

Press Release

5 November 2018

Japan Anti-Doping Agency(JADA)  
Tsukuba International Academy for Sport Studies(TIAS)

## **JADA and TIAS collaboration delivered the lecture for master course students on "Anti-Doping: Integrity and Values of Sport"**

As part of the continuous collaboration between the Japan Anti-Doping Agency (JADA) and Tsukuba International Academy for Sport Studies (TIAS), "Anti-Doping: Integrity and Values of Sport" lecture was delivered to the TIAS 4th Batch Master course students on 29<sup>th</sup> - 31<sup>st</sup> October 2018.

As part of Sport for Tomorrow (SFT), Japanese government legacy project, TIAS aims to foster the next generation of leaders in the world of sport. Under the mutual cooperation of SFT, and also as part of "PLAY TRUE 2020", JADA has been supporting this course as a lecturer since 2015. As part of international sport science education, Anti-Doping is a mandatory subject at TIAS.

24 TIAS students attended 10 lectures over 3 days and they had the opportunity to think how to protect and develop integrity and fairness in sport from the Anti-Doping perspective. Lectures are consisted of classroom-style learning and active learning. Each student also played their role like the IOC, IPC, elite athlete and coach from the point of view of the role and responsibilities stipulated in anti-doping rule.

Furthermore, the students enjoyed learning the values of sport through JADA original values-based education program called "New MO!" through adding the rules to make it fun, fair and respect.



Professor Barrie Houlihan from Loughborough University as a special lecturer explained the definition and relationship between “integrity” and “ethical principles” from a wider perspective.

The students are expected to acquire a wider perspective of international sport governance based on global anti-doping framework and apply it to the activity as part of their future profession.

Some of the TIAS alumni have already applied their experience and knowledge learned through Anti-Doping lectures to their professional field. For example, one of the 1<sup>st</sup> Batch graduates who currently works at the British School in Tokyo uses JADA's “Real Champion Education Package” to raise children’s awareness on values of sport, while the 3<sup>rd</sup> Batch student is writing a research paper in order to develop an anti-doping organization in his home country.

#### **[Comment from graduates of the programme]**

##### **Ms Roisin Akimoto (The British School in Tokyo, TIAS 1<sup>st</sup> Batch Graduate )**

“With Tokyo as the next Olympic and Paralympic host city, I feel it is our duty to provide an educational legacy for students that goes beyond the four walls of the classroom. Through JADA, we are giving our students the ability to recognize and practice the values of sport; such as fairness, respect and integrity, so that they can apply these values in their lives beyond school and the sports field.”

##### **Mr. Sitiveni Rokoro (TIAS 3<sup>rd</sup> Batch Graduate)**

“One of the many areas that anti-doping can be addressed is through education; and JADA has set an international benchmark in the provision of innovative and creative education packages, to promote values and fair play in the lead up to Tokyo 2020. This benchmark can be used by other National Anti-Doping Organisations as a gauge; to establish or enhance their national anti-doping education programs.”

[For Information]

#### **“PLAY TRUE 2020, Sport for Tomorrow”**

Sport for Tomorrow is an international contribution through sport initiative led by the Japanese government for the 2020 Tokyo Olympic and Paralympic Games. It aims to deliver values of sport and promote the Olympic and Paralympic Movement to people of all generations worldwide. The Japan Anti-Doping Agency (JADA) initiates one of the pillars of Sport for Tomorrow along with the Tsukuba International Academy for Sport Studies (TIAS). Under the name of “PLAY TRUE 2020”, JADA promotes a wide range of activities to protect the integrity of sport based on the values and virtue of sport with International Federation, National Federation and National/Regional Anti-Doping Agencies.

<Project website> <http://playtrue2020-sp4t.jp/>