

FIELD WORK REPORT

JAPAN ANTI-DOPING AGENCY OUTREACH PROGRAM AT THE JAPAN PARA-BADMINTON INTERNATIONAL 2018

Place of Work (Organization/Company): Japan Anti-Doping Agency (JADA)

Date: 2018-09-28

Event: Hulic-Daihatsu Japan Para-Badminton International 2018

Venue: Machida Gymnasium, Machida City, Tokyo

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Dated: 2018-10-05



SECTION 1: INTRODUCTION

“PLAY TRUE 2020” – anti-doping and sport values – is one of the three main pillars of Sport for Tomorrow delivered by JADA. The aim of this pillar is to protect and develop the values of sport and to develop future leaders in the area of integrity and protecting the right of clean athletes.

As my area of research is on anti-doping, I am fortunate enough to be introduced to Dr. Mayumi Yamamoto, Senior Manager, International Relations & Strategy Group, JADA and her team by my primary academic supervisor, Dr. Koichi Watanabe. Dr. Watanabe is also a Medical Director and Therapeutic Use Exemption (TUE) committee member at JADA. We have had two meetings with Dr. Yamamoto and her team in the company of Professor Randeep Rakwal, who is also my co-supervisor. These meetings have provided me with an insight into JADA’s operation in regards to education and awareness and what they can offer to my research and Fiji in terms of supporting its proposed anti-doping agency. This collaboration has offered me with the opportunity to identify the support that can be offered from an established anti-doping agency coupled with information that is available out there in terms of support. JADA in this juncture have agreed to provide capacity building opportunities for me while I’m completing my studies at the Tsukuba International Academy for Sport Studies (TIAS, <http://tias.tsukuba.ac.jp/>) at TAIKU, University of Tsukuba. This will provide me with an insight into the operational activities of a National Anti-Doping Organisation (NADO) while at the same time work on the research of establishing a NADO in the context of the Oceania Islands.

I am fortunate to get this opportunity both personally and also as a platform to forge the collaboration between TIAS and JADA under the Sport for Tomorrow initiative. I am willing to utilise the learnings especially on how things are operationalized by an established anti-doping organisation like JADA, who is also leading the way of promoting anti-doping and values in sport in Asia and the world. The promotion of the Play True program in the lead up to the 2020 Tokyo Olympics is vital now considering the issues surrounding doping in the past Olympics and how it is still creating headlines now at the international level. Thus the role JADA is playing in creating education and awareness at international meets as such is valuable in addressing this issue.

SECTION 2: CAPACITY BUILDING OPPORTUNITIES

During the course of our discussion and deliberation with JADA, they have offered me an opportunity to join them in one of the 4 outreach events that they will be collaborating with Badminton World Federation (BWF) and these are at the;

1. Yonex Japan Open

i) 17:00-20:00 on 11 September

At the Hotel New Otani Tokyo (near JR Yotsuya stn.)

<https://www.newotani.co.jp/en/tokyo/access/index.html>

ii) 10:00-18:00 on 12 September

At the Musashino Forest Sport Plaza (near the Tobitakyu stn. of Keio line)

<https://www.musamori-plaza.com/english/access.php>

2. Para Badminton International

i) 10:00-18:00 on 27 September

At the Machida City Gymnasium

<https://www.sports-machida.com/access/>

ii) 10:00-18:00 on 28 September

At the Machida City Gymnasium

<https://www.sports-machida.com/access/>

I had opted for the Para Badminton at Machida City Gymnasium on 28 September as I have not experienced working with para athletes before and this would be an opportune time for me to do so.

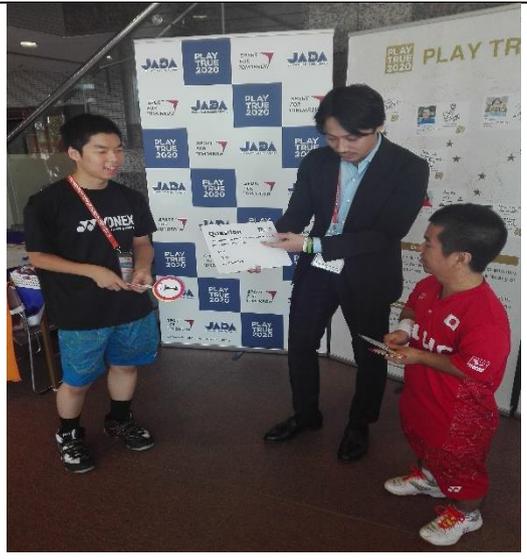
This is an International Para-Badminton tournament sanctioned by BWF. The sport of para-badminton has also been recognised as an official sport for the 2020 Tokyo Paralympics. There was a total of 14 countries that competed in the 5 days tournament which ran from 26 to 30 September 2018.

SECTION 3: KEY LEARNINGS & OBSERVATIONS

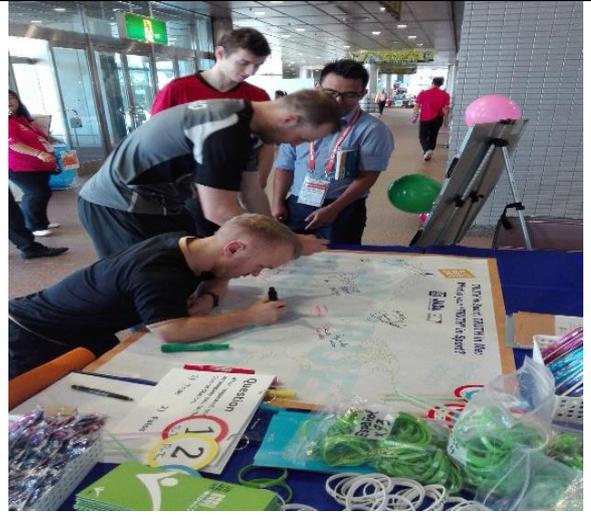
3.1 Key Learnings

| No | Key Learnings | Pictures |
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| 1 | Positioning of Anti-doping booth at the assembly area for athletes before they enter into the competition venue. This allows them to notice the booth and visit the booth after their matches. Some took this opportunity to have a look through the booth while waiting for their names to be called onto the court of play. This positioning provides the team visibility for athletes, team officials and also tournament officials. |  |

2 Use of Mr. Shintaro Ikeda, a former Japanese champion badminton player and member of the BWF Athletes Commission in the booth to relay his “TRUTH” message and deliver Anti-Doping Information to the athletes directly. Having elite athletes in the sport to share their experiences on clean sport goes a long way in terms of engaging the current athletes to understand the values of clean sport. Also using role models to champion clean sport has a greater buy in effect on athletes and officials.



3 Anti-Doping Education was delivered on site and the “TRUTH in Sport” message were inscribed by the Athletes themselves for the future of Sport. This provides them with an opportunity to share their views especially when representing their nations in this international competition.



4 Close collaboration between JADA and the International Federation – BWF in promoting clean sport and values of sport to athletes. Both the booths are stationed together beside the assembly area. This collaboration should be practiced at all times as it is cost effective and also allows the athletes to access all the information at the same time. This is being done in consideration for para athletes, to save them the time and space of movement.



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| 5 | Preparation of 2 sets of quiz questions to ask athletes and officials and with explanations of the answers on the answer card. These ensures that they are well informed of what anti-doping is and what their responsibilities are as athletes and officials in regards to testing and other areas of anti-doping. Having the explanations with citations from the WADA Code clears any doubt. |  |
| 6 | Proper packaging and tagging of JADA materials before and after the event. This ensures that all materials intended for the program are in order and there is nothing missing or forgotten. Packaging of materials into a suitcase with properly identified compartments is well organised and brings to the fore the attention to detail of the Japanese system of work. |  |
| 7 | Kneeling or squatting in order to see and talk to athletes on wheelchairs at eye level. This creates a personal touch and feel towards the athlete's ability and ensures that they are included in the education aspect of anti-doping. |  |

3.2 Observations

There were a few observations that I feel can be a learning experience as well and these include:

- i. JADA team creating the learning space to be fun and enjoyable to the athletes. This is through interaction with the athletes when they come through the booth sometimes speaking their language and this immediately makes a connection with them and probably ease the tension that they might perceive before coming to the booth.
- ii. Being a sensitive topic at the moment in the world of sport, officials for athletes including tournament officials are eager to experience the quiz and read the leaflets provided through the booth.
- iii. English speaking capabilities of athletes from non-English speaking countries. This makes communication easier and backs the sport being an international and

- Paralympic sport.
- iv. The visit to the booth from officials of the Doping Control Authority of Thailand (DCAT) as part of their 2 days meeting with JADA. Having the meeting in the week of the Japan Para-Badminton International provides the rare opportunity for visiting agencies like DCAT to experience how JADA conducts their outreach programs.
- v. How referees/umpires escort the players onto the court of play and escort them out again at the completion of their games. This is an adaptability made by officials to para athletes in consideration of their ability and to the rule of the tournament.
- vi. Discussions made by JADA and tournament officials to have the manga video (JADA education material) played in the athletes bus on their way to and from the games venue. This is a good idea in promoting awareness of doping and values in sport.
- vii. There was separation of role of the testing team and the education team. While the JADA team from the office is promoting education and awareness there is another team conducting anti-doping tests and collecting samples as noticed from the separate room for testing during the tournament.

SECTION 4: APPLICATION OF NEW KNOWLEDGE AND KEY LEARNINGS

The new knowledge acquired as mentioned in the previous section on key learnings will surely be applied in the Fijian setting during sport education and awareness when tournaments are hosted in Fiji for both able bodied and for people with a disability. Listed below are some settings where this can be applied;

- i. Anti-doping education and awareness during local and regional championships hosted in Fiji especially during Paralympic games and also for the Special Olympics, a tournament for the mentally challenged;
- ii. The Voices of the Athletes is a group of former athletes formed by the Fiji Association of Sport and National Olympic Committee (FASANOC) who provide sport education and awareness during tournaments and in the community. They are responsible for providing education and awareness of Olympic values such as respect for oneself and others, joy of effort, fair play, balance of body, mind and spirit and pursuing excellence. The learning from this can be shared with them especially when they encounter athletes or people with a disability.
- iii. The formulation of a manual on how to package education materials can be applied in Fiji which should include a checklist, special suitcase to store the materials and a guide on how to pack/unpack these materials and a sign off paper to confirm that everything is properly stored and packed.
- iv. Close collaboration with International Federations (IFs) that come and host tournaments in Fiji – most of the time these federations pay the money for testing of athletes and there is a need to share resources to educate athlete on anti-doping as well. As the values of sport seems to be the common theme of education, it is imperative that local anti-doping agencies and IFs work together as they have the same message to give to athletes. In this way there will be streamlined of information going to athletes and avoids contradiction of information which can cause confusion to athletes.
- v. Identification of a former athlete who can act as a champion for anti-doping in Fiji and the Oceania region as well. In this way they can be used as ambassadors for clean sport and to promote fair play.
- vi. Strategic positioning of booths during tournaments to target athletes and their

officials. This will ensure that they visit the booths as in most cases athletes and their officials are focused on their events and see this as a distraction. Having the booth strategically positioned and having bright coloured balloons, banners and with exhibitors and educators in uniform as experienced in Machida will surely attract them.

SECTION 5: CONCLUSION

I was eager to join JADA in this outreach program as I have not experienced a program as such for para athletes. The experience I got has met my objectives of experiencing first-hand how the anti-doping outreach program is adapted to para athletes. It was also a key understanding on how JADA operates their outreach programs with the two options that they have whether to have it at the games venue or at the accommodation venue for athletes. Gauging from our conversation, having the booth at the games venue is more desirable considering the time athletes have in going through the booth whilst at the accommodation venue, the booth is usually placed at the entrance to the dining area. The scheduling of athletes to have meals in groups does not give JADA enough time to disseminate the information intended for an outreach session as such.

I am grateful to Dr. Yamamoto, Mr. Takarabe and their team for allowing me to join them in this outreach exercise and to Dr. Watanabe and Professor Randeep for providing this connection. To be part of this collaboration between TIAS and JADA in realizing the Sport for Tomorrow initiative is also exciting and ensures that the legacy of this initiative will be shared in whatever field in sport that I might pursue in the future.

PICTORIALS FROM THE JADA OUTREACH WORK AT THE JAPAN PARA-BADMINTON INTERNATIONAL 2018

