

2024 International Anti-Doping Seminar in Asia and Oceania JADA

2024
INTERNATIONAL
ANTI-DOPING
SEMINAR
in ASIA &
OCEANIA

PLAY
TRUE
2020
© JADA

SPORT
FOR
TOMORROW

**Empowering the Clean Sport Community:
Sharing Practical Insights and Fostering Collaboration**



SCHEDULE

11, 12 December 2024
Tokyo – 2 Day Seminar

Tokyo, Japan – The Japan Anti-Doping Agency (JADA), in collaboration with the World Anti-Doping Agency (WADA) and under the auspices of the Japan Sports Agency, successfully hosted the annual International Anti-Doping Seminar in Asia & Oceania on December 11-12, 2024. The seminar brought together more than 100 participants from more than 30 countries. The seminar aimed to enhance the capacity development of anti-doping organisations in the Asia-Oceania region. Key topics included an in-depth exploration of the 2027 Code/IS revisions and their background, practical knowledge applicable in the field for continuous capacity development, and strategies to promote synergy between testing and education, fostering more effective and efficient anti-doping programmes.

Over the course of the two-day seminar, the National and Regional Anti-Doping Organisations from across Asia and Oceania had the opportunity to hear from experts in various fields and actively participate in interactive workshops and discussions on key topics. As the seminar concluded, participants were encouraged to envision the future of their organisations 25 years from now and consider practical steps they could take to make anti-doping efforts more athlete-centred upon returning to their respective countries.



Prof. Akama Takao
JADA Chair

Host Welcome

Prof. Akama Takao, Chair of the Japan Anti-Doping Agency (JADA), welcomed participants to the 2024 International Anti-Doping Seminar in Asia & Oceania. The seminar brought over 100 participants to Tokyo under the theme "Empowering the Clean Sport Community" emphasizing knowledge-sharing and collaboration. In his opening remarks, Professor Akama expressed gratitude for the support of WADA and the Japan Sports Agency and extended a warm welcome to seminar participants. He encouraged active engagement throughout the seminar to further strengthen the clean sport community, highlighting the importance of partnerships, teamwork, and shared commitment to anti-doping.

State Minister Address/ Welcome Remarks

Mr. Arata Takebe, State Minister of the Japanese Ministry of Education, Culture, Sports, Science and Technology (MEXT) and WADA Foundation Board Member representing Asia, also addressed the participants. In his welcome remarks, he emphasized the importance of regional collaboration and reaffirmed his commitment to working with stakeholders to advance anti-doping efforts. He expressed hope that the seminar would serve as a platform for participants to exchange constructive insights on developing more efficient and effective anti-doping programmes with limited resources. He also underscored the seminar's role in deepening participants' understanding of the 2027 Code revisions and the Code itself, reinforcing the shared commitment to integrity, honesty, and respect in sport.



Mr. Arata Takebe
State Minister of MEXT and
WADA Foundation Board Member

Rebalancing the System: WADA Strategic Plan (2025-2029) and Preparations for the 2027 Code and International Standards Strategic Plan (2025-2029)



Dr. YaYa Yamamoto
Director WADA Asia/Oceania

Dr. YaYa Yamamoto presented WADA's 2025-2029 Strategic Plan and preparations for the 2027 Code, highlighting WADA's 25th-anniversary milestones, including the World Anti-Doping Code and eight International Standards. She outlined key achievements such as the Anti-Doping Administration & Management System (ADAMS), the Athlete Biological Passport, and investigative tools like the Whistleblower Programme. The 2025-2029 Strategic Plan centers on five pillars: leadership, maximizing impact, athlete-centric initiatives, stakeholder collaboration, and operational efficiency. Future priorities include harmonized anti-doping standards, education, enhanced compliance monitoring, and increased intelligence and investigative capacity. Dr. Yamamoto emphasized the need for public authority engagement and digital education tools to prevent doping. She concluded by detailing the 2027 Code and Standards timeline, stressing stakeholder involvement and a unified global framework for clean sport.

2027 Code & International Standards Updates: Consultation feedback and directions on IST and ISE

Mr. Tim Ricketts outlined key updates proposed for the 2027 IST, focusing on expedited sample analysis for major events, refined whereabouts requirements, and enhanced athlete identification measures. He stressed the importance of timely sample shipping to ensure fair competition and introduced the Athlete Biological Passport (ABP) updates, including mandatory use of WADA-approved Athlete Passport Management Units (APMUs). Proposed changes also address gender diversity in doping control, new athlete and sample collection personnel identification rules, and improvements in ABP custody sharing, transparency, and collaboration among Anti-Doping Organisations (ADOs). Mr. Ricketts emphasized harmonized athlete communication, education and consistency in anti-doping protocols to enhance transparency and streamline processes while safeguarding fair competition.



Mr. Tim Ricketts
Director Testing WADA



Mr. Colin Allen,
Manager Education WADA

Mr. Colin Allen provided updates on the International Standard for Education (ISE), emphasizing efforts to enhance anti-doping education programmes. He highlighted the ISE's role in guiding the planning, implementation, and evaluation of effective education strategies. Key updates include clearer definitions, improved monitoring mechanisms, and an expanded role for educators. Mr. Allen stressed the importance of broadening educational outreach, particularly for young athletes, and underscored the positive impact of values-based education on shaping behavior. Emerging themes include greater clarity on roles and responsibilities, targeted support for ISE implementation, and a stronger focus on accountability through annual education plans and evaluations. He encouraged collaboration among Anti-Doping Organisations, governments, and WADA to further strengthen education efforts and foster a clean sport culture.



Part I: Presentation by panelists



Dr. YaYa Yamamoto,
Director WADA Asia/Oceania

Athlete-Centred Initiatives

In her second presentation, Dr. Yamamoto highlighted WADA's athlete-centred approach, focusing on key initiatives such as the Athlete Council, Ombuds Programme, and greater athlete involvement in the Code update process. The Athlete Council, composed of diverse athlete representatives, is designed to amplify athletes' voices in decision-making. The Ombuds Programme offers confidential support, guiding athletes through the complexities of the anti-doping system.

Dr. Yamamoto also emphasized ongoing efforts to assess the intersection of human rights and anti-doping policies, ensuring fairness and inclusivity. Additionally, athlete engagement at major events -through interactive and educational programmes- was highlighted as a key priority. Ultimately, these initiatives aim to empower athletes as ambassadors of clean sport and promote collaboration for a clean sport environment.

Athlete Centred Approach at Paris 2024

Mr. Lacuna outlined initiatives from the Athlete Engagement Programme at Paris 2024 aimed at increasing athlete participation. He highlighted activities such as interactive quizzes with prizes and photo opportunities with renowned athletes.

Mr. Jessie Lacuna
Olympian, Chair,
Philippines NOC Athlete
Commission Athlete
Ambassador, Member,
WADA Athlete
Engagement Team
Paris 2024



Mr. Hiro Kozai
Four-time Paralympian, IWBF Athletes'
Commission member

What Athlete Centred Means to Me

Mr. Kozai began his presentation by sharing his initial scepticism toward anti-doping measures and organisations, as well as the unique challenges Paralympians face in navigating anti-doping regulations due to their individualized health considerations. He highlighted the effectiveness of peer-study sessions in promoting anti-doping awareness and emphasised that athlete proactivity is essential for developing truly athlete-centred programmes.

JADA's Athlete-Centred Approach

Ms Kana Sato outlined Japan Anti-Doping Agency's (JADA) initiatives to promote clean sport through an athlete-centred approach. JADA's Education Strategic Plan (2022-2026) aimed to equip athletes and support personnel with knowledge and tools needed to uphold anti-doping values. Key initiatives include the Play True Creators programme, the Clean Sport Educator System, and targeted education sessions ahead of major events. Ms Sato emphasized the importance of learner feedback in refining educational programmes and highlighted the crucial role of educators in delivering values-based education. She also underscored the significance of collaboration among national sport federations and stakeholders, reinforcing a unified "One Team" approach to anti-doping education. JADA's efforts focus on protecting athletes' rights, fostering accountability, and cultivating a sustainable clean sport culture.



Ms Kana Sato
JADA Education Department



Ms Siniva Setareki
NADO Relations and Services
Manager of ORADO

Athlete Centred Approach in ORADO

Ms Setareki introduced ORADO's flagship Voices of the Athletes programme, aimed at educating and raising awareness among athletes at regional games. The programme promotes five key messages: Play True, Play Safe, Stay Healthy, Go Green and Be a Leader, in collaboration with the Athlete's Commission to reinforce Play True Messages. She highlighted the effectiveness of interactive activities such as dance, music, promotions quizzes, and prizes in enhancing athlete engagement. Additionally, she emphasized the impact of ORADO's 2024 social media campaign in expanding outreach and strengthening anti-doping awareness.

Part II: Speakers Panel Q&A Session

Day1 concluded with the Athlete Centred Cross Talk, chaired by Dr Yaya Yamamoto and Ms Kana Sato. Mr. Lacuna, Mr. Kozai, ORADO's Ms Siniva Setareki discussed "how to keep athletes at the center of anti-doping efforts". Panelists shared their personal experiences with testing, initial skepticism toward anti-doping education, and how engagement ultimately inspired them to raise awareness among future athletes. The key theme was shifting the perception of anti-doping organisations from policing to 'protecting' athletes. The discussion then shifted to effective ways to keep athletes at the centre of anti-doping messaging and challenges in doing so.



There was broad consensus that effective athlete engagement must begin as early as possible at the grassroots level. However, this engagement should be balanced, creative, age-appropriate, and culturally meaningful. In some countries, cultural beliefs, superstitions, and religious perspectives create significant challenges to anti-doping outreach and testing. The importance of incorporating athlete feedback at every stage of the process was strongly emphasized, ensuring they remain active participants rather than passive recipients. This approach was seen as equally crucial for athletes who had already been sanctioned, reinforcing the message of education and reintegration.

During the Q&A session, language barriers were identified as a major obstacle to outreach, with several audience members highlighting the difficulties of using English as the common language in the international sporting community.

Another key discussion point was the role of athlete mental health initiatives at the national level. Particular attention was given to the challenges faced by sanctioned athletes and the reluctance of some cultures to openly discuss mental health issues.

In closing, Dr Yamamoto asked each panelist to choose one word representing concrete actions they would take back home to enhance athlete engagement. Their choices - unite, inclusion, equality and proactivity - captured the session's spirit.

Throughout the discussion, graphic recording captured key insights, and participants contributed personal commitments to advancing Athlete Engagement.



DAY 2 : AM

Discussion and Group Work

WADA's Benchmarking of ADOs: Trends and Considerations for Asia and Oceania

Mr. Perumal and Mr. Lee presented WADA's Anti-Doping Organisation (ADO) Benchmarking Project, which evaluates global anti-doping efforts and identifies gaps in programme delivery. A key aspect of the project involves categorizing countries in the Asia-Oceania region into tiers based on athlete participation, medal performance, and GDP per capita. These findings revealed significant resource disparities, with Asia-Oceania hosting 61 of the world's 209 NADOs, yet facing considerable differences in staffing and budget allocations. Education initiatives, such as ADEL, saw a 65% increase in active learners, driven by expanded multilingual content. The project also focused on enhancing monitoring and compliance, noting a 19% reduction in non-conformities across the region. Lastly, strategic testing trends and recommendations were shared, helping stakeholders better prepare for major upcoming events like the Pacific Mini Games and Asian Games.



Mr. Saravana Perumal
Manager, Asia/Oceania Office,
WADA



Mr. Kenny Lee
Manager, Asia/Oceania Office,
WADA

Key Strategies and Practices for Implementing an Effective Anti-Doping Programme



Mr. Colin Allen
Manager Education WADA

Sport System Assessment

Mr. Colin Allen's presentation highlighted the synergy between education and testing in anti-doping efforts. He introduced the Sport System Assessment, a framework for mapping anti-doping systems, identifying key stakeholders, and improving education delivery. This approach enables targeted communication and resource allocation, focusing on different athlete groups, support personnel, and sport organisations. Mr. Allen stressed the importance of education plans with clear objectives, monitoring mechanisms and partnerships to ensure compliance and effectiveness. To address challenges like reaching rural or busy athletes, he suggested online modules and tailored sessions. He emphasized integrating anti-doping education into both national and international sport systems, aligning it with regulatory frameworks.

Implementing an effective Anti-Doping programme

The presentation by Ms Alexis Cooper focused on strategies for ensuring integrity in sport through Sport System Assessment, education, collaboration, and evaluation. Key points included identifying gaps in sport systems, customizing education for athletes at all levels, and emphasizing the role of sport organisations in anti-doping education, supported by organisations like WADA, RADO and NADO. She highlighted the crucial role of Athlete Support Personnel (ASP) in implementing anti-doping measures and the need for collaboration with professional associations to integrate education into accreditation processes. Educational institutions also play a vital role in promoting sport integrity from an early stage. While strengths include mandatory education and commitment to implementing measures, challenges like limited access to parents and media remain. The 2024 evaluation of Sport Integrity Australia highlighted positive outcomes, such as broader education reach and improved athlete behavior, with 98% confident in medication and supplement checks. Education, collaboration, and evaluation are key to promoting clean sport.



Ms Alexis Cooper
Director of Education at Sport Integrity Australia



Ms Keiko Uchitani
Director Testing JADA

Review of Pre-Games Testing for Paris 2024

Ms Keiko Uchitani reviewed the Japan Anti-Doping Agency's (JADA) preparation for the Paris 2024. She detailed JADA's focus on Athlete Biological Passport (ABP) testing and high-risk period monitoring, achieving a 95% compliance rate with testing recommendations. However, she noted challenges in areas such as team sport testing. In terms of pre-event education, JADA ensured that 100% of the delegation, including athletes and support staff, were well-prepared through webinars and ADEL courses. Key takeaways emphasized the importance of collaboration between education, testing, and science to enhance anti-doping operations. JADA's efforts underscored the need to prioritize RTP/TP inclusion and proactively address logistical challenges ahead of major events.

Group Discussions

In the group discussion sessions, participants were divided into two groups. The Education Group covered topics such as Sport System Assessment and Education for Athlete Support Personnel. The Testing Group discussed the review of the Pre-Game testing for the Paris Games and Sample Collection Personnel (SCP) management. Each group engaged in lively, interactive discussions, with participants sharing insights, best practices, and challenges faced in their regions. These discussions were facilitated by JADA members, who expertly guided the sessions, ensuring that each group stayed focused and that key points were addressed. In the next section, each group presented their findings and shared them with the other groups. This provided an opportunity for all participants to understand the perspectives and approaches of the other groups, reinforcing the importance of collaboration toward common goals. The presentations from each group deepened the discussions and played a key role in broadening the overall understanding.



Sharing the key points from Group Discussions

The afternoon session featured a panel discussion summarizing key takeaways from the group discussions. The panelists included Mr. Tim Ricketts, Mr. Colin Allen, Mr. Perumal S, Mr. Kenny Lee, Dr. Yaya Yamamoto and Ms Keiko Uchitani. Topics covered RTP/TP management, whereabouts failure, pre-event education and testing and the implementation of the Code and International Standards.

Representatives from each group shared their session outcomes. The Education group proposed maximizing existing e-learning systems to reach athletes in remote areas or overseas. To accommodate athletes with busy schedules, they suggested integrating education sessions into their training schedules. Additionally, it was agreed that anti-doping information should be incorporated into National Federation websites and disseminated through social media and TV.



The Testing group highlighted challenges encountered during pre-games testing ahead of Paris 2024, including outdated athlete's whereabouts information, difficulties in shipping blood samples, and an insufficient number of accredited laboratories. Regarding DCO management, concerns were raised about shortening the re-accreditation period from two years to one and the need for off-site quality control measures. The panelists noted the common challenges faces across groups and stressed the importance of learning from past experiences, evaluating current practices, and maintaining ongoing communication and collaboration with stakeholders.

After the group session reports, Ms Uchitani elaborated on why synergy between testing and education was a key theme of the seminar, illustrating her point with an example from JADA's perspective. She explained that JADA's education and testing departments held weekly meetings to coordinate the RTP registration process. Members from both departments shared insights into the meeting structure, procedures, and the factors that contributed to their success. Following this, participants engaged in group discussions on RTP management in their respective countries. The session concluded with an open-floor Q&A with the panelists.



Closing Summary

At the closing of the seminar, Dr. Yamamoto summarized key discussions and emphasized three main points under the theme 'Going Forward Together.' She encouraged participants to reflect on where they envision their organisations in 25 years, how they can make their anti-doping programmes more athlete-centred, and what concrete steps they will take upon returning home.

Closing Remarks by Mr. Shin Asakawa CEO JADA

Mr. Shin Asakawa, CEO of JADA, delivered the closing remarks, thanking participants for their active engagement and expressing sincere gratitude to the presenters. He emphasized the shared responsibility of the anti-doping community to correctly understand and implement the Code and International Standards, highlighting the importance of teamwork in achieving this goal. Concluding, he expressed hope that participants would leverage their professional networks to better prepare for the Code's future implementation.

Reflecting on the insights gained over the intensive two-day seminar, participants sought to integrate these learnings into the clean sport environment, embodying the spirit of "Empowering the Clean Sport Community."



Mr. Shin Asakawa
CEO JADA



Photo Gallery

