

**Mr. BOUCHARD** explained that WADA's Executive Committee asked the Committee to consider two additional projects that would be funded through WADA's reserve fund.

#### University Project

**Mr. KOEHLER** presented the "University Project" that would involve the creation of material and best practices for integrating anti-doping messages at a university level, with a focus on sport and teacher education.

The Committee felt that the proposed budget (US\$200,000) was excessive. The Committee was also concerned about the potential plan for integration. They were not sure what the most appropriate strategy would be (e.g. packaged course or simply course content that could be integrated into larger existing curriculum).

The Committee recommended that the department develop a strategy for the program, begin with a small pilot to evaluate the potential of the project. The Committee also recommended that the budget be reduced to US\$25,000.

**ACTION:** The Committee will recommend to the Executive Committee that the project be undertaken with a reduced budget of US\$25,000 for a small pilot.

#### Song (Awareness) Project

**Mr. KOEHLER** shared a presentation provided by Mr. Bjorn Bertoft of Sweden (agent for Wei Wei, an international singer who was part of the 2008 Beijing Olympic Games Closing Ceremonies), which was presented to the Executive Committee in September, and provided additional background information on the proposed project.

While the Committee felt that the project had some interesting elements, they felt that it did not fit with the department's strategy and that it would dilute WADA's messaging would be diluted and may confuse athletes.

**Action:** The Committee will recommend to the Executive Committee that the project not be funded.

**11. Other Business**

The Committee had no other business to discuss.

**12. Next Meeting**

**Mr. KOEHLER** suggested holding the 2010 Committee Meeting on 14-15 October.  
**Mr. HOFFELDT** suggested that the meeting be two full days.

**13. Summary / Closing Remarks**

**Mr. BOUCHARD** provided a summary of the discussions and recommendations made during the meeting. In his closing remarks, Mr. BOUCHARD thanked all for their participation, thanked the translators, WADA's Education Department and the Members for their time.