



JADCO'S CLEAN SPORT SYMPOSIUM

Presented by: June Spence Jarrett, J.P.
Executive Director

Background of JADCO

- The Jamaica Anti-Doping Commission (JADCO) was formally established in 2008 to execute the national Anti-Doping programme, in accordance with the standards stipulated by the international governing body, the World Anti-Doping Agency (WADA). JADCO is responsible for ensuring that all athletes comply with the World Anti-Doping Code, which is the document that harmonises regulations regarding Anti-Doping across all sports and all countries of the world.



MISSION & VISION

- **Mission:** To foster a dope-free environment in Jamaica that promotes the ethics and spirit of sport through education, testing, advocacy and coordination of an effective Anti-Doping programme in Jamaica.
- **Vision:** To become the premier world-class Anti-Doping organization.
- **Core Values:** Professionalism, Accountability, Integrity, Respect.



QUALITY POLICY STATEMENT

The management and staff of the Jamaica Anti-Doping Commission (JADCO) are committed to fulfilling its mandate in keeping sport clean and protecting Brand Jamaica. To maintain and improve this, the Commission commits to:

- Deliver quality, effective and efficient services which will meet and exceed the expectations of customers through improved testing, education and training programmes. This will be driven by the intelligence and investigative process.
- Promote and protect the integrity of sport as well as the health and rights of our athletes.
- Develop employees' competencies, creativity and accountability through innovative programmes, strong leadership engagement and commitment.
- Achieve a high level of customer satisfaction while conforming to the requirements of ISO 9001 Quality Management System Standard and relevant Statutory and Regulatory requirement.

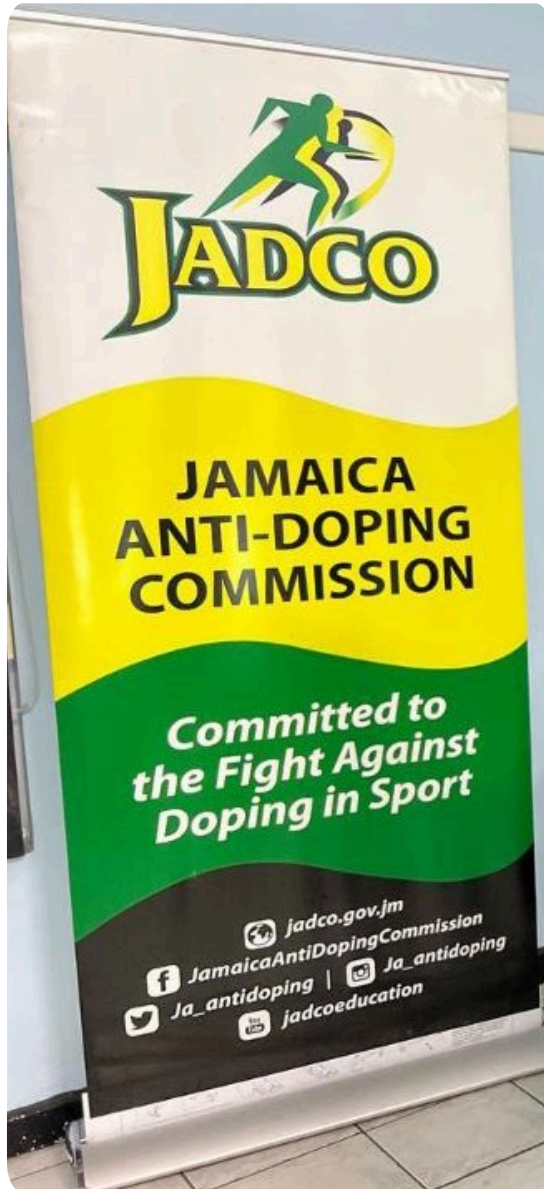
N. JUNE SPENCE JARRETT, J.P.
EXECUTIVE DIRECTOR

MARCH 31, 2022

Purpose of JADCO



The Jamaica Anti-Doping Commission (JADCO) aims to establish a doping-free environment in Jamaica, upholding the ethics and spirit of sport. It focuses on deterring doping through education, detecting it via testing and investigations, enforcing Anti-Doping rules, and educating athletes and the public. JADCO also advocates for clean sport and coordinates the national anti-doping program to ensure fairness and health in sports.



History of JADCO Symposium

- The Jamaica Anti-Doping Commission (JADCO) has hosted an annual symposium since **January 2015**.
- Symposium serves as an important platform for education, collaboration, and meaningful discussions about the fight against doping in sports in Jamaica.
- The annual **Symposium** is a flagship initiative to engage, educate, and empower stakeholders within the Anti-Doping and sporting communities.
- Over the years, the symposium has become a **benchmark event**, known for its quality content, stakeholder inclusivity, and impactful outreach

Purpose and Vision of the Symposium

- The symposium during the initial phase was just for support personnel; however, due to the overwhelming demand, it has been extended to legal, medical, and para-medical professionals, and other Caribbean Anti-Doping organisations.
- The symposium aims to provide **timely, credible information** on Anti-Doping practices, policy updates from the **World Anti-Doping Agency (WADA)**, and evolving medical and ethical perspectives.
- It fosters **collaboration, dialogue, and knowledge-sharing** across sectors including sport, medicine, education, media, and government.
- **Target Audience:** The symposium primarily targets athlete support personnel from sporting associations and federations, as well as principals from secondary schools.
- Athletes, coaches, medical professionals, and other stakeholders in the sporting community also participate.



A close-up photograph of a target with concentric rings. A single arrow is embedded in the center bullseye. The target is made of a light-colored material, possibly wood or paper, with dark rings. The arrow has a red fletching and a yellow shaft. The background is a soft, out-of-focus white.

Objectives of the Symposium

The main goals of the symposium include:

- Updating participants on the revised World Anti-Doping Code and relevant anti-doping legislation (like the Anti-Doping in Sport Act).
- Educating attendees on the Jamaica Anti-Doping Programme.
- Highlighting the functions and responsibilities of JADCO and the World Anti-Doping Agency (WADA).
- Facilitating dialogue and partnerships among stakeholders in the anti-doping community.
- Promoting the ethics and spirit of clean sport.

Key Themes and Topics

The previous symposium covered a range of important issues, including:

- The revised World Anti-Doping Code and JADCO's rules.
- The Anti-Doping Education and Learning Platform (ADEL).
- The significance of Anti-Doping education for athletes and support personnel.
- The doping control process.
- The importance of declaring all medications and supplements.
- Pain management, athlete health, and mental wellness in compliance with Anti-Doping regulations.
- Governance structures in sporting federations.
- The role of clean sport in shaping Jamaica's global reputation.
- The Jamaica Athletes' Insurance Plan.
- Strengthening JADCO's capabilities through partnerships and intelligence gathering.
- The WADA Prohibited List.





Benefits of the Symposium

- Key benefits of the symposium include:

1. Knowledge sharing:

- It provides a platform for sharing knowledge and experiences
- Promoting best practices and collaboration

2. Networking opportunities:

- It offers opportunities for attendees to network with colleagues and peers
- Fostering collaboration

3. Professional development:

- It helps attendees to stay up to date with the latest developments and advancements in Anti-Doping
- Enhances their professional knowledge and skills





Benefits of the Symposium

4. Feedback & Discussion from Stakeholders:

- This helps to inform the way forward for other symposium

Impact of the Symposium



- Increased knowledge of stakeholders.
- Stronger partnerships
- Disseminating Anti-Doping information on medical issues, WADA Code.
- Building interpersonal relations
- Behavioural changes in athletes
- Foster an increase in trust from stakeholders
- Improved Communication and Trust
- Proactive Prevention of Doping Violations
- Enhanced Global Reputation
- Strengthened National Anti-Doping Programme
- Empowered Athletes and Support Personnel
- Positive Shift in Attitudes Towards Doping



Outputs of the Symposium

- Annual themes connect national pride and global Anti-Doping goals
- Tailored sessions for participants
- Presentations by subject-matter experts
- Presentations from doctors, sports administrators, and experts
- Data-focused and solution-oriented
- In-person and online participation
- Live Q&A
- Partnerships with media houses
- Clear, thematic branding across all materials
- Social media countdowns and highlight reels
- Surveys after every event
- Feedback informs the next symposium's planning

Best Practices

1. Strategic Theming:

- Keep it simple to ensure the theme is easy to understand and remember
- Make it relevant
- Should promote inclusion and foster a sense of community





Best Practices

2. Stakeholder Focus:

- Foster trust through openness
- Consider stakeholder perspective
- Encourage stakeholder participation
- Building trust and rapport with stakeholders

Best Practices

3) Expert-Driven Content

- Work with experts to create high-quality content
- Experts who have done academic research to make their presentations
- Provides accuracy and relevance

Spirit of Sport Values

- Ethics
- Fair Play and Honesty, Health
- Excellence in Performance Character & Education
- Fun and Joy
- Teamwork
- Dedication Commitment
- Respect for Rules and Laws
- Respect for Self and other Participants
- Courage
- Community
- Solidarity

Upcoming Event

JADCO School Tour

- February/ March



Feedback Form

“
Real integrity is doing
the right thing,
knowing that nobody's
going to know whether
you did it or not.”
Oprah Winfrey

Contact Us

Have questions or want to learn more? Get in touch with us!

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www.jadco.gov.jm



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JA ANTIDOPING



**2025 JADCO
SYMPOSIUM**

THEME:

**Clean Sport:
Shaping Jamaica's
Global Reputation**

TERRA NOVA ALL-SUITE HOTEL
WEDNESDAY, JANUARY 29
8:30 A.M.

Best Practices

4) Hybrid & Interactive Format

- Clearly define objectives
- Determine goals and outcomes
- Select interactive elements that align with the audience
- Encourage participation through a safe and productive environment
- Expand our reach and enhance engagement through in-person and online participation
- Live question & answer sections
- Live polls
- Group discussions
- Gamification



Best Practices



5) Strong Media & Branding Strategy

- This will help to build the organisation strong reputation,
- Increase visibility to achieve their goal.
- They will be consistent
- Stay up to date.
- Increase engagement


Best Practices

6) Continuous Evaluation & Feedback

- Can drive growth
- Improvement and success

Tools and Techniques

- Focus groups
- Track key performance Indicators (KPI) to evaluate performance
- Act on feedback
- Implement changes and improvements based on feedback
- This will inform the planning for the next symposium



FEEDBACK FORM A

NAME OF EVENT: _____ DATE: _____
LOCATION: _____ ROLE: _____

Please indicate your answer with a tick or write on the space provided.

SECTION 1

Is this your first time attending a JADCO Anti-Doping Education Workshop?
Yes ☐ No ☐

Please answer the questions below using a scale of 1 to 4 (where 1 is strongly disagree and 4 is strongly agree):

| | STRONGLY DISAGREE | DISAGREE | AGREE | STRONGLY AGREE |
|--|----------------------|----------|-------|-------------------|
| Did the presentations meet your expectation? | | | | |
| Do you believe the objectives of the workshop were met? | | | | |
| Did you find the materials and handouts distributed useful? | | | | |
| Were the times allotted to each presentation sufficient? | | | | |
| Were the presentations too long? | | | | |
| Will you apply what you have learnt at this workshop? | | | | |
| Would you recommend this workshop to others? | | | | |
| Have you garnered knowledge of anti-doping as a result of this workshop? | | | | |

SECTION 2

Evaluate presenters on how they met the criteria below:

PRESENTER 1- JADCO AND YOU

| | DEFINITELY | MOSTLY | NOT REALLY | NOT AT ALL |
|--------------------------------------|------------|--------|---------------|---------------|
| Clear/Prepared | | | | |
| Interactive/Engaging/ Interesting | | | | |

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Outcomes and Regional Relevance

- Increased participation and public engagement
- Stronger national partnerships
- Ensuring initiatives have a meaningful and lasting impact
- Be willing to adapt and adjust initiatives based on feedback and changing circumstances.
- Engage with local stakeholders, organisations, and government agencies.
- Increased effectiveness
- Initiatives should be tailored to the specific needs
- Partnerships and collaborations

Challenges and Mitigation Strategies

CHALLENGES

SOLUTIONS

Technical Barriers

Provides recordings

Attention fatigue

Breaks, entertainment, pop quiz

Technical language

Use of visual and simple languages



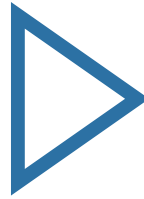
Recommendations for Regional ADOs

- Focus on youth
- Focus on topical issues
- Leverage media
- Include all stakeholders/ sectors
- Use feedback
- Encourage external participation

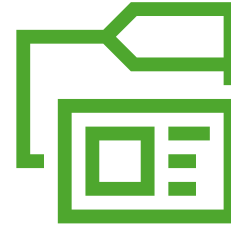
Future Outlook



Explore co-
hosting
opportunities



Stronger
Caribbean-wide
operations



Encourage
knowledge
searching and
collaboration



Conclusion

We need to build a stronger regional ecosystem for clean sport education. Together, we can raise the standards across the region.

QUOTE

“Education remains the best long-term solution to protect the values of clean sport. It is a critical component of the global Anti-Doping system.”



-Yang Yang
WADA Vice-President





THANK YOU



End of
presentation