

WADA Education Committee Meeting 20 – 21 April 2017 **Meeting Outcomes**

MEMBERS

Edwin MOSES (Chair)
Sultan AL-BUSAIDI
Kamal AL HADDIDI
Merita BRUUN
Bart COUMANS
Karri DAWSON
Maxwell DE SILVA
Dave FITZPATRICK
Nima GYELTSHEN
Barry MAISTER
Alicia MOREA
Dominic MÜESER
Thomas SITHOLE
Kady TOUNKARA
Mayumi YAMAMOTO

WADA

Tony CUNNINGHAM
Caroline HÉBERT
Rob KOEHLER
Kangeun LEE
Erin TEDFORD

GUEST SOCIAL SCIENCE RESEARCH EXPERT

Rob DONOVAN

PRESENTATIONS (Attended in part)

Beckie SCOTT (*WADA Athlete Committee
Chair; via conference call*)
Gunter YOUNGER (*WADA Director, Intelligence
and Investigations*)

OBSERVER

Marc PELTIER

WADA's Education Committee met in Montreal (Canada) on 20 – 21 April 2017. The outcomes and key summary of agreements made by the Education Committee are outlined below.

2017 Terms of Reference:

- All have agreed to the terms.

2016 Education Committee Meeting Outcomes:

- A review of the action items from the 2016 meeting was presented along with the status of each item.
- The Committee agreed to continue to approve meeting minutes/outcomes by e-mail between meetings.
- The Committee also agreed to continue with the current format of the meeting minutes/outcomes.



Partnerships and Collaboration:

- There is a need to examine ways the WADA Education Department and Committee can work in collaboration with the IOC and IPC Education Committees as we are working towards similar goals, especially through values-based education.
- National Federations (NFs) are vital to the delivery of education, particularly with their role in accrediting coaches, which offers an opportunity to integrate anti-doping education. Materials should be developed in conjunction with NFs where possible to ensure they are most relevant for their target audiences.
- When International Federations (IFs) and Major Event Organizers are requesting testing services from NADOs, they should also request and include education programs.
- National Olympic Committees (NOCs), National Paralympic Committees (NPCs) and IFs should engage and oblige their NFs to implement values-based anti-doping education programs in cooperation with NADOs and RADOs.
- Communication between NADOs, NOCs, NPCs and IFs on their education activities needs to be improved.
- There is a need for a direct anti-doping contact person in each NF, NOC and NPC.
- The roles and responsibilities of all Anti-Doping Organizations (ADOs) and how they can work together should be outlined to facilitate progress towards shared goals. This could be contained in an International Standard for Education and Information.
- Stakeholders need to be made aware that all have a vested interest in protecting clean sport and ensuring a level playing field, not just ADOs. Everyone involved in the running and delivery of sport should work together to promote fair competition, which directly aligns to anti-doping goals.
- NADOs, IFs, NPCs and NOCs should be encouraged to establish athlete committees. It was recommended that the WADA Athlete Committee provide guidance on how to begin the process.
- It was recommended that WADA offer the possibility of including a link to WADA's eLearning program on the IOC Athlete Learning Hub.

Approach to Education:

- The move towards more positive messaging should continue and be branded as such.
- There is a need to ensure clearer understanding of prevention and values based education in relation to anti-doping, and this should be more effectively communicated to stakeholders.



- There is a need to enhance understanding among stakeholders that values-based education is a central component of an anti-doping education program and an important protective factor against doping.
- There is a need to ensure all ADOs evaluate their education programs, assess the outcomes and adapt programs accordingly.
- Using athletes as part education activities at major events should be encouraged; there are numerous ways to do this using outreach, social media, opening ceremonies, etc.
- The issue of language and translation is still a major challenge for stakeholders; WADA should work closely with NADOs to facilitate the translation of materials.
- There is a need for increased investment in education as it is one of the most effective and sustainable ways to address doping in sport.
- WADA needs to have a strong voice at the International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS) meeting scheduled for July 2017 in Russia.

WADA Athlete Committee Report:

- The WADA Athlete Committee Chair provided an update of their Committee activities.
- The Education Committee fully supports the Athlete Committee's initiative to develop a *Charter of Athlete Rights* and a *Call to Action*.
- WADA will look to assess athletes' knowledge and perception of their rights and responsibilities related to anti-doping in the Athlete Committee's *Charter of Rights* consultation process.
- It was suggested that the Education Committee should provide the Athlete Committee with an update on current social science research findings.

Social Science Research:

- There is a need for NADOs to take a more prominent role in promoting the WADA Call for Proposals with their stakeholders, particularly universities.
- Research findings need to be disseminated to anti-doping administrators.
- WADA needs to continue to encourage research in developing countries and look at methods for enhancing this, particularly for countries with challenges accessing technology.
- Anti-doping eLearning programs should integrate research tools in order to measure their effectiveness.



- Evaluation of programs needs to be continually promoted among stakeholders. WADA will examine the possibility of supplementing the UNESCO Voluntary Fund applications with small grants for evaluation.
- Education needs to be specifically tailored to the audience's age range, sport, literacy level, access to technology and geographical area.

Research Priorities:

- There is a need to continue to market and promote the WADA social science research program.
- Consideration should be given to allocating funds for action research projects in order to open the program and engage more countries, while still maintaining the open research program.
- There is a need for WADA to take a proactive approach with countries needing more evidence-based research.
- It was recommended that WADA consider research projects for the following topics:
 - The deterrent effects of storing samples and reanalysis.
 - The most effective methods of education for athletes on supplements, including the best way to communicate messages. There is also a need to examine the role of the entourage in supporting the use of supplements.
 - The role of social media and its potential function in effective education delivery.
 - A large scale research project examining global public opinion / perception of doping and anti-doping to further explore who we can improve intervention programs.
 - The role of sponsors in the anti-doping process, their perception of doping, and what responsibilities they feel they have in protecting clean sport.
 - An examination of how anti-doping fits as an integrity issue.
 - Additional research projects to support the development of an International Standard for Education.

Development of an International Standard for Education and Information:

- The Education Committee requested that WADA Management seek the approval of the WADA Foundation Board to explore the development of an International Standard for Education and Information.



- A proposed International Standard for Education and Information would assist with:
 - Ensuring a multi-tiered approach involving NADOs, RADOs, IFs, NOCs and Major Event Organizers among others.
 - Outlining roles and responsibilities for stakeholders, best practices and guiding principles for anti-doping education programs.
 - Outlining mandatory elements that can be adapted to fit local capacity/culture.
 - Reviewing (and evaluating) the *Education Guidelines to Prevent Doping in Sport (2016)*.
- Should the WADA Foundation Board agree to the development of an International Standard for Education and Information, WADA Management should establish a small working group for its development.

Resources:

- The Committee supported the continuation of the Values Education Through Sport (VETS) partnership and agreed WADA should provide the necessary funds to support the graphic design and piloting of the project.
- There is a need to ensure the education activities and programs are promoted through various mechanisms. The new parents' resource should be promoted with IFs and the IOC Entourage Commission.
- The Committee welcomed the new ADEL eLearning platform and were pleased that the translation function has been made simpler and less costly, and that stakeholders can manage their relevant parties' activity.
- There is a need to examine the possibility of having the eLearning tools available offline, and explore whether the eLearning platform can automatically inform users when content has changed.

Other Areas:

- Gunter Younger, WADA Director for Intelligence and Investigations, provided an overview of the 'Speak Up' whistleblower program. The Committee fully supported the program and will encourage all stakeholders to educate their constituencies about it and encourage all to speak up about doping.
- A Global Education Conference will be held in 2018, with host, dates and location to be determined by WADA. Pending the approval of the WADA Foundation Board, content will include discussion of an International Standard.

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