

# 2017 International Anti-Doping Seminar in Asia & Oceania: REPORT

5-6 December 2017

Chiba, Japan

7 December 2017 - Optional



INTERNATIONAL  
ANTI-DOPING  
SEMINAR

in ASIA &  
OCEANIA

Implementing Effective Education Activities &  
Strategic DCO Management towards 2020

In support of



In cooperation with



Commissioned by Japan Sports Agency

# 2017 International Anti-Doping Seminar in Asia & Oceania

## Implementing Effective Education Activities & Strategic DCO Management towards 2020

### Seminar Outline & Background

The 2017 International Anti-Doping Seminar in Asia & Oceania saw 50 participants from 28 countries in Asia and Oceania region gathered at Makuhari Messe in Chiba on 5-7 December 2017. The theme was "Implementing Effective Education Activities & Strategic DCO Management towards 2020".

In 2017, the WADA Code Compliance Questionnaire was distributed to all NADO/RADOs as a main part of the Code Compliance Monitoring. To develop the global Anti-Doping Movement, this year's Seminar was designed to focus on the Code Compliance and its implementation.

The Japan Anti-Doping Agency (JADA) hosted the Seminar in partnership with the World Anti-Doping Agency (WADA), under the auspices of Japan Sports Agency. JADA has been hosting this seminar for Asia and Oceania regions since 2008 with the aim to promote the values of sport for future generation. By developing the regions' capacity and network among the Anti-Doping experts and practitioners, the Seminar is to achieve a clean and safe sport through the rigorous Anti-Doping activities.

The Seminar was conducted as a part of "Sport for Tomorrow (SFT)", the legacy project of 2020 Summer Olympic and Paralympic Games. SFT is an international contribution through sport initiative led by the Japanese government aiming to promote sport to more than 10 million people in over 100 nations up to 2020. It aims to share the values of sport and promote the Olympic and Paralympic Movement to people of all generations worldwide.



### Schedule

Day 1 5 December 2017 *10:00 – 11:30 media open	
10:00–10:05	Official Opening Dr. Daichi Suzuki, Commissioner, Japan Sports Agency
10:05–10:10	Welcome from Host City Mr. Shunichi Kamiya, Deputy Mayor, Chiba City
10:10–10:50	Signing Ceremony: MOU for the collaboration to enhance promotion and cooperation on Anti-Doping activities Introduction: Dr. Ichiro Kono, President, JADA Commitment Message: Prof. Hidenori Suzuki, Chairman, JADA Dr. Koji Murofushi, Sport Director, The Tokyo Organizing Committee of the Olympic and Paralympic Games (Tokyo2020) Dr. Patrick Goh, Chairman, Southeast Asia RADO (SEARADO)
10:50–11:00	Break
11:00–11:30	Keynote: Continuing to Protect "Clean Sport" Mr. Tim Ricketts, Director, Standards & Harmonization, WADA
11:30	Lunch
13:00–13:15	Seminar Objectives Mr. Shin Asakawa, CEO, JADA
13:15–13:45	Overview of WADA's Code Compliance Monitoring Program Mr. Tim Ricketts, Director, Standards & Harmonization, WADA
13:45–13:55	Q & A
13:55–14:30	Experience of Completing CCQ Supported by the WADA Audit Program Ms. Ling Lin, Deputy Director, Testing Division, China Anti-Doping Agency Mr. Gobinathan Nair, Director General, SEARADO
14:30–15:05	Strengthening Independence of Anti-Doping Organizations in Asia & Oceania Mr. Tom May, Deputy Director, NADO/RADO Relations, WADA
15:05–15:15	Q & A
15:15–15:30	Break
15:30–16:00	Overview of the Anti-Doping Program of Tokyo 2020 Games Ms. Chika Hirai, Director, Doping Control, Tokyo2020
16:00–16:40	Lessons from the Past / Looking to a Brighter Future for Anti-Doping in Asia & Oceania Mr. Joseph de Pencier, CEO, INADO
16:40–16:50	Q & A
16:50	Summary & Day 2 Expectations Mr. Shin Asakawa, CEO, JADA
17:00	Day 1 Close - Para-sport Experience; Goalball (optional) -
Day 2 6 December 2017	
10:00–10:10	Day 2 Introduction Mr. Kazuhiro Hayashi, Director, Asia/Oceania Office, WADA
10:10–10:40	Updates on the PyeongChang Taskforce on Anti-Doping Mr. Tim Ricketts, Director, Standards & Harmonization, WADA
10:40–11:10	Background and Updates on the International Standard for Information & Education and Support for NADOs/RADOs Ms. Erin Tedford, Education Manager, WADA
11:10–11:20	Q & A
11:20–11:35	Break
11:35–12:10	Implementing an Effective Training & Evaluation System for Anti-Doping Activities Mr. Graeme Steel, (in-coming) CEO, INADO
12:10–12:50	<b>Theme: Education @Room 302</b> - JADA's Experience of planning Effective Education Activity (Outreach) Mr. Kenji Takarabe, Coordinator, International & Strategy Group, JADA - Implementing JADA's Education Package in Vietnam Mr. Vinh Quang, Manager, Education, Vietnam Anti-Doping and Sports Medicine Agency - Introduction of WADA's Education Tools Ms. Erin Tedford, Education Manager, WADA
	<b>Theme: DCO Management @Main hall</b> - Overview of Recruiting IDCs for Tokyo 2020 Games Ms. Chika Hirai, Director, Doping Control, Tokyo2020 - Evaluation Criteria and Strategy of Capacity Development in JADA Mr. Nobuyuki Iizuka, Manager, Testing Operation & DCO Management Group, JADA - DCO Management - SEARADO Experience and Perspective Mr. Gobinathan Nair, Director General, SEARADO
13:00	Lunch
14:00–14:10	Explanation of Discussion Points Ms. Keiko Uchitani, General Manager, Education, JADA
	Explanation of Discussion Points Mr. Nobuyuki Iizuka, Manager, Testing Operation & DCO Management group, JADA
14:10–15:50	Group Discussion: • The importance of evaluating Information & Education programs • Challenges to implement effective education activity and evaluation • Group work: Planning the evaluation
	Group Discussion: • Challenges to improve the quality of DCO & DCO training • Possibilities of future NADO/RADO partnership idea towards 2020
16:00–16:20	Summary from Group Discussion <b>Theme: Education</b> Mr. Graeme Steel, (in-coming) CEO, INADO <b>Theme: DCO Management</b> Mr. Joseph de Pencier, CEO, INADO
16:20–16:40	Viewpoints on Protecting Clean Sport for the Future Mr. Tom May, Deputy Director, NADO/RADO Relations, WADA Ms. Erin Tedford, Education Manager, WADA
16:40–17:00	Summary & Closing Remarks Mr. Shin Asakawa, CEO, JADA
18:00	Reception



## MOU towards Tokyo 2020 Games

The Tokyo Organizing Committee of the Olympic and Paralympic Games (Tokyo2020), the Southeast Asia Regional Anti-Doping Organization (SEARADO) and JADA signed a Memorandum of Understanding (MOU) at the opening event. The MOU will establish a framework for co-operation among the parties for Tokyo 2020 Games. It is aimed to ensure the athletes can compete on a level playing field with confidence as well as the integrity of sport is protected and developed through Tokyo 2020 Games.

Areas of collaboration covered by the MOU include:

- sharing of experience hosting major events, including Tokyo 2020 Games
- mutual cooperation with regard to the promotion and implementation of Anti-Doping education programs
- mutual cooperation covering the development of human resources for Anti-Doping programs, such as Doping Control Officers



**Dr. Patrick Go, Chairman, SEARADO**

"As part of the Asian family, the 2020 Games in Asia is naturally important to us. With this MOU, SEARADO will be even more deeply invested in the success of Tokyo 2020 Games."

**Dr. Koji Murofushi, Sport Director, Tokyo2020**

"Our dream for Tokyo 2020 Games is to create the Games where clean athletes can fully demonstrate their talent and make the values of sport shine through fair competition. This MOU we signed here today is an essential step towards a successful hosting of the Games in 2020."

**Prof. Hidenori Suzuki, Chairman, JADA**

"We hope the success of the partnership between the Tokyo2020 and SEARADO will translate into a successful model, not only emulated by other Asian and Oceanian countries but also worldwide."

## Keynote Speech: Continuing to Protect "Clean Sport"



Mr. Tim Ricketts  
Director, Standards & Harmonization, WADA

Mr. Tim Ricketts opened his speech with an overview of global Anti-Doping Movement and WADA's structure. He noted that the valued stakeholders such as UNESCO, NADOs, RADOs, IFs, Governments, IOC, IPC and CAS, are **all working together to address the issue of doping in sport.**

He mentioned as below based on the priorities for WADA:

- **COMPLIANCE:** Ensures Signatories have rules, legislation, regulations and quality programs implemented in line with the Code and the new International Standard for Code Compliance by Signatories (ISCCS)
- **INVESTIGATIONS AND INTELLIGENCE:** Detects and brings those committing ADRVs to justice through investigations; Whistleblower program and policy (SPEAK UP!); Partnership with international law enforcement agencies
- **RESEARCH-led-EDUCATION:** Ensures all stakeholders implement values-based programs; Developing an International Standard for Information and Education; New E-learning platform (ADeL)
- **STRENGTHEN LABORATORY ACCREDITATION:** Lead research to identify new trends in doping, new drugs and new methods of detection
- **ENHANCE ANTI-DOPING CAPACITY:** Facilitate collaboration, leverage resources, building capacity
- **ENHANCE ATHLETE BIOLOGICAL PASSPORT:** Blood testing to become mandatory
- **DEVELOP SCIENTIFIC KNOWLEDGE:** Increase investment in scientific research
- **ADAMS:** Upgrades and improve platforms to ensure the security of athlete data
- **OUTCOMES OF McLAREN INVESTIGATION**
- **INCREASE FINANCIAL SUPPORT TO WADA**

## Plenary: Update on WADA's Code Compliance Monitoring Program

Mr. Ricketts updated on WADA's Code Compliance Monitoring Programs. In February 2017, the Code Compliance Questionnaire (CCQ) was distributed to 307 International Federations (IFs) and National Anti-Doping Organizations (NADOs) with three months to complete. All CCQ were completed and submitted. 1 Signatory declared non-compliant.

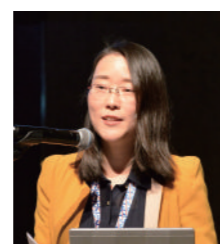
84 Corrective Action Reports (CARs) were issued to respective Signatories, and there were 1,704 corrective actions (362 Critical, 1,015 High Priority and 307 other). 10 of the CARs have been issued to the Asia and Oceania countries.

Mr. Ricketts shared that there was an excellent response rate to the CCQ and the constructive dialogue between WADA and Signatories. Over 400 corrective actions have been implemented by those Signatories.

In 2017, WADA trained 29 auditors and conducted 9 audit process incorporated into ISO9001:2015. WADA plans to conduct 15 audits in 2018 and 85 audits by the end of 2020. **In 2018 and beyond, WADA seeks to merge the audit process onto the CCQ platform and improve other functionalities of the CCQ.**

New ISCCS will be effective from 1 April 2018. ISCCS entails WADA's Code Compliance Monitoring program, WADA's support for Signatories' efforts to achieve/maintain Code Compliance, the process for determining non-compliance and consequences of non-compliance, and the procedures that WADA will follow-up to ensure that a non-compliant Signatory is reinstated.

Finally, Mr. Ricketts stressed that **WADA's Code Compliance Monitoring program is making a difference and contributing to enhance the quality of Anti-Doping programs globally.**



Ms. Ling Lin  
Deputy Director, Testing Department, CHINADA

## CHINADA's Experience on WADA Audit

Ms. Ling Lin explained that WADA performed on-site audit of CHINADA on 7-8 November 2017. The audit was a full audit, covering all parts of the Anti-Doping program.

In preparation for WADA's audit, she described how CHINADA took corrective action related to the World Anti-Doping Code, International Standards, TDSSA

and other guidelines.

She indicated that CHINADA received a high appraisal by the WADA audit team. The preliminary findings by audit team were consisted of the definition of national-level athletes in TUE, testing based on TDSSA for national and international athletes on paid tests and data privacy.

She described the experience of CHINADA involving a full preparation for audit, the corrective actions before audit, staff and documents on stand-by during audit process, active communication with WADA, logistical support and compliance with the World Anti-Doping Code.



Mr. Gobinathan Nair  
Director General, SEARADO

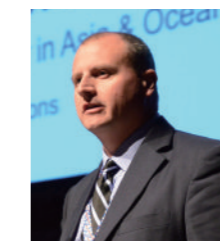
## WADA Audit Program: Auditor's Perspective

Mr. Gobinathan Nair presented from an auditor's perspective. He stated that **using the CAR create opportunities to be proactive to address almost all corrective actions.** This further enhances NADO's Anti-Doping programs to be in line with the Code.

He noted that the dedicated staff are well versed with the Code and understand the process. They communicate through open and two-way discussions with WADA regarding CAR. All processes remain transparent and clearly documented. The CAR serves as an important pre-audit document in preparation for the audit.

## Strengthening Independence of Anti-Doping Organizations in Asia and Oceania

Mr. Tom May pointed out the 'unique challenges' about independence of NADO/RADO while he mentioned the NADO's roles and responsibilities in the Code. Firstly, NADOs are often funded by, and thus may be influenced by, the respective government and/or National Olympic Committee. Secondly, the sport success leads to national interest which leads to a possible influence on Anti-Doping activities.



Mr. Tom May  
Deputy Director, NADO/RADO Relations, WADA

Moreover, other challenges for NADO/RADO are limited human resources and a lack of expertise. A government and/or National Olympic Committee sometimes tries to control or influence on NADO/RADO, even it is conflicts of interest. To address these challenges, **NADO/RADO board should be responsible for policy, strategic direction, and governance issues while remaining uninvolved in operations.** Roles and responsibilities, communication and reporting processes and confidentiality must all be defined by NADO/RADO board.

To strengthen the independence of NADO/RADO, he suggested as below:

- Balance independence vs accountability
- Ensure operational independence / autonomy
- Determine own priorities, programs and activities based on own decisions
- Clearly defined: Roles and responsibilities; Communication and reporting processes; Confidentiality and conflict of interest policies



Ms. Chika Hirai  
Director, Doping Control Tokyo2020

## Overview of Anti-Doping Program for Tokyo 2020 Games

Ms. Chika Hirai stated three core concepts of the Tokyo 2020 Games: Achieving Personal Best; Unity in Diversity; and Connecting to Tomorrow.

She noted that **communication and**

**engagement activity are important for the preparation of the Tokyo 2020 Games.** Additionally, the partnership with Japanese universities brings the big opportunities to raise awareness of the importance of Anti-Doping for young people. The collaboration between JADA and Tokyo2020 can further help spread the message. For instance, the "1000-days to go! Outreach Program" was one of the first examples to showcase our collaboration in order to raise the awareness of Anti-Doping to the public. The Tokyo2020's web page on Anti-Doping is now available including the updated information on Tokyo 2020 Games.

Regarding the International DCO (IDCO) recruitment, Tokyo2020 plans the IDCO selection will be conducted in 2018, followed by the training in Tokyo and E-learning sessions. The final selection of IDCO will be carried out in 2019 and 2020, the final on-site training will be conducted in Tokyo. All these information will be updated and shared in an appropriate way in a due course.

## Lessons from the Past: A Brighter Future for Anti-Doping

Mr. Joseph de Pencier summarized the history of Anti-Doping based on his experiences. He shared that the challenges in the 1980s were ineffective doping control, lack of Anti-Doping organizations and no government commitment. In the 1990s, Anti-Doping was disorganized in the absence of international leadership. WADA was formed in response to the historical backdrop. In the 2000s, the challenges were the lack of international harmony and consistency in some areas. In 2003, the World Anti-Doping Code and International Standards were created. The organizations and scheme such as the International Intergovernmental Consultative Group on Anti-Doping in Sport (IICGADS), the Copenhagen Declaration (2003), and the UNESCO Anti-Doping Convention (2005) were established.

In the 2010s, the complex private-sector doping and institutionalized state-sponsored doping occurred. He indicated **the 2020s will present the challenges around the ADO governance, the ADOs not being held accountable in the same way as athletes are, and insufficient funding.** Therefore, it has already been discussed about the revision of the 2021 World Anti-Doping Code, the ISCCS and the WADA governance reform.

- Finally, he suggested as below for the future of Anti-Doping:
- Establish more efficient and effective Anti-Doping program by using the current and emerging technology
  - Foster a culture of reporting a wrong-doing including doping
  - Construct a universal e-learning platform for all athletes, support personnel, sport officials, government officials and the media
  - Professionalise Anti-Doping

## "Goalball" - Parasport experience

After Day1 of Seminar, 10 participants had a Parasport experience at Makuhari General High School gymnasium, Chiba. The participants masked their eyes and focused on the sound of the bell inside the ball. Through the actual experience, they learn the joy and values of sport.



## PyeongChang Pre-Games Testing Taskforce

Mr. Ricketts explained about Pre-Games Testing Taskforce in 2016 Rio and 2018 PyeongChang Games. For Rio 2016, the Pre-Games Taskforce was consisted of independent experts with 6 NADO members, including JADA. Its work focused on the 10 highest risk sports and top eight athletes. Of 1,333 recommendations from the Taskforce, 40% were accepted and actioned in full, while 23% were accepted and actioned in part and 33% were not accepted or had no response from NADOs and IFs.

From June 2017 to February 2018, the PyeongChang Olympic Games Taskforce was in operation. It consisted of 5 NADO members, the IOC and WADA and the Doping-Free Sport Unit of Global Association of International Sports Federations (GAISF) was served as secretariat for the first time. The Taskforce conducted a specific risk assessment on each winter sport, discipline, country and athlete to establish a minimal level of testing matrix and then issued testing recommendations.

**The resulting Taskforce efforts demonstrated the excellent involvement and a positive contribution of all Winter Olympic IFs and NADOs.** The WADA Independent Observer Program also instills confidence in both athletes and the public in the quality, effective and reliable Anti-Doping program during the Games.

## Development of International Standard for Information and Education and Support for NADOs/RADOs



Ms. Erin Tedford  
Education Manager, WADA

Ms. Erin Tedford explained the progress on the International Standard for Information and Education. The first working group meeting in October 2017 unanimously agreed that more emphasis on the importance of research-led education. The final version will be presented at the World Conference in November 2019 for acceptance.

Doping exists in a complex web of socio-demographic and psychosocial correlates and predictors. She pointed out **the importance of education programs targeting the entourage of athletes and other immediate influencers, such as parents, teammates, sponsors, coaches and doctors.**

WADA's Education Department provides: communication of social science research findings, education training and support tools for stakeholders, advocacy and guidance with the evaluation of programs. This is done through outreach programs, books, games and videos as well as toolkits and access to all topics related to clean sport and Anti-Doping through the Anti-Doping e-Learning Platform (ADEL).

## Anti-Doping Activities, Training and Evaluation



Mr. Graeme Steel  
(in-coming) CEO, INADO

Mr. Graeme Steel presented that **education and communication, testing, and investigations require evaluation to increase their effectiveness. There are two types of evaluation – formal and informal – and two categories: Outputs and Outcomes, which is led by the outputs.**

In terms of testing program, checking how the test distribution plan demonstrates is one of the evaluation points as output. Evaluating an investigation program must have a mechanism for receiving, recording and acting on information.

An education program based on information can be evaluated through seminars, E-learning, outreach, written materials and websites. For example, a seminar deliverer must properly be trained. Being able to get the audience engaged is key to obtain formal/informal feedback.

E-learning enables an accurate recording of participants, which allows a measurement of learning achieved and preserved consistency and accuracy of material, although it does not allow for interaction. Outreach method is difficult to evaluate, but it is essential to get feedback from the event organizer. In addition, writing less words to describe same meaning is one of the tips to improve Anti-Doping materials for easier and better understanding.

## Viewpoints on Protecting Clean Sport for the Future

Mr. May and Ms. Tedford stated that **ADOs need to collaborate with each other to implement an effective Anti-Doping program.** The International Anti-Doping Seminar in Asia and Oceania hosted by JADA provides a great model to follow.

Mr. May re-emphasized the followings:

- NADOs need to address operational independence, autonomy, and conflicts of interest. WADA will consider the development of International Standards and guidelines.
- Strong training, evaluation and accreditation for DCOs, and educators are important for continuous improvement of Anti-Doping program.
- A need to measure the effectiveness of all areas of program through testing, education, communication and investigations. Additionally, NADOs must seek for both internal and external feedback.
- Doping is a societal issue and values-based education is the key to resolve this type of issue. Education materials of WADA and JADA can support to conduct the Anti-Doping activities in each NADOs/RADO.

## Education

### JADA's Experience on Planning Effective Education Activity (Outreach)

Mr. Kenji Takarabe, JADA, described JADA's approach to Outreach program based on 5W1H: *Who* (youth or top athletes), *Why & What* (raise awareness or give information for what reasons), *Where & When* (athlete hotel or competition venue), *How* (WADA PLAY TRUE Quiz, paper-flip, managa movies to show). JADA customize Outreach program for each occasion to increase the effectiveness and maximize the opportunity. Implementing an effective education activity requires the strategic approach to Outreach matched to each situation.

### Implementing JADA's Education Package in Vietnam

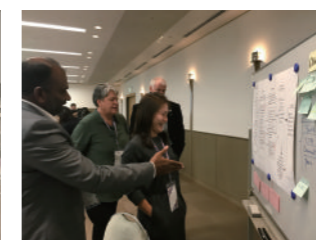
Mr. Vinh Quang, Vietnam Anti-Doping and Sports Medicine Agency (VADA), described that VADA has implemented the JADA Education Package since 2014 for hosting the Asian Beach Games in 2016 and the preparations for the 2017 SEA Games and 2018 Asian Games. VADA translated "PLAY TRUE Book" and education session slides in Vietnamese for better understanding of athletes. In 2017, VADA conducted the education session and Outreach program by using JADA's Educational Package.

He mentioned that utilizing the Education Package was not only time and cost effective for developing VADA's program but also raised awareness on Anti-Doping by providing useful information to their target groups.

### Group work

Objectives: 1. Reaffirming the significance of planning and evaluation for education program; 2. Developing a viewpoint for evaluation

- 1) Result of pre-Questionnaire
- 2) Purpose of evaluation (to improve the delivery of existing program or to prove the values of a program)
- 3) Steps for education planning
- 4) Evaluation (purpose, evaluation items, method, timing, if ... then...)
- 5) Group work: Set evaluation points on one chosen Anti-Doping activity in a group
- 6) Group discussion: Implement in your NADO's education program



## DCO Management

### Overview of Recruiting IDCOs for Tokyo 2020 Games

Ms. Chika Hirai explained the overview of IDCO recruitment through NADO/RADOs for Tokyo 2020 Games. She stated that all recommendation and communication for Tokyo 2020 Games needs to come from NADO/RADOs, not as individual ones.

For the selection of IDCO following steps are expected:

- Documentary examination
- English speaking testing and interview
- Training and ability check
- On-site final training

The basic IDCO selection criteria are:

- Able to act as a DCO in English
- Able to follow instructions and Code of Conduct policy
- Able to act punctual and be professional
- Minimum of 4 years of experience as IDCO
- Minimum 2 experiences at international events

### Strategy of Capacity Development and Evaluation Criteria

Mr. Nobuyuki Iizuka, JADA, explained that there are a total of 260 DCOs with a 50:50 ratio of male to female in Japan. The DCO selection criteria are geographical advantage, flexibility for mission date, English competency, punctuality, professional attitude and ability to use a smartphone and PC.

JADA develops DCO capacity through:

- 1) Seminars for DCOs/ BCOs
- 2) Webinars
- 3) Audit by JADA staff
- 4) Feedback on attitude

JADA requires DCOs the annual minimum number of testing, auditor assessment and examination as the evaluation criteria for re-accreditation. In addition to these criteria, the senior DCOs are required the additional inspection on site.

### DCO Management - SEARADO Experience and Perspective

Mr. Gobinathan Nair explained that the regional DCO trainings are organized by SEARADO assisted by JADA while the national DCO Training course are organized by SEARADO member countries themselves. To develop the regional DCO trainer, SEARADO organized 2 "train-the-trainer" course with the support of UNESCO Funding. DCO training led by the SEARADO DCO trainer were conducted in Timor-Leste, Indonesia and Vietnam for 3 years. With the signed MOU, SEARADO will further collaborate with JADA and Tokyo2020 to develop the capacity in SEARADO, which can assist other regions. He plans to maintain the pool of reliable DCOs in SEARADO after Tokyo 2020 Games.



## PLAY TRUE 2020, Sport for Tomorrow

Be true to sport. Be true to yourself. Unite with the "true" spirit to the world, and to the future

"PLAY TRUE 2020" is one of the three main Sport for Tomorrow pillars as part of Tokyo 2020 Games legacy project of the Government of Japan. Its aim is to protect the values of sport and develop the integrity of sport for the future generation and for future of sport. PLAY TRUE 2020 focuses on: **Positiveness, Leaders, Activate and Youth**, which are transcended with "TRUE".



The International Anti-Doping Seminar in Asia & Oceania is organized as one of its central projects, the capacity development of Anti-Doping. It is aimed to develop the Anti-Doping Movement and leaders in the regions.  
See - <http://playtrue2020-sp4t.jp/>