

SPEAKING NOTES

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JUNIOR ATHLETES ANTI-DOPING EDUCATION WORKSHOP

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JAMAICA CONFERENCE CENTRE, KINGSTON, JAMAICA

LADIES AND GENTLEMEN, BOYS AND GIRLS, GOOD MORNING.

I WISH TO THANK ALL OF YOU FOR BEING HERE TODAY. YOUR ATTENDANCE SHOWS YOUR COMMITMENT TO MAINTAINING JAMAICA'S RICH SPORTING TRADITION.

STUDENT ATHLETES, A LOT OF YOU SITTING HERE TODAY WILL MOVE ON TO REPRESENT YOUR SCHOOLS AND THE COUNTRY INTERNATIONALLY IN YOUR SPORT OF CHOICE, AND YOU WILL BE TESTED. THEREFORE, IN DEVELOPING YOUR TALENT, IT IS VERY IMPORTANT TO PLAY FAIR AND PERFORM TO THE BEST OF YOUR ABILITY WITHOUT THE USE OF BANNED SUBSTANCES AND METHODS.

YOU WILL COME TO UNDERSTAND THAT IT'S NOT ALL ABOUT WINNING THAT GOLD MEDAL, BREAKING THAT LONG STANDING RECORD, SCORING THAT ALL IMPORTANT GOAL OR KNOCKING OUT THAT DIFFICULT OPPONENT. ACHIEVING THOSE GOALS ARE GOOD AND YOU SHOULD STRIVE TO BE THE BEST AT WHAT YOU DO, BUT YOU MUST WORK HARD AND DEVELOP YOUR TALENT NATURALLY. NO ONE WILL BE ABLE TO QUESTION YOUR PERFORMANCE, AND EVEN IF THEY DO, THE RESULTS WILL BE THERE TO PROVE IT.

THERE IS A HEAVY PRICE TO PAY FOR USING BANNED SUBSTANCES AND BREAKING ANTI-DOPING RULES. AS YOU WILL SEE TODAY, THERE ARE SERIOUS HEALTH CONSEQUENCES AND A DOPING BAN WILL AFFECT YOUR CAREER NEGATIVELY. YOU NEED TO ARM YOURSELF WITH ALL THE RELEVANT INFORMATION TO ENSURE YOU MAKE THE RIGHT DECISIONS. YOU ARE YOUNG, IMPRESSIONABLE SPORTSMEN AND WOMEN, AND IF YOU CULTIVATE THE CORRECT HABITS FROM NOW, IT WILL BE EASIER TO SUSTAIN WHEN SPORT BECOMES YOUR LIFE'S WORK.

WHILE NOT ALL OF YOU MAY CHOOSE TO CONTINUE TO PLAY SPORT AND MAKE IT A CAREER, THE INFORMATION YOU RECEIVE TODAY

WILL BE BENEFICIAL. IT IS IMPORTANT THAT EVERYONE UNDERSTANDS THEIR ROLE IN ENCOURAGING OUR ATHLETES TO MAKE INFORMED DECISIONS AND BE SUCCESSFUL.

SOME OF YOU MAY BECOME COACHES, SPORTSMASTERS, PHYSICAL EDUCATION TEACHERS, GUIDANCE COUNSELORS, DOCTORS WHO HAVE ATHLETES AS PATIENTS, MANAGERS OF ASPIRING OR ACCOMPLISHED ATHLETES, OR SIMPLY THEIR RELATIVES OR FRIENDS, AND THE LIST GOES ON.

WE KNOW ALL THE ATHLETE SUPPORT PERSONNEL HERE TODAY SHARE JADCO'S COMMITMENT TO GIVING OUR ATHLETES THE TOOLS THEY NEED TO COMPETE FAIRLY AND ADHERE TO THE ANTI-DOPING RULES. IT IS OUR DUTY TO MENTOR THE ATHLETES IN OUR CARE SO THAT WE CAN CONTINUE TO CELEBRATE WHEN THEY DO WELL AND MAKE US PROUD.

THE REVISED WORLD ANTI-DOPING CODE WHICH WILL COME INTO EFFECT IN JANUARY 2015, WILL NOT ONLY SEE THE ENFORCEMENT OF STRICTER PENALTIES FOR ATHLETES WHO BREAK THE RULES, BUT ALSO SANCTIONS FOR ATHLETE SUPPORT PERSONNEL WHO FACILITATE ANTI-DOPING RULE VIOLATIONS. IT MEANS YOU TOO

HAVE THE RESPONSIBILITY TO ENSURE THE ATHLETES ENTRUSTED
IN YOUR CARE **PLAY TRUE** AT ALL TIMES.

AT JADCO, WE ARE HERE TO HELP YOU MAKE THAT A REALITY. SO
PAY ATTENTION, TAKE NOTES, ASK AS MANY QUESTIONS AS YOU
WISH, AND ENSURE YOU LEAVE HERE WITH A COMMITMENT TO
ALWAYS STRIVE TO GET IT RIGHT, WHETHER YOU ARE AN ATHLETE
OR YOU PLAY A SUPPORTING ROLE.

THANK YOU, AND HAVE A WONDERFUL DAY.