

SPEAKING NOTES

CAREY BROWN

EXECUTIVE DIRECTOR, JAMAICA ANTI-DOPING COMMISSION

JADCO MEDIA BRIEFING

THURSDAY, SEPTEMBER 4, 2014, 10:00 A.M.

PRESS ROOM, OFFICE OF THE PRIME MINISTER

MINISTER WITH RESPONSIBILITY FOR SPORT, NATALIE NEITA-HEADLEY,
MS. ONIKA MILLER, PERMANENT SECRETARY, OFFICE OF THE PRIME MINISTER,
GENERAL MANAGER AND STAFF OF INTERACTIVE TOUCAN JAMAICA LIMITED,
COMMISSIONERS AND STAFF OF THE JAMAICA ANTI-DOPING COMMISSION,
OTHER SPECIALLY INVITED GUESTS,
MEMBERS OF THE MEDIA,
GOOD MORNING.....

MR. WILLIAMS, THANK YOU FOR STARTING OFF THE PROCEEDINGS TODAY AND
THANK YOU FOR THE LEADERSHIP AND GUIDANCE WHICH YOU AND THE
COMMISSIONERS HAVE PROVIDED SINCE BEING APPOINTED. I MUST TELL YOU
THE JOURNEY SO FAR HAS NOT BEEN WITHOUT ITS CHALLENGES. HOWEVER,
THE HARD WORKING TEAM AT JADCO CONTINUES TO RISE TO THE CHALLENGE.
JADCO IS A YOUNG ANTI-DOPING ORGANISATION AND SINCE ITS INCEPTION,
THE GOVERNMENT OF JAMAICA HAS ALWAYS HELD THE POSITION THAT WE
SHOULD PARTNER WITH A WELL ESTABLISHED ANTI-DOPING ORGANISATION IN
ORDER TO BUILD INSTITUTIONAL CAPACITY. TO THIS END, DISCUSSIONS WERE
HELD IN CANADA IN DECEMBER 2013, WITH THE CANADIAN CENTRE FOR ETHICS
IN SPORT (CCES) AND THE WORLD ANTI-DOPING AGENCY (WADA). THIS WAS



FOLLOWED BY A PLANNING MEETING IN JAMAICA IN MARCH OF THIS YEAR AND THE SIGNING OF THE JOINT INITIATIVE AGREEMENT ON MAY 15, 2014.

AS PART OF THE JOINT INITIATIVE AGREEMENT, DURING THE MONTH OF JUNE, CCES PROVIDED BOTH THEORETICAL AND IN-FIELD TRAINING FOR FOUR OF OUR MOST EXPERIENCED CHAPERONES AT JADCO TO BECOME DOPING CONTROL OFFICERS (DCOS). THEY WERE EXPOSED TO IN-DEPTH TRAINING, FOCUSING ON THE ROLE OF THE DCO, THE ATHLETE NOTIFICATION PROCESS AND SAMPLE COLLECTION PROCESSES INCLUDING PARTIAL SAMPLE COLLECTION. THEY ARE NOW CERTIFIED AND WORKING IN THE FIELD THUS INCREASING OUR COMPLEMENT OF DCOS TO EIGHT.

WE HAVE ALSO SECURED FUNDING FROM THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANISATION (UNESCO) WHICH WILL BE USED TO TRAIN ADDITIONAL DOPING CONTROL OFFICERS, CHAPERONES AS WELL AS BLOOD COLLECTION OFFICERS.

DISCUSSIONS WERE ALSO HELD IN CANADA WITH OFFICIALS FROM THE INRS- INSTITUT ARMAND-FRAPPIER RESEARCH CENTRE DOPING CONTROL LABORATORY (A WADA ACCREDITED LABORATORY). I CAN NOW REPORT THAT AS OF MARCH THIS YEAR THE INRS IS JADCO'S ATHLETE PASSPORT MANAGEMENT UNIT (APMU) FOR THE STEROIDAL MODULE. THE STEROIDAL MODULE ALLOWS FOR THE MONITORING OF THE TESTOSTERONE/EPITESTOSTERONE RATIOS ON AN INDIVIDUAL BASIS TO DETERMINE IF THERE IS THE NEED FOR ADDITIONAL SCREENING OF URINE SAMPLES.

THE TEAM AT JADCO IS COMMITTED TO DELIVERING SERVICE OF THE HIGHEST STANDARD TO OUR SPORTSMEN AND WOMEN AND WE HAVE REFORMED OUR TESTING PROCEDURES, IN KEEPING WITH INTERNATIONAL STANDARDS AND BEST PRACTICES. BETWEEN JANUARY AND JULY OF THIS YEAR THE COMMISSION HAS CONDUCTED 122 IN-COMPETITION AND 95 OUT-OF-COMPETITION TESTS.

WE HAVE MADE SIGNIFICANT IMPROVEMENTS TO OUR PUBLIC EDUCATION PROGRAMME. DURING THE MONTHS OF FEBRUARY AND MARCH, JADCO PARTNERED WITH THE JAMAICA ATHLETICS ADMINISTRATIVE ASSOCIATION (JAAA) TO IMPLEMENT THE INAUGURAL JUNIOR ATHLETES ANTI-DOPING EDUCATION WORKSHOPS IN FIVE REGIONS ACROSS THE ISLAND. THESE WORKSHOPS WILL BE A STANDARD FEATURE OF OUR PROGRAMME AS WE SEEK TO PROVIDE THE KNOWLEDGE TO OUR NEXT GENERATION OF ATHLETES IN ORDER FOR THEM TO MAKE INFORMED DECISIONS. THE NEXT SERIES OF THESE WORKSHOPS IS SCHEDULED TO BEGIN IN OCTOBER, WITH THE FIRST WORKSHOP TO BE HELD AT THE JAMAICA CONFERENCE CENTRE IN KINGSTON. A WORKSHOP FOR OUR SENIOR ATHLETES IS ALSO SCHEDULED FOR NOVEMBER.

THROUGHOUT THE YEAR, WE HAVE SUCCESSFULLY HOSTED WORKSHOPS WITH ATHLETES, ATHLETE SUPPORT PERSONNEL, MEMBERS OF SPORTING FEDERATIONS AND ASSOCIATIONS AND HAVE MAINTAINED A PRESENCE AT NATIONAL EVENTS SUCH AS THE NATIONAL JUNIOR ATHLETICS CHAMPIONSHIPS. OUR PRESENCE ON SOCIAL MEDIA HAS ALSO INCREASED.

WADA EXTENDED AN INVITATION TO OUR DIRECTOR OF COMMUNICATION AND EDUCATION TO PARTICIPATE IN THEIR OUTREACH PROGRAMME AT THE COMMONWEALTH GAMES HELD IN GLASGOW. THE EXPERIENCE WAS ONE WHICH VALIDATED THE APPROACH THAT JADCO HAS BEEN TAKING TO OUR OUTREACH PROGRAMME AND ALSO PROVIDED US WITH THE TOOLS AND KNOWLEDGE TO STRENGTHEN OUR OUTREACH ACTIVITIES.

TODAY WE ARE PROUD TO ANNOUNCE THE UNVEILING OF OUR WEBSITE WHICH CAN BE ACCESSED AT WWW.JADCO.GOV.JM. THE PROJECT WAS COMPLETED OVER A PERIOD OF FOUR MONTHS AT A COST OF US\$ 6,500.00. WE ARE CERTAIN THAT ATHLETES AND ATHLETE SUPPORT PERSONNEL WILL BENEFIT EXTENSIVELY FROM OUR WEBSITE, AND AS WE STRIVE TO IMPROVE COMMUNICATION WITH OUR TARGET AUDIENCE, WE WELCOME YOUR FEEDBACK. I WOULD LIKE TO SAY A SPECIAL THANKS TO THE TEAM AT INTERACTIVE TOUCAN JAMAICA LIMITED WITH WHOM WE WORKED VERY CLOSELY IN DESIGNING THE SITE.

WE INTEND TO FURTHER IMPROVE OUR COMMUNICATION WITH OUR STAKEHOLDERS. STARTING JANUARY 2015, WE WILL BE COLLABORATING WITH THE JIS RADIO TO BROADCAST AN ANTI-DOPING RADIO PROGRAMME MONTHLY. AS WE ASPIRE TO ENSURE OUR NATIONAL ANTI-DOPING PROGRAMME IS IN KEEPING WITH INTERNATIONAL STANDARDS, THE TEAM AT JADCO WILL CONTINUE TO COLLABORATE WITH BOTH LOCAL AND INTERNATIONAL PARTNERS TO CONSISTENTLY IMPROVE ITS TESTING AND EDUCATION PROGRAMMES.

THE REVISED WORLD ANTI-DOPING CODE WHICH COMES INTO EFFECT ON JANUARY 1, 2015 WILL SEE THE IMPLEMENTATION OF LONGER PERIODS OF INELIGIBILITY FOR CHEATS, THE SANCTIONING OF ATHLETE SUPPORT PERSONNEL OR OTHERS IN THE ATHLETES' ENTOURAGE WHO VIOLATE ANTI-DOPING RULES OR FACILITATE BREACHES OF THE ANTI-DOPING CODE. WHEREABOUTS VIOLATIONS WILL NOW BE ADMINISTERED IF THREE MISSED TESTS AND/OR FILING FAILURES ARE INCURRED WITHIN A 12 MONTH PERIOD.

THERE WILL BE INCREASED FOCUS ON PREVENTION AND VALUE BASED EDUCATION, AS WELL AS CHANGES TO THE THERAPUTIC USE EXEMPTIONS (TUE) MUTUAL RECOGNITION ARRANGEMENTS.

THERE WILL BE GREATER EMPHASIS ON THE USE OF INVESTIGATION AND INTELLIGENCE GATHERING IN THE DAY TO DAY OPERATIONS OF ANTI-DOPING ORGANISATIONS.

THE NEW CODE ALSO INCENTIVISES COOPERATION BY PERSONS WHO ARE ACCUSED OF COMMITTING DOPING VIOLATIONS.

JADCO IS CURRENTLY UPDATING OUR RULES TO MEET THE REQUIRMENTS OF THE 2015 CODE AND INTERNATIONAL STANDARDS, AND WE WILL KEEP THE LINES OF COMMUNICATION OPEN TO ENSURE THAT ALL OUR STAKHOLDERS ARE FULLY AWARE OF THE CHANGES.

LADIES AND GENTLEMEN, AS WE PROCEED ON THIS JOURNEY OF CONTINUOUS IMPROVEMENT, WE ARE CONFIDENT THAT WITH THE INPUT FROM OUR STAKEHOLDERS AT HOME AND ABROAD, JAMAICA'S ANTI-DOPING PROGRAMME WILL BE ONE TO EMULATE. I WILL NOW TURN OVER TO MR DEVON HUNTER, GENERAL MANAGER OF TOUCAN WHO WILL INTRODUCE YOU TO OUR NEW WEBSITE.

THANK YOU.