

SPEAKING NOTES

MR. ALEXANDER WILLIAMS

CHAIRMAN, JAMAICA ANTI-DOPING COMMISSION

JADCO/NPTAJ ANTI-DOPING PARENTING WORKSHOPS LAUNCH

THURSDAY, APRIL 6, 2017, 9:30 A.M.

JAMAICA COLLEGE AUDITORIUM

HONOURABLE OLIVIA GRANGE, MINISTER OF CULTURE, GENDER, ENTERTAINMENT AND SPORT, MS. KATHERINE GRIGSBY, DIRECTOR OF THE CARIBBEAN CLUSTER OFFICE FOR UNESCO, MR. EVERTON HANNAM, PRESIDENT OF THE NATIONAL PARENT-TEACHER ASSOCIATION OF JAMAICA, MR. CAREY BROWN, EXECUTIVE DIRECTOR OF JADCO, TEAM MEMBERS FROM UNESCO, THE NPTAJ AND JADCO, OTHER SPECIALLY INVITED GUESTS, MEMBERS OF THE MEDIA, LADIES AND GENTLEMEN, GOOD MORNING,

WELCOME TO THE INAUGURAL SERIES OF THE JADCO/NPTAJ ANTI-DOPING EDUCATION PARENTING WORKSHOPS, BEING HELD UNDER THE THEME “PREVENTING DOPING: PARENTS, REACH ONE, TEACH ONE”.

OUR VISION AT JADCO IS TO BECOME THE PREMIER WORLD CLASS ANTI-DOPING ORGANISATION AND IT WOULD BE REMISS OF THE TEAM TO EVEN THINK FOR A MOMENT THAT WE CAN ACHIEVE THAT GOAL WITHOUT ENGAGING EVERY SEGMENT OF OUR TARGET AUDIENCE.

WHILE WE HAVE ALWAYS SOUGHT TO PROVIDE THE PARENTS OF ATHLETES WITH ANTI-DOPING INFORMATION THROUGH OUR COMMUNICATION PROGRAMMES, THIS IS OUR FIRST MAJOR INITIATIVE FOCUSED SPECIFICALLY ON HAVING DIALOGUE WITH YOU ON ANTI-DOPING ISSUES. I WANT TO THANK

THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESCO) FOR FUNDING THE PROJECT AND THE NATIONAL PARENT-TEACHER ASSOCIATION OF JAMAICA (NPTAJ), FOR WORKING WITH US TO MAKE IT A REALITY.

THERE IS NO DOUBT THAT, AS THE FIRST POINT OF CONTACT FOR OUR CHILDREN, PARENTS PLAY AN IMPORTANT ROLE IN THEIR DEVELOPMENT. AS PARENTS AND GUARDIANS, IT CAN BE DIFFICULT TO FULLY GUIDE YOUR CHILDREN ON MATTERS OF ANTI-DOPING IF YOU ARE NOT AWARE OF WHAT IS INVOLVED IN THE PROCESS AND THE RESPONSIBILITY THAT IS PLACED ON THEM IN ORDER TO BE SUCCESSFUL.

SPORT HAS NOW BECOME BIG BUSINESS, WITH THE POTENTIAL TO CHANGE LIVES AND TRANSFORM SOCIETIES. HOWEVER, ON THE FLIP SIDE, IF OUR ATHLETES AND OTHER MEMBERS OF THEIR TEAM DO NOT MAKE THE RIGHT DECISIONS REGARDING THEIR PARTICIPATION IN SPORT, IT CAN BE COSTLY. VIOLATING ANTI-DOPING RULES AND MAKING DECISIONS WHICH ARE CONTRARY TO THE VALUES ASSOCIATED WITH FAIR PLAY IN SPORT CAN LEAD TO LOSS OF INCOME, REPUTATION AND A HOST OF OTHER NEGATIVE CONSEQUENCES.

THEREFORE, IT IS NOT ONLY SENSIBLE BUT EXTREMELY IMPORTANT THAT, EVEN WHILE WE SEEK TO EDUCATE OUR ATHLETES AT ALL LEVELS, WE MAINTAIN A RELATIONSHIP WITH YOU THE PARENTS AND OTHER MEMBERS OF THEIR SUPPORT TEAM SO THAT WE CAN PROVIDE YOU WITH THE TOOLS TO ASSIST IN THEIR DEVELOPMENT.

IGNORANCE IS NO EXCUSE FOR BREAKING THE RULES AND SO WE ENCOURAGE YOU TO TAKE ADVANTAGE OF THE OPPORTUNITIES TO GAIN KNOWLEDGE AND TO USE IT WISELY.

AS WE LAUNCH THIS NEW INITIATIVE, I LOOK FORWARD TO THE DEVELOPMENT AND CONTINUATION OF OTHER SUCH PROJECTS WHICH WILL HELP US TO ENHANCE OUR RELATIONSHIP WITH ALL SECTORS OF OUR TARGET AUDIENCE.

I ALSO HOPE THAT ALL OF US IN ATTENDANCE TODAY WILL LEAVE WITH A WEALTH OF INFORMATION AND WITH A RENEWED COMMITMENT TO PLAY OUR PART IN THE FIGHT AGAINST DOPING IN SPORT.

THANK YOU AND HAVE A WONDERFUL DAY.