



Athlete-Centred Approach: In the lead up to the 2027 Code

December 11, 2024 in Tokyo



Dr. Yaya Yamamoto (WADA)

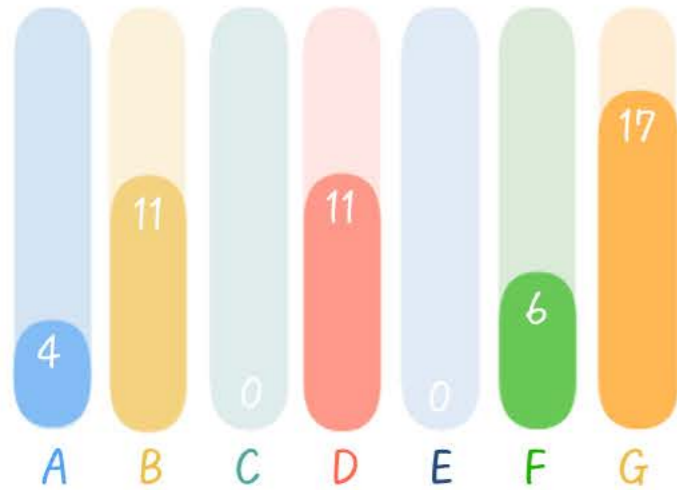
Mr. Jessie Lacuna (Olympian, Swimming)

Mr. Hiroaki Kozai (Paralympian, Wheelchair Basketball)

Ms Kana Sato (JADA)

Ms Siniva Setareki (ORADO)

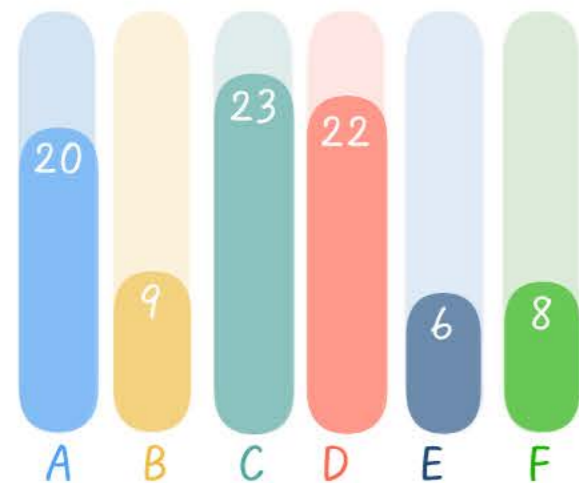
Q Which level of operations and/or governance athletes are engaged in your organization?



- A) Board
- B) Athlete Committee
- C) Standing (Special) committees
- D) NADO/RADO staff
- E) DCO
- F) Educator
- G) Awareness-raising activities in Outreach Program

As an Athlete Commission, we have events, and we invite our local NADO (PHINADO) to conduct an anti-doping workshop or webinar. -Jessie

Q What is the biggest challenge to engaging athletes?



- A) Finding appropriate athletes (right competency/profile/values etc)
- B) Do not know how to engage athletes
- C) Culture (not speaking out/ not empowering)
- D) Bringing non-interested to interested athletes
- E) NOC/NPC not cooperating with NADO
- F) ASPs (entourage) not cooperating (discouraging)

Speakers' Panel



Proper education and approaches for anti-doping can help **communicate constantly with athletes** and engage with them. - Jessie

To raise awareness among young people, it is important to find a balance between **encouraging involvement and not overwhelming them**. - Hiro



For English as second language speakers, 'anti-doping' often has a negative connotation. We use **positive terms and an encouraging atmosphere** in education to engage more athletes. -Kana

We do not want to overwhelm athletes and the time for outreach program can be challenging. **Using music and dance, along with receiving feedback from athletes, is one solution**. - Siniva

