

play true

ISSUE 2 - 2013

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

The **World's** Anti-Doping Code

Collaborative. Coordinated. Complete.



Johannesburg

November 12-15, 2013



WORLD CONFERENCE
ON DOPING IN SPORT



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// A Word from the President

02 A Farewell

As his six year presidency comes to a close, John Fahey reflects on what has been achieved and what challenges still lie ahead for the anti-doping community.



// Director General Comment

04 A Tribute to John Fahey

WADA Director General David Howman pays tribute to John Fahey's tenure as President, and the huge strides that have been made during the Australian's time at the helm.

// President Tributes

06 Stakeholder Tributes to John Fahey

A look back at some of the memories and successes of the WADA President's six-year term from some of the stakeholders who know him well.



Photo: Mathieu Pothier, © All rights reserved by Paralympic

// 2015 Code

10 **The World's Anti-Doping Code Collaborative. Coordinated. Complete.**

Ahead of the much-anticipated ratification of the 2015 World Anti-Doping Code, *Play True* takes a look at the two year-long Code Review process. It is a process which has resulted in what promises to be the most comprehensive, fair and clear answer to tackling doping yet.

16 **An Athlete's Take**

With athlete interests at the heart of the 2015 Code, WADA Athlete Committee Member Beckie Scott gives her verdict on what the new Code will mean for those competing on the playing field.

// Destination South Africa

18 **World Conference on Doping in Sport 2013**

Sports-mad South Africa has become accustomed to welcoming big sporting events in recent years, but never has the country hosted a conference of this magnitude. Here, on the eve of the Fourth World Conference on Doping in Sport, we observe the country's enthusiasm for clean sport and fair play.

// Athlete Outreach

20 **WADA reaches out**

// Partner Profile

22 **IPC: Collaborating in the name of Clean Sport**

// Sochi 2014

25 **The Winter Games – a look ahead at WADA's role**

// Athlete Profile

26 **Andréanne Morin: Setting the Bar High**

// RADOs

29 **A Global Anti-Doping Footprint**

// Media Review

32 **Hold the Back Page!**

// WADA Calendar

34 **Looking Back, Looking Forward**

// A Word from the President

A Farewell

The Hon. John Fahey, AC, WADA President



It has been fourteen years since WADA was formed and tasked with the responsibility of countering the greatest threat sport has ever known – doping. It has been almost six years since I stepped into the big shoes left by former WADA President Richard Pound, who set the anti-doping movement off on such firm footing. During the first eight years the focus was on bringing the anti-doping community into line through the creation of a single set of rules, whilst the last six years have been about consolidating and building on this young organization's early successes, of which there have been many.

As has been said on many an occasion, WADA is unique in its composition – half sport, half government. With my background in government, I arrived at WADA in 2008 with the aim of closing the gap between where governments stood at the time in relation to anti-doping, and where they could have been standing. Almost six years later, there can be no question the gap has closed. Governments have maintained and, in many cases, strengthened their commitment to anti-doping through the creation, and funding of, strong National Anti-Doping Organizations (NADOs). Meanwhile, Regional Anti-Doping Organizations (RADOs) have been the recipients of welcome contributions from governments right across the world; an impressive seventy-five percent of testing is now done at governments' expense. There is still, however, more that governments could, and should be doing. For example, while progress has indeed been made with the ratification of the UNESCO Convention against Doping in Sport, there are a number of countries that have yet to join the overwhelming majority in signing this crucial piece of legislation. Ninety-eight percent of the world's population has now pledged a firm commitment to anti-doping, and I urge those remaining few to demonstrate their loyalty to this most pressing of issues.

So what has been achieved during these past six years? As the British Prime Minister Tony Blair once said when setting out his priorities for office, "Education, education, education". I have never been one for legacies, but if there was an area where my personal passion and focus lay, it was education. We now have a significantly enhanced Education Program in place not just for athletes, but for coaches, athlete support personnel,

teachers, stakeholders and, perhaps most importantly, the young. If education programs act as a useful and informative deterrent for those in today's sport and anti-doping in sport community, then these programs act as a crucial preventative measure for the sportsmen and women of tomorrow. Dick Pound said six years ago that education could no longer afford to play a back seat role to other anti-doping strategies. Today, as 2013 draws to a close, I believe that education is now playing a front seat role, driving anti-doping strategy evermore as we look to prevent future generations from making the wrong choices.

We now possess more intelligent, robust methods for catching the dopers in our society. Whereas previously the emphasis was solely on science to provide answers to the questions the cheats asked, we now have in place strong non-analytical methods that act as a 'bolt-on' to science, giving WADA and its stakeholders greater opportunities to catch those looking for a shortcut to success. We have evolved in our approach, and this is something of which we should be proud.

Collaborations and partnerships are now more important than ever before. In these testing financial times, the anti-doping community has realized that by pooling our resources and working together, more can be achieved. To this end, WADA has formed partnerships with law enforcement agencies such as INTERPOL and the World Customs Organization, allowing information to be shared in relation to drug trafficking and the criminal underworld. We have also implemented strong relationships with those in the pharmaceutical industry. This has ensured that WADA is alerted early on of any substances that may be of potential interest to dopers, as well as allowing for a more rapid development of detection methods.

There are now more intelligent and comprehensive testing programs in place than ever before. Of particular note is the implementation of the haematological module of the Athlete Biological Passport (ABP) by more than 35 signatories since it was introduced in 2008. In this regard, more must be done to encourage widespread adoption of the ABP, and I would go as far as recommending that this is made mandatory for all Code signatories in the years ahead.

There are few current anti-doping matters of greater importance than the 2015 World Anti-Doping Code. I began my Presidency only a year before the current Code took effect, and I leave just a year short of the arrival of the new Code. We can be very satisfied to have completed the Code Review Process over the course of the last two years. It has been a strong, democratic process involving the whole community in shaping an anti-doping policy that, I believe, will give us greater armory than ever before, and I am thankful to all stakeholders for contributing. In this edition of *Play True*, we will learn more about the main tenets of the Code, and how this document will help the community level the playing field in the years to come.

Through partnerships between governments and National Olympic Committees, RADOs have played a significant role in increasing the percentage of the world's population that is now aware of anti-doping. Parts of the world previously untouched by anti-doping are now applying relevant programs to tackle this issue. We must continue to progress this, and encourage countries to maintain their commitment and funding in order to ensure effective anti-doping programs exist in every corner of the world.

Throughout all of these successes, I have personally been very proud of the efforts of the WADA team. Our level of knowledge and competency is better than ever before, and we should be pleased with all our achievements. There is great optimism for the future and for all that can be achieved by those that make up this young organization.

We cannot, however, shy away from the fact that we have faced some difficult challenges during this journey we have taken. These challenges are all part of the process, but if we are to succeed in our goal, and if we are to achieve more, we must all row in the same direction. Anti-doping is a global problem, and one that we must tackle in a global fashion.

So, where do we go from here? Looking to the future, there is no doubt the revised Code will stand as the benchmark for any anti-doping successes. Education will continue to play an increasingly important role, and I encourage the incoming President to continue to take these preventative programs forward. New, emerging testing programs will be at the heart of anti-doping strategy in the future. Greater adoption of the ABP along with the arrival of the Steroid Module should aid us in our efforts to catch the cheats in our sports.

“Looking to the future, there is no doubt the revised Code will stand as the benchmark for any anti-doping successes. Education will continue to play an increasingly important role, and I encourage the incoming President to continue to take these preventative programs forward.”

During my time at WADA, I have enjoyed communicating my views to you, the anti-doping community, through this magazine. If I can leave you with a parting message in this, my final *Play True* column, it is to continue to evolve and to avoid complacency at all costs. We have made great strides in recent years, but there is still a long way to go. The community must explore new, innovative ways of incentivising organizations to catch those that decide to break the rules. The athlete entourage's increasing influence must also be stemmed, and I trust that the new Code will go some way to addressing this particular problem. These challenges will only be tackled successfully if the anti-doping community adapts and implements a balanced approach to bringing those who wish to rob sport of its true values to account.

Anti-doping is in the ascendancy, so I urge you to keep moving forward in the name of fairness and true sport. //

// Director General Comment

A Tribute to John Fahey

David Howman, WADA Director General



As we congregate in Johannesburg for the Fourth World Conference on Doping in Sport, we mark the second time a WADA President has concluded his term during my period as Director General. On this occasion, however, we see the baton return to the sport movement for WADA's next President, and so I would like to take this opportunity on behalf of everyone to express our sincere appreciation to John Fahey.

John used the experience carried with him from government to consolidate WADA's efforts and help the organization mature during what were often testing times. This was done through commitment, and with unswerving loyalty to all those that have shared WADA's vision of protecting the rights of clean athletes.

Much has been achieved during John's time in charge. John has steered the ship reliably as WADA has grown and embraced new approaches to tackle the scourge of doping.

We have seen an increase in the number of countries that have adopted the UNESCO International Convention against Doping in Sport, a number which now includes almost the entire world population. John has led and managed the successful Compliance Report for Code signatories, and we have now begun enhancing the quality and effectiveness of these programs that we see in place right across the world.

He has played an instrumental role in striving to help governments maintain and enhance their commitment to anti-doping. The progress of RADOs has also been significant. Under John's stewardship, WADA now has 15 RADOs in existence, covering no fewer than 123 countries.

Above all, however, perhaps the biggest effect of John's Presidency has been the advance of education. His passion for education has been evident in all that we have seen: the creation of a series of successful education resources used by stakeholders from all

regions; greater interaction between anti-doping experts and the young, as emphasized through the Play True Generation Program; the Athlete Outreach Program tailored and utilized by stakeholders across the world; and a significant Education Partnership formed between WADA and stakeholders to develop a teaching resource kit. Perhaps most significant of all, however, is the University Project, an initiative that began in 2010. John encouraged and promoted the development of an eTextbook and model anti-doping curriculum, and with the project well underway I am pleased to say that it will be launched on the eve of the World Conference in Johannesburg. What better way to mark the tenure of a President who has put education at the heart of everything he does.

“John has played an instrumental role in striving to help governments maintain and enhance their commitment to anti-doping. The progress of RADOs has also been significant. Under John's stewardship, WADA now has 15 RADOs in existence, covering no fewer than 123 countries.”

As we gather at the World Conference, we see John's legacy right in front of us – the 2015 Code. One thing is clear, the future rests on the adoption of quality anti-doping programs and the continued emphasis on education. With new leadership, we look forward to seeing this legacy brought to action during the crucial years that lie ahead. //



Photo: WADA

// President Tributes

Stakeholder Tributes to John Fahey

**Viacheslav Fetisov**

WADA Athlete Committee Chair

I began my role as Chair of the WADA Athlete Committee two years before John assumed the WADA Presidency, and as I finish my term at the end of this year I have been able to see John complete a full term as WADA President.

Having been involved throughout this cycle, I have noted how far we have come with the doping-free cause in such a short space of time.

Today, I am pleased to say that athletes are more educated and aware of anti-doping and its programs thanks to John. We still have a way to go, but there is no

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- Viacheslav Fetisov

doubt athletes are now speaking out more in favor of clean sport. We also see far more collaboration between different parties involved in the world of anti-doping. There is a genuine feeling that we can achieve our aims better if we pool resources and if we are harmonious in our thinking, and so I hope this continues in the future.

During the last six years, I have found John to be honorable, fair and focused in his approach, and I feel that through both Dick (Pound) and John we have taken huge strides in the 14 years since WADA formed. Long may this continue under the new President. //

**David Kenworthy**

iNADO Chairman

In 2010, I first met John Fahey in his Sydney office on the 32nd floor with a fantastic view over Sydney Harbour. John gave me a visual guided tour of the Harbour and pointed out the Governor's House with its lawn gently sloping down to the water's edge. He recalled standing on that lawn discussing with the Australian Prime Minister the possibility of moving the Australian Navy from their base opposite the House. I realised then that John was a man with a very interesting past and if

“John has achieved much at the highest levels of political life, but he has retained an ability to connect with the ‘sharp end’ of anti-doping.”

- David Kenworthy

he could contemplate moving the Navy, he must surely be the right man for anti-doping.

John has achieved much at the highest levels of political life, but he has retained an ability to connect with the 'sharp end' of anti-doping. Even though UK Anti-Doping was a very young NADO in 2010, John, together with David Howman, was willing to come to London for a two-day workshop on international co-operation. Since then, I have met John at various NADO seminars and conferences, notably the most recent in June this year in Oslo. He is always willing to contribute and get involved.

The workshop in London in 2010 led to setting up iNADO. The practitioners' views have often been difficult to get across in WADA debate, but John has been a wise guide and advisor, and has encouraged us in developing our strategy. We need to retain John's wisdom once his presidency is over.

A few years ago, my wife and I spent a wonderful day at the Bradman Museum in Bowral and then at the Bradman Oval watching a cricket match in glorious sunshine with parrots flying around our heads. The Bradman Museum is another of John's legacies and I hope that he now has time to spend many relaxed afternoons at the Oval. //



Andy Parkinson
UKAD CEO

The anti-doping landscape has changed immeasurably over the six years of John's tenure as WADA President, and it is important to recognize the positive impact both he and these changes have had on sport.

When John came to office, there was no question of the skills and experience he brought with him. His past roles as Chair of the Sydney 2000 Olympic Games Bid Committee and with the Australian Government as Minister for Finance and Administration provided the perfect blend for the leader of WADA, an organisation built on the partnership between sport and governments.

During this time, John has overseen the implementation of the 2009 Code, further harmonizing anti-doping globally and across sport, as well as leading WADA through the Code revision process which will culminate in November. Both have required an understanding and deep commitment of the desired outcome, notably that whatever WADA does it has to ultimately benefit clean athletes.

WADA has continued to innovate, and the implementation of the Athlete Biological Passport is just one example during John's term where the organization has provided invaluable support to the development of tools to detect sophisticated doping methods. The partnership that now exists with the pharmaceutical industry reflects John's desire to keep pace with ever-more sophisticated doping methods. Another significant enhancement has been the move towards the employment of investigations in anti-doping, using resources and networks beyond our immediate landscape. These collaborative approaches have better equipped us to tackle the doping supply chain.

(continued on page 08)

“What was impressive was that after a busy press conference in the morning with plenty of questions from the British media, John took the opportunity to hold a question and answer session with all of the UK Anti-Doping staff.”
- Andy Parkinson

In February 2011, UK Anti-Doping had the pleasure of hosting both John and David Howman in London. What was impressive was that after a busy press conference in the morning with plenty of questions from the British media, John took the opportunity to hold a question and answer session with all of the UK Anti-Doping staff. He did not shy away from any of the questions and it left my staff with huge respect and confidence in the leader of anti-doping in the world.

Throughout all the time I have known John, I have held him in the utmost respect. Most importantly, he has effectively balanced the interests of the public authorities and sport with those of clean athletes, always acting in the best of interests of those who strive for clean sport. //



Beckie Scott

WADA Athlete Committee Member,
WADA Executive Committee and
Foundation Board Member

It was both an honor and a privilege to work as a board member during John's Presidency at WADA. There is no doubt the role is a challenging one, and I for one have truly appreciated John's diplomacy and thoughtful, conscientious manner of relating to people while still maintaining a very strong and principled leadership. WADA has come a long way and achieved a great deal during John's tenure but perhaps more importantly, the organization recognizes there is still a long way to go and I think that is the product of truly effective leadership.

As an athlete, I believe it is of the utmost importance that a person of John's stature in the organization is both approachable and hands-on. John has been all of that, and more. I know that all of us on the WADA Athlete Committee truly appreciate all the work he has done on behalf of athletes world-wide, and the fact that someone of his knowledge, integrity and resilience has been working on behalf of clean, fair and ethical sport.

My hope is that WADA continues to maintain and develop allies in order to keep moving forward, and to continue gaining ground in the fight against doping. Our efforts must continue to be co-operative, united and led by a vision of a better world for sport. //

“As an athlete, I believe it is of the utmost importance that a person of John's stature in the organization is both approachable and hands-on. John has been all of that, and more.”

- Beckie Scott



Francesco Ricci Bitti
ASOIF President

Using his experience as a former sportsman, combined with his time in government, John has closely followed in the footsteps of his predecessor, Richard Pound, operating in a robust manner while leading WADA against doping in sport without compromise. Further, I believe he has overseen the recent Code review with the clear goal of putting in place the cornerstones of a framework to address the future challenges which, all would agree, remain significant.

The integrity of sport continues to be threatened by the scourge of doping, and this issue merits further serious commitment from governments and sport independently but in a concerted and joined-up manner. John has recognised this in his recent work and striven to position WADA appropriately, maximising value

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- Francesco Ricci Bitti

from both the available resources of governments and the Olympic and sports movement.

He will leave WADA ready for a new era in its next presidency, the success of which will be determined by the cooperation WADA is able to foster between all its stakeholders, the coordination and management it can demonstrate as leader of the fight against doping in sport and the quest for new and greater levels of funding to support its activities.

From the point of view of the International Federations, which head up the fight against doping at the cutting edge of sport, John Fahey's tenure has not been an easy one. Operating under tight budget limitations, and with a number of high-profile cases emerging in recent years, he has had to remain firm and resolute, and to his great credit, he has followed a direction and stuck to a course of action he has always believed to be the right one.

On behalf of the International Federations, I sincerely thank John for his efforts during his time in office as WADA President and wish him the very best of luck in all his future endeavours. //



Duan Shijie
WADA Foundation Board Member

As a WADA Foundation Board member, I'd like to take this opportunity to pay tribute and express my sincere thanks to John Fahey as he concludes his term as President of WADA.

I was hugely impressed by his efficiency and the effective work John did during the years we worked together. John visited China several times and offered great help and guidance for Chinese anti-doping work. We worked closely together at the Beijing Olympic Games, at which time he praised China for being one of the leading countries in the world anti-doping field. During the past six years, he made some great contributions to the fight against doping in sport, which has developed fast throughout the world.

In the process of working together, John and I forged a strong bond of friendship. We will remain as good friends long beyond the conclusion of his WADA Presidency. I sincerely hope that John continues to follow and support anti-doping work and sport development in China, as he has done so successfully over the years, and there is an open invitation for him and his family to visit China at any time.

My very best wishes go out to John, and I wish him good health in the years ahead. //

// 2015 Code

The World's Anti-Doping Code

Collaborative. Coordinated. Complete.

Over the course of the last two years WADA has overseen a three-stage Code Review process aimed at advancing anti-doping efforts and improving the third edition of the Code. The result? The most comprehensive, fair and clear answer to tackling doping yet. Over the next few pages, *Play True* takes a look at the steps taken to get here, and examines what the next Code holds in store for the anti-doping community in 2015 and beyond.

It is almost 10 years since the first World Anti-Doping Code came into effect and, whilst it is hard to imagine now, it's important to remember that before that date there was no one set of harmonized rules linking anti-doping policy, rules and regulations in the world of sport.

Today, athletes, sport organizations and public authorities around the world count on this single document to provide consistent directions on anti-doping in sport across all sports and all countries.

Additionally, for Anti-Doping Organizations (ADOs), the Code helps to coordinate efforts and maximize resources dedicated to promoting clean sport – often ensuring a little goes a long way.

of 2014. The process for formulating the latest draft revision of the 2015 Code began in November 2011 and represents two years of collaborative consultation. This eagerly-anticipated Code will be the third edition to take effect since the formation of WADA, following in the footsteps of its 2004 and 2009 predecessors.

Changes will be approved and ratified by WADA's Foundation Board at the Fourth World Conference to be held in Johannesburg from November 12–15. The revised Code will then take effect January 1, 2015.

A Democratic, Highly Collaborative Review Process

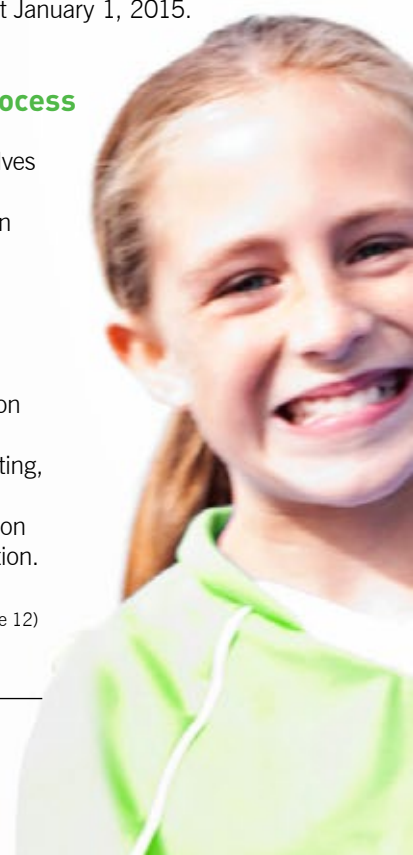
Each Code Review Process involves a similar, rigorous approach that extends across three Consultation Phases and requires optimal coordination and collaboration between WADA and stakeholders worldwide.

The second and third Consultation Phases also include a review of four International Standards: Testing, Laboratories, Therapeutic Use Exemptions (TUEs), and Protection of Privacy and Personal Information.

(continued on page 12)

“The collective approach adopted throughout the Code Review Process ensures that the resulting Code will be viewed as belonging to everyone; as the world's anti-doping code.”

The 2009 Code, which was approved at the November 2007 Third World Conference on Doping in Sport in Madrid, is what still determines the direction of anti-doping today and it will remain in force until the end





While anyone with an interest in the Code could make a submission, the majority came from sport, the anti-doping community, government, law, medicine, science and academia. In particular, WADA encouraged signatories and stakeholders – including athletes – to play an active role in the Code Review Process.

All contributors to the review of the World Anti-Doping Code shared the same objective: to provide sport organizations, national anti-doping organizations, public authorities, athletes and their entourages with a clear, common point of reference for anti-doping policies, rules and regulations.

The online platform WADACONnect was created by the Agency to make submission easy and accessible to all stakeholders. At the conclusion of each Consultation Phase, and in order to maintain a transparent approach, final drafts and stakeholder comments were posted on WADA's website. This included the latest draft version of the 2015 Code containing the 2,000+ proposed changes that emanated from the process, and which will be presented at the World Conference.

2,000+ Changes, Seven Key Themes

The many changes contained in this latest Draft Version can be organized into seven key themes:

1. Sanctions

Stakeholders, athletes in particular, support an increase to the period of Ineligibility for intentional cheats, and more flexibility for inadvertent, unintentional doping.

For Presence, Use or Possession of a Non-Specified Substance, the period of Ineligibility for athletes is now four years, unless the athlete can establish that the violation was not intentional. ("Intentional" means

knowing an action constitutes an anti-doping rule violation or knowing the conduct to be risking an anti-doping rule violation and doing it anyway.)

Prompt admission no longer guarantees automatic reduction of ineligibility from a period of four to two years. "Conspiring" becomes a Complicity violation, while the definition of Tampering has been broadened to include intentionally interfering or attempting to interfere with a Doping Control Officer, providing fraudulent information to an ADO and intimidating or attempting to intimidate a potential witness.

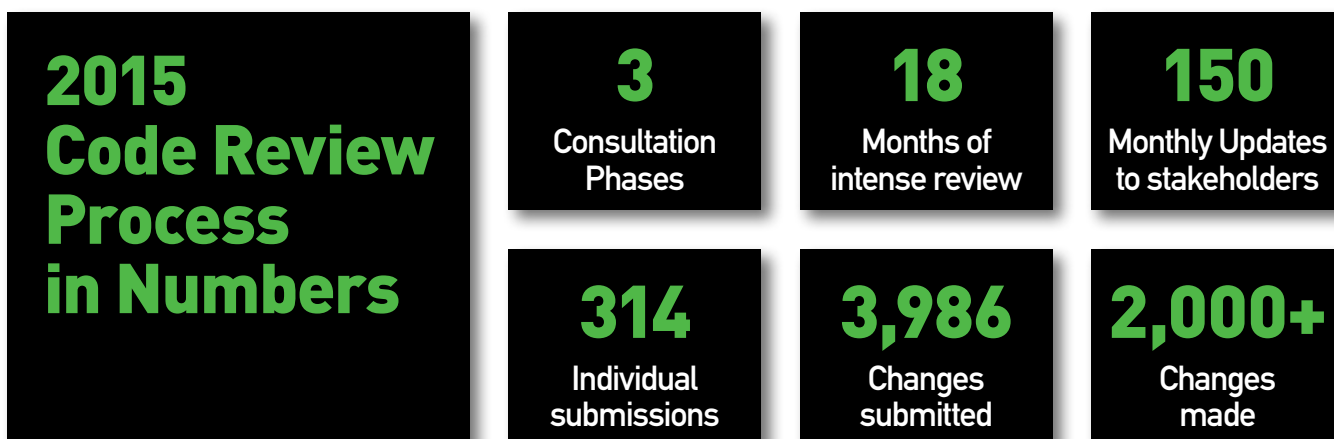
The period of Ineligibility for an athlete found to have No Significant Fault for an Adverse Analytical Finding involving a "Specified Substance" or a Contaminated Product may range from a reprimand to a two-year suspension.

The window in which an athlete may accumulate three Whereabouts failures or Missed tests decreases from 18 to 12 months.

2. Human Rights

Stakeholders requested consideration of the principles of proportionality and human rights be expressly stated in the Code, with modifications made to mandatory public disclosure and proceedings.

For example, mandatory public disclosure of anti-doping rule violations would no longer be required on hearing, but instead can follow the final appellate decision. Mandatory public disclosure of anti-doping rule violations is not required for minors or athletes not classified at an international or national level. A minor is not required to establish how a prohibited substance entered his or her system in order to establish No Significant Fault.



3. Investigations

There was general agreement among stakeholders that the role of investigations in the fight against doping should be strengthened in the Code, as should the importance of cooperation of governments and all stakeholders in anti-doping rule violations.

In this spirit, each of the investigation and intelligence-gathering responsibilities assigned to ADOs is described in the 2015 Code. Governments are expected to put in place legislation, regulation, policies or administrative practices for cooperation in sharing of information with ADOs, while the roles and responsibilities of IFs, National Olympic Committees (NOCs), athletes and Athlete Support Personnel have been expanded to require cooperation with ADOs investigating anti-doping rule violations.

The statute of limitations increases from eight to 10 years, with recent events demonstrating that it can take a long time for sophisticated doping schemes to be uncovered.

4. Athlete Support Personnel

Stakeholders recognized the need to address the problem of Athlete Support Personnel involved in doping. 2015 World Anti-Doping Code revisions assign accountability to these personnel through specific roles and responsibilities, and provide anti-doping authorities with new rules.

IFs and ADOs are now required to automatically investigate any Athlete Support Personnel that are, a) involved in any anti-doping rule violation by a minor or, b) providing support to more than one athlete found to have committed an anti-doping rule violation.

Under "Prohibited Association," a new anti-doping rule violation article included in the 2015 amendments, it is considered an anti-doping rule violation for athletes and others to associate in a professional or sport-related capacity with Athlete Support Personnel who are, a) currently ineligible; b) have been convicted of conduct that would constitute doping in a criminal, disciplinary or professional proceeding for the longer period of six years or the period of the sanction imposed or, c) serve as a front for such a person. Before an Athlete is found to have violated this article, he or she must have received notice of the Athlete Support Personnel's disqualified status and the Consequence of continued association. The Athlete Support Personnel also has the opportunity to explain that the disqualified status is not applicable to him or her. Finally, the article does not apply in circumstances where the association is unavoidable, i.e. child/parent or wife/husband relationships.

Proposed New Code: Seven Key Themes

Changes proposed in Version 4.0 of the 2015 Code can be categorized under seven key themes.

- 1 Sanctions
- 2 Human Rights
- 3 Investigations
- 4 Athlete Support Personnel
- 5 Testing and Sample Analysis
- 6 Balancing Interests of International Federations (IFs) and National Anti-Doping Organizations (NADOs)
- 7 Clearer, Shorter Code

Furthermore, a new article has been added to the roles and responsibilities of Athlete Support Personnel that forbids use or possession of a prohibited substance or method without valid justification. While not considered an anti-doping rule violation, disciplinary action will be enforced, with 2015 Code revisions requiring IFs and NOCs to have disciplinary rules in place to prevent those in violation from providing support to athletes.

5. Testing and Sample Analysis

2015 Code amendments address the need for consistent, smart testing and sample analysis across all ADOs.

In consultation with IFs and other ADOs, WADA will adopt a Technical Document identifying the Prohibited Substances and Methods that must be analyzed in particular sports and sport disciplines. ADOs are to use that risk assessment to develop their Test Distribution Plan, and subsequently implement a testing program commensurate with these risks.

6. Balancing Interests of IFs and NADOs

The Code changes proposed recognize the critical role of IFs and NADOs in the fight against doping, and the need to better clarify and balance their responsibilities.

While IFs continue to control TUEs for international-level athletes, and NADOs TUEs for national-level athletes, both are now to recognize a TUE granted by the other. However, either organization can contest a TUE that does not comply with the applicable International Standard. Major Event Organizations continue to have authority to accept and grant TUEs for their events, but their denial of a TUE has no effect on TUEs previously granted beyond the Event.

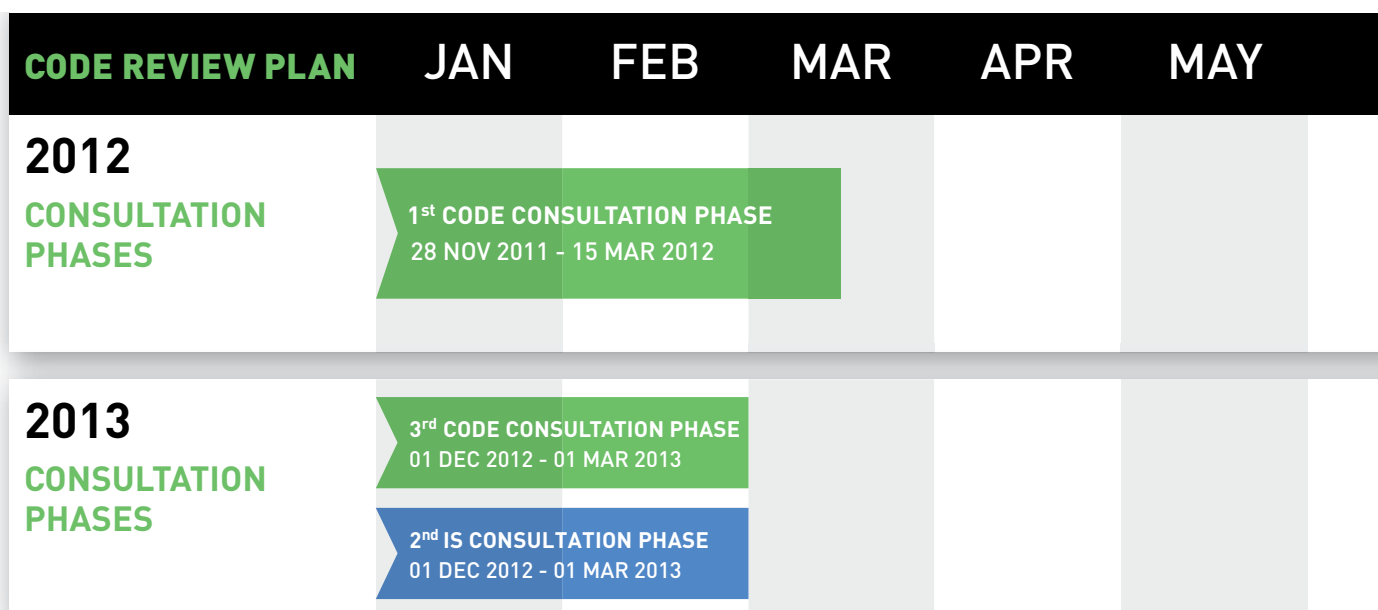
7. Clearer, Shorter Code

Stakeholders want the Code to be clear and to address the many different situations that can arise, so that there are no loopholes and to ensure that the application is harmonious. They also want, however, a shorter, less technical document. The challenge has been considering how to balance these competing concerns.

All sections dealing with sanction reductions have been revised and streamlined. A short formula to calculate the period of ineligibility for multiple violations replaces a lengthy chart and explanation. Verbatim inclusion of all comments, once mandatory, is no longer required in each Signatory's rules. The Code Drafting Team also went through the Code eliminating repetition where possible.

WADA will publish a simplified reference for Athletes in relation to the 2015 Code, highlighting the areas deemed most important to athletes.

As for what the proposed changes may mean to athletes, Beckie Scott, three-time Olympian and WADA Athlete Committee member, shares her views in "2015 Code – An Athlete's Take" on page 16. //

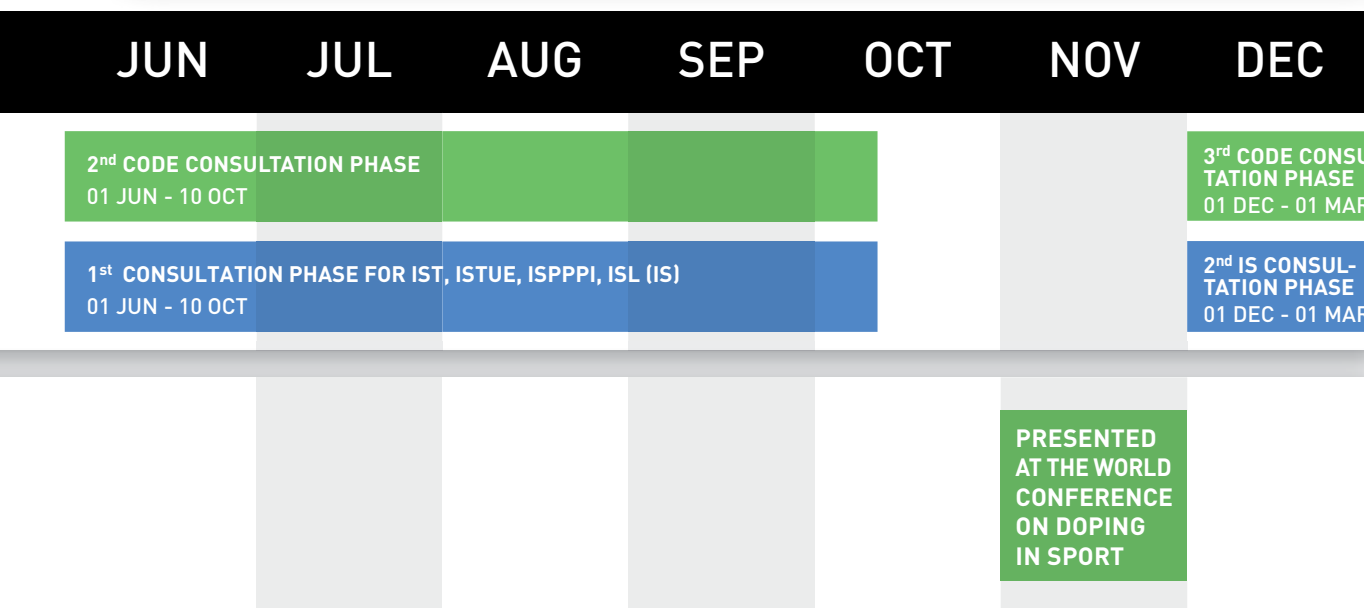


2015 Code Review Process and Timeline

Throughout the Code Review Process, the call for submissions and the review status were communicated by WADA and the extended anti-doping community.

Following each Consultation Phase, the amended version of the Code was published on WADA's Website, including the latest Draft Version, which will be presented to the Executive Committee (EC) and Foundation Board (FB) for approval and ratification at the forthcoming World Conference in Johannesburg.

1 st CONSULTATION PHASE	2 nd CONSULTATION PHASE	3 rd CONSULTATION PHASE
<ul style="list-style-type: none"> • November 28, 2011 - March 15, 2012. • All stakeholders receive the call for comments and are encouraged to provide suggestions. • 90+ stakeholders respond during the 14-week period. • The Code Drafting Team meets regularly to review the comments and presents Draft Version 1.0 to WADA's EC in May 2012. • The Committee approves Draft Version 1.0. 	<ul style="list-style-type: none"> • June 1 - October 10, 2012. • All stakeholders receive the call for comments and are encouraged to provide suggestions. • 100+ stakeholders respond during the 18-week period. • The Code Drafting Team meets regularly to review the comments and presents Draft Version 2.0 to WADA's EC in November 2012. • The Committee approves Draft Version 2.0. 	<ul style="list-style-type: none"> • December 3, 2012 - March 1, 2013. • All stakeholders receive the call for comments and are encouraged to provide suggestions. • The Code Drafting Team meets with stakeholders frequently during the first half of 2013. • The Team presents Draft Version 3.0 to WADA's EC in May 2013. • Based on the EC's feedback, the Code Drafting Team works on revisions from June to August. • The Committee approves Draft Version 4.0 in September, with a copy distributed to all stakeholders in October. • During November's Fourth World Conference on Doping in Sport, the latest Draft Version will first be presented to the EC for recommendation, then to WADA's Foundation Board for approval. Upon ratification by the Board, the 2015 World Anti-Doping Code goes into effect January 1, 2015.



// 2015 Code

An Athlete's Take

by **Beckie Scott**, WADA Athlete Committee Member,
WADA Executive Committee and Foundation Board Member



Photo: WADA

With the 2015 World Anti-Doping Code set to be ratified in Johannesburg days from now, WADA Athlete Committee Member and Olympic Gold, Silver and Bronze medalist **Beckie Scott** tells *Play True* what the new Code means for an athlete.

As a member of WADA's Athlete Committee, I have been one of the individuals involved in the Code Review process, from the early draft versions right through to the World Anti-Doping Code which will be ratified in Johannesburg.

As an athlete and contributor to the 2015 Code Review Process, I am among many who have the equally important responsibility of supporting clean sport and ensuring the athlete's voice is heard loud and clear.

The collective input of these voices is represented in the latest version of the Code, and the coming together of various expertise – and experiences – in the fight against doping has served to benefit the clean athlete as anti-doping starts to look to the future.

My involvement in promoting anti-doping and clean sport came after experiencing first-hand the terrible damage doping can do to a sport, and it is from this perspective that I give my take on the proposed changes for the 2015 Code.

Sanctions

One of the main changes that will benefit athletes is longer sanctions for serious cheats. The athlete community, myself included, has long been calling for tougher sanctions and penalties for athletes caught committing serious doping violations.

I have no doubt that the move from a two- to four-year ban for intentional cheaters will be an effective deterrent. Unlike previously, four years will represent the possibility of missing an Olympic Games, as well as double the amount of time that a cheat will be kept away from the sport. With this change, I sincerely doubt we will see the same number of cheating athletes return to competition, and that can only be a good thing.

To provide perspective, during the 2011 IOC's International Athletes Forum, the athlete community called for lifetime Olympic bans – this is how strongly most athletes feel about doping violations in their sports. If you were to step back and look at the big picture, I think the general feeling from athletes has been that the sanctions and penalties really need to change to better reflect the violation.

Almost universally, athletes are calling for longer sanctions and greater penalties for serious and deliberate doping offences, with greater flexibility for inadvertent and unintentional doping convictions as well. I am convinced that this new Code strikes the right balance between these two issues.

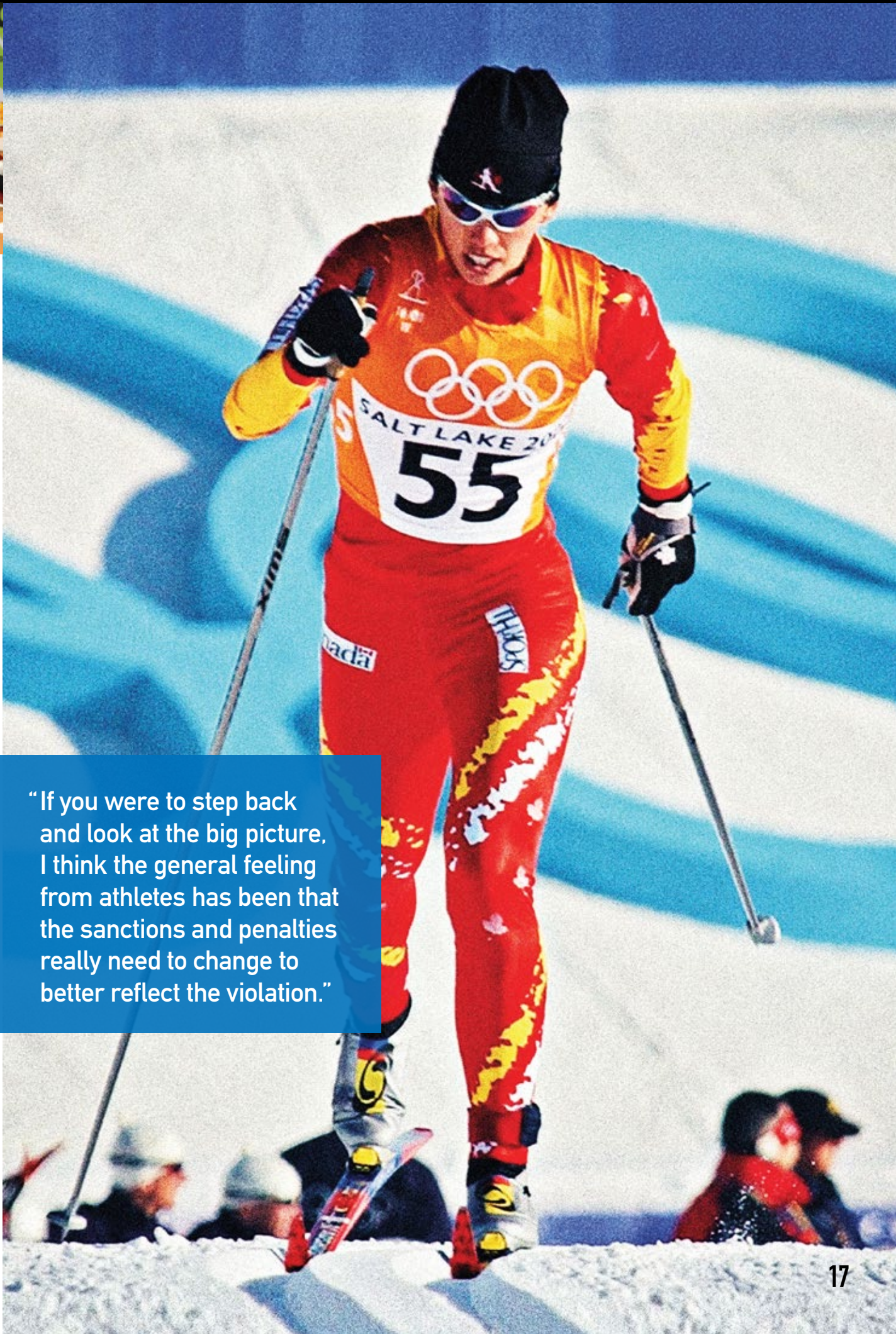
Confidence-Building Changes

The addition of an article on "Prohibited Association" will bring a great deal of confidence and reassurance to clean athletes who are aware of those convicted support personnel that remain involved in sport and in communication with athletes.

Changes in the testing process will also be a big confidence-builder for athletes. Requiring Anti-Doping Organizations (ADOs) to test for a 'full menu', or menu of substances deemed appropriate by WADA, will encourage more trust in the testing process.

New Tools for Athlete Understanding

We are going to see a great deal more interest and awareness in the Code, particularly with new tools being provided by WADA to help athletes in their interpretation of the Code. The greater the access to relevant information, the greater the knowledge, and the higher the chances of athletes being compliant. I am fully supportive of any steps taken to educate and inform athletes as we look to the future of anti-doping. //



“If you were to step back and look at the big picture, I think the general feeling from athletes has been that the sanctions and penalties really need to change to better reflect the violation.”

// Destination South Africa

World Conference on Doping in Sport 2013

From November 12–15, the Fourth World Conference on Doping in Sport will take place in **Johannesburg, South Africa**. The event not only signifies the culmination of a two-year review process and ratification of the 2015 Code, but also represents the first time a conference of this magnitude has been held on African soil.

Widely recognized as the biggest event on the anti-doping in sport calendar, the World Conference is organized by WADA with the support of Sport and Recreation South Africa (SRSA) and the City of Johannesburg. It is an event that the sports-loving nation of South Africa is proud to be hosting.

“As a self-confessed sports-mad nation, South Africa takes great pride in hosting this major event,” says the Hon. Fikile Mbalula, Minister SRSA and WADA Executive Committee Member.

“SRSA’s vision is South Africa as an active and winning sporting nation.”

“As stakeholders who contributed to the Code Review Process, we now have the opportunity and platform to show our support for clean sport and fair play on a global scale.

“Alongside the Department of Basic Education, the SRSA sees this conference as an opportunity to mobilize and educate society on the dangers of doping. This is particularly the case in schools, as South Africa will be implementing an integrated school sport program in the coming months,” added the Minister.



Photo: SAIDS

The World Conference is the latest large-scale event of a sporting nature to take place in South Africa. In 1995, the country hosted the IRB Rugby World Cup. More recently, in 2010, the FIFA World Cup came to South Africa, a memorable event symbolized by the exuberant fans and traditional noisemaking ‘vuvuzelas’.

Alongside its love of sport, however, is a country firmly committed to fair play and honest values.

“As a nation, we are passionate about sport. And we are passionate about our nation’s sporting heroes setting a good example for the younger generation,” said Khalid Galant, CEO of SAIDS, the South African Institute for Drug Free Sport.

“Not only would we like our athletes to compete drug-free, we also want them to be proud to Say NO! to Doping.

“At SAIDS, we promote participation in sport without the use of prohibited performance-enhancing substances and methods, and we pride ourselves on educating sportspeople on fair play and the harmful effects doping can have on an athlete.

“At the Institute, we are responsible for overseeing a centralized drug testing program and multiple education initiatives. We collaborate with national anti-doping agencies right across the world in order to achieve international harmonization and improved standards and practices in anti-doping,” added Galant.

For the SRSA, meanwhile, 2013 marks the midpoint of a four-year strategic plan that provides specific directives on clean sport and fair play, including the requirement for Member States to assume compliance over and above their responsibilities to the National Anti-Doping Organization.

“Sport and recreation touch virtually every aspect of a nation’s ethos,” explained Minister Fikile Mbalula.

“Our 2012-2016 Strategic Plan asserts that support for government responsibility towards anti-doping is required to ensure compliance to UNESCO and WADA stipulations.

“SRSA’s vision is South Africa as an active and winning sporting nation,” added the Minister.

“To achieve this moving forward, we must all embrace the values of clean sport – together, in unity.” //



.....
**WORLD CONFERENCE
 ON DOPING IN SPORT**

JOHANNESBURG

2013

NOVEMBER 12-15



// Athlete Outreach

WADA reaches out

IPC Swimming World Championships - Say NO! to Doping Day

Leading para-swimmers from the IPC Swimming World Championships joined the call for doping-free sport at a special WADA-IPC Say NO! to Doping Press Conference in Montreal in August.

Alongside WADA Director General David Howman and IPC President Sir Philip Craven, renowned para-swimmers Jessica Long (USA), Andre Brasil (Brazil) and Valérie Grand'Maison (Canada) vocalized their support for doping-free sport at a press conference.

Athletes demonstrated their commitment to clean, honest sport by wearing green Say NO! to Doping (SNTD) swimming caps and temporary tattoos displaying SNTD and IPC logos.

Jessica Long said: "I don't think I would feel well if I won a gold medal knowing that I had cheated. It's a fair game, we all want to play fair, we all want to race fair. I think it was so important to have a day like this."

Andre Brasil said: "The important thing for me is when I retire I will be able to look back and say I competed by playing fair and competing clean, so I will be able to be proud of myself."

Valérie Grand'Maison said: "Above all, elite athletes started their pursuit of sport for fun. That spark should be what helps them achieve their best, and that spirit of sport brings all athletes together."

Sir Philip Craven said: "We were proud to reiterate our commitment to clean sport at the biggest gathering of international swimmers since London 2012. The IPC fully supports WADA's view that the long-term solution to preventing doping is through effective

doping education programs that foster anti-doping behaviors and create a strong anti-doping culture. We were delighted to link up with WADA to send the right message to the sporting world."

David Howman said: "Through its Athlete Outreach Program and the Say NO! to Doping initiative that we promoted in Montreal, WADA and its partners were able to educate athletes and provide them with an opportunity to interact with anti-doping experts on a one-on-one basis. With the support of the IPC and CCES, the IPC Swimming World Championships provided an ideal platform to communicate this campaign and its fair play message to hundreds of athletes from right across the swimming world."

Ninth World Games in Cali

WADA President John Fahey visited the Outreach Program at the 2013 World Games in Cali, Colombia in July.

The Outreach Program raised awareness of clean sport among athletes and their entourages at major multi-sport events across the world through the popular Say NO! to Doping campaign. This was the second time the Program had appeared at a World Games, having previously featured at the 2009 edition in Taiwan.

On visiting the Outreach booth, Fahey met with WADA Latin America Regional Office Coordinator Edna Serra, WADA Senior Manager, Athlete Relations & Communications Stacy Spletzer-Jegen, Executive Manager of the Central America RADO Melanie Calderon and Executive Manager of the Costa Rica NADO Adrián Guzmán.

Athletes had the opportunity to learn more about the program through information resources and the WADA Play True Quiz, which is now available in 31 different languages. The WADA President also

Photos: WADA



IPC Swimming World Championships - Say NO! to Doping Day



John Fahey at the Ninth World Games in Cali

attended the Opening Ceremony before meeting a number of officials including IOC President Jacques Rogge, Colombian Sport Minister and IOC Member Andrés Botero, Colombian NOC President Baltazar Medina and International World Games Association (IWGA) President Ron Froehlich.

The World Games ran from July 25 - August 4.

2013 Asian Youth Games – Play True Generation

WADA's Play True Generation Program, which encourages young athletes, their coaches and support personnel to be leaders in promoting clean sport, took place at the second Asian Youth Games in Nanjing, China.

Play True Generation targets athletes under the age of 18 at major multi-national, multi-sport competitions across the world. The program's aim is to provide young athletes with fair play ideals, and the opportunity to learn more about doping-free sport in an interactive environment.

The centre was staffed by five anti-doping experts, who interacted directly with the athletes through a series of anti-doping games and questions aimed at encouraging athletes to consider the values of sport and fair play. Through the program, athletes were asked to perform a number of tasks, including the manipulation of sample collection bottles, in addition to the provision of in-depth information regarding anti-doping.

WADA Director of Education & Program Development Rob Koehler said: "It was great to be able to organize Play True Generation at the second edition of the Asian Youth Games. With the support of the OCA and the local organizing committee, the program was a huge success. In providing the Play True Generation for the

young athletes and their teams in Nanjing, what was most pleasing was seeing all participants so engaged and interested in learning about anti-doping."

WADA's Play True Generation Center was in place throughout the duration of the games, from August 16–24.

Seventh Francophone Games in Nice

WADA's Outreach Program completed its latest stop on the 2013 sporting calendar as it made an appearance at the seventh edition of the Francophone Games held in Nice, France, from September 8–15. A team of four anti-doping experts from Niger, Switzerland, France and Canada reached out to athletes from 55 participating Francophone states, a record participation in the history of the Francophone Games.

The Play True Quiz attracted hundreds of athletes who tested their anti-doping knowledge by answering the 10-question activity. Alongside the quiz, the mini-frisbee throwing contest proved to be an enjoyable way to interact with athletes and raise awareness.

"Presenting WADA's Outreach Program at the Francophone Games allowed us to interact with athletes and coaches, answer questions related to the Quiz and provide them with in-depth anti-doping information", said WADA Communications Manager Catherine Coley who headed the Outreach team at the Games.

This was the second time WADA had participated in the Francophone Games, following on from the last edition in Lebanon in 2009 where WADA implemented its Independent Observer Program. //



2013 Asian Youth Games – Play True Generation



// Partner Profile

IPC: Collaborating in the name of Clean Sport

The International Paralympic Committee (IPC) takes an inclusive and collaborative approach to anti-doping, drawing on expertise from a variety of disciplines from both within and outside the organization.

As the global governing body of the Paralympic Movement, the IPC not only manages testing programmes for the summer and winter Paralympic Games, but also for the nine sports for which it is the international federation.

The history of the organization's strong partnership with WADA stretches back to 2003, when the IPC became one of the very first signatories of the World Anti-Doping Code (Code) and demonstrated its tough, engaged approach to the fight against doping in sport.

From 2004, the IPC launched its own distinct Anti-Doping Committee, aimed at advising the Governing Board on doping-related matters. The experience of its members ranges from testing and sample collection operations, to lab expertise and result management jurisdiction, to education and awareness.

In Games activity, the IPC was proud to partner with WADA to become the first Major Event Organizer to implement the Anti-Doping Administration and Management System (ADAMS) in-event, during Torino 2006. The IPC followed this success by running one of the first Independent Observer (IO) programs in audit-style, at Beijing 2008. In daily

meetings between the IO team and the IPC, the IO team suggested areas of improvement; it is a model WADA has adopted at major events ever since. The IO Program has reaped rewards, and we have seen a significant number of anti-doping rule violations occur in recent years. Furthermore, the expertise brought in by members of the IPC Anti-Doping Committee led to the detection of two human Growth Hormone (hGH) cases at the London 2012 Paralympic Games,

“The history of the organization's strong partnership with WADA stretches back to 2003, when the IPC became one of the very first signatories of the Code and demonstrated its tough approach to the fight against doping in sport.”



a major breakthrough in anti-doping. Thanks to the introduction and development of new testing methods, hGH can now be detected for a greater length of time than before, which has helped contribute to the detection of the first human Growth Hormone ADRVs in Paralympic sport.

“These cases were something of a ‘world first’ using the latest hGH testing methods, and were introduced shortly prior to London 2012,” said Toni Pascual, Chairperson of the IPC Anti-Doping Committee.

“These new methods extend the window of detection for human Growth Hormone and have improved the overall testing approach.”

“Through efficient testing, providing athletes with the opportunity to demonstrate commitment to fair play, and education, the IPC is confident its fair play message is heard when and where it counts.”

As the international federation for nine sports, the IPC monitors doping closely. In relation to historical records on anti-doping, IPC Powerlifting remains a ‘high risk’ sport. With a modest budget, and as with many sport governing bodies, the IPC is working hard to eradicate the scourge of doping by educating athletes, improving testing plans and tackling issues head-on.

Supported by the European Commission, the IPC launched a ‘Doping Disables’ campaign in 2004, targeting powerlifting athletes. These efforts continue today, with tailored informative sessions with athletes and team staff aimed at providing information about their roles and responsibilities in cleaning-up the reputation of their sport.

With the belief that doping problems cannot be resolved alone, the IPC has since partnered with WADA, several National Anti-Doping Agencies (NADOs), and most recently with iNADO, in a bid to bolster the fight against doping by providing expert opinion on Paralympic-specific matters.

WADA has always welcomed Paralympic experts from different commissions and committees, and, jointly with the WADA medical department, medical information sheets on neuropathic pain and use of anti-spastic medication - more common in Paralympic athletes compared to any other athlete – are now under development. In cooperation with a number of NADOs, the IPC is also developing a module for training doping control officers to test athletes with impairments.

(continued on page 24)



**SAY NO!
TO DOPING**
In partnership with  **WADA**



Photo: WADA

Building on the numerous educational resources available, the IPC, in partnership with WADA and NADOs, has hosted Outreach booths at major events. Only recently this was carried out through a successful WADA-IPC Say NO! to Doping awareness campaign at the IPC Swimming World Championships in Montreal.

Technical officials, IPC staff and volunteers wore green T-shirts, while athletes and teams were also encouraged to wear T-shirts, specially-branded swimming caps and temporary tattoos in an anti-doping-branded venue. As part of the initiative, a Say NO! to Doping press conference was held with IPC President Sir Philip Craven, WADA Director General David Howman and a number of Paralympic swimming champions, placing athletes at the forefront of the clean sport campaign.

In the Outreach booth, athletes were educated on anti-doping matters on a practical level, an approach which also proved successful at multiple major IPC competitions. "Outreach booths give athletes and teams the opportunity to see and learn anti-doping for themselves," said IPC Medical & Scientific Director Peter Van de Vliet.

"Taking education to their front door when they are competing at international competitions is an easy and effective way for many teams to get the information they need.

"During competitions they are a captive audience, and can therefore really absorb key information, to carry with them into the next competition. As an international federation, it is certainly a very effective way for us to reach them."

The learnings of the IPC are of value to all athletes in the Paralympic Movement. As a requirement of the World Anti-Doping Code, the IPC is responsible for ensuring that international federations within the

"The IO Program has reaped rewards, and we have seen a significant number of anti-doping rule violations occur in recent years."

Paralympic Movement are fully Code compliant, and that expertise and experience accumulated over time is shared with the different sports and federations in the anti-doping movement.

Looking ahead to Rio 2016 and beyond, the IPC, like any organization, continues to tailor its anti-doping programs to reflect an effective and efficient use of the available resources.

Themes such as the introduction of the Athlete Biological Passport (ABP), the development of Paperless Doping Control operations, the increase of out-of-competition (OOC) testing, the accumulation of intelligence, and the cooperation with border agencies and police authorities, are all on the agenda.

The momentum built up in recent years through more efficient testing, providing athletes the opportunity to demonstrate their commitment to fair play on an international stage, and educating them in an inclusive way, means that the IPC is confident that its fair play message is heard when and where it counts. Above all, the ultimate goal for Paralympic athletes is to achieve the IPC's vision of enabling athletes to achieve sporting excellence, and to inspire and excite the world. //

// Sochi 2014

The Winter Games - a look ahead at WADA's role

Sochi 2014 – A Look ahead at WADA's role

Ever since the hugely successful Sydney 2000 Games, WADA has assumed a number of roles at the Olympic and Paralympic Games. WADA's roles include the review of Therapeutic Use Exemptions (TUEs), the right to appeal decisions, the participation of Independent Observers and the presence of Athlete Outreach teams in the Athlete Villages.

In our forthcoming Sochi 2014 *Play True* special edition magazine, we take an in-depth look



at WADA's activities ahead of the eagerly-anticipated Russian Games. Here, we take a quick glance at the responsibility of WADA's Independent Observer and Athlete Outreach teams during the Games.

Independent Observer (IO) Program

WADA's Independent Observer (IO) Program helps enhance athlete and public confidence at major sporting events by randomly monitoring and reporting on all phases of the doping control and results management processes. Individuals serving on the WADA IO teams are experts recruited from around the world in various fields pertinent to anti-doping. Since its launch at Sydney 2000, WADA has conducted an Independent Observer (IO) mission at every Olympic Games, and since 2002 at every Paralympic Games (in total, over 40 major events). It is a comprehensive program that includes planning, overseeing tests, analyses and results management – a 'cradle to grave' approach to testing program monitoring.

Whereas in previous years an Independent Observer team would produce a post-Games report, the program now sees the WADA team interact on a daily basis with those responsible for the anti-doping program from the IOC.

"The Independent Observer Program is now a much more collaborative exercise than it was during its infancy," said WADA President John Fahey. "WADA works closely with the IOC testing team right throughout the event to ensure that any necessary corrective action or improvements can be made during the event itself. This daily reporting method, as opposed to the provision of one final report, has been well received in recent IO missions, and helps ensure that an effective and robust testing program is in place."

For Sochi 2014, WADA will send eight- and four-person Independent Observer teams to the Winter Olympic and Paralympic Games respectively, comprising different talents from within the anti-doping community.

Athlete Outreach Program

WADA's Athlete Outreach Program will once again have a strong presence at the upcoming Olympic and Paralympic Games. The program's goal is to raise awareness about anti-doping and to provide face-to-face interaction directly with athletes.

A team of anti-doping experts and athletes has been recruited to support the program at each event, and WADA is once again making athlete interaction a top priority.

"Reaching out to athletes is of great importance for WADA" said John Fahey. "We look forward to providing innovative and interesting ways of promoting the Play True message in Russia during both the Olympic and Paralympic Games."

The anti-doping experts recruited to volunteer for the Outreach Program come from National Anti-Doping Agencies (NADOs) and International Federations (IFs), and have the necessary language skills to interact with the global audience of participants. Past and present members of WADA's Athlete Committee will also take part in the program. //

// Athlete Profile

Andréanne Morin: Setting the Bar High

Play True magazine met with Canadian rower and WADA Athlete Committee member Andréanne Morin just a year after securing a well-deserved silver medal in the women's eight at the 2012 London Games.

Tall, athletic and with captivating blue eyes, as soon as Andréanne Morin enters the room she gives off the impression of being one of life's high achievers. She even has the rings to prove it. On her left hand she sports her Canadian Olympic team ring, flanked on her right hand by Princeton's very own commemorative rowing and graduation rings. The confidence and serene aura that surrounds this 32-year-old illustrates someone who is not just comfortable with what she has already achieved in life, but with what she plans to achieve in the days, months and years ahead.

A Princeton University graduate in political economy, the three-time Olympian recently announced her official retirement from rowing. Having completed her studies at law school, Andréanne joined an internationally-renowned law firm in Montreal.

Andréanne Morin didn't choose rowing however, rather rowing chose her. Having been destined to have a successful career as a downhill skier, she stumbled upon the sport by chance. At the age of 12, Andréanne would go running with her father at six in the morning during the off season to prepare better for the ski season. Though unaware of it at the time, it would be this tenaciousness that would act as one of the main catalysts in determining her future chosen sport.

Her skiing career came to an abrupt end when she suffered a severe tibia-fibula fracture. Following the accident, it became immediately apparent that competing in any type of extreme, downhill sport was going to prove challenging. This, coupled with the fact that her fears increased, forced Andréanne to look for another sport where she could excel and maintain her competitive edge without risking her life.

Given Andréanne's height and stature, her father, who knew her strengths inside out, thought that rowing

might offer the solution she was looking for. Not long after getting in the boat for the first time, her coach believed that with the required discipline and perseverance, Andréanne had the attributes to be a potential Olympic medalist. Some 15 years and three Olympic Games later, he was proved right.

Rowing is a demanding sport. Both physically and mentally exhausting, it requires power and endurance in equal measure.

At 5 feet 10 inches (1 meter 78cm), Andréanne has a small build compared to other competitors, yet she has compensated for this with impeccable technique. If you were to ask Andréanne

what makes the Canadian team so successful, she would respond, tongue-in-cheek, citing the harsh Canadian winters as the secret of the team's success. Canadian rowers would often be faced with impossibly tricky training conditions, but, come rain, snow or shine, Andréanne would be on the water - which was at times frozen - battling through the cut throat training sessions and clocking up stroke after stroke, kilometer after kilometer. 'What doesn't kill you makes you stronger' could have been the unofficial mantra of the Canadian team during the long hard months of winter training.

After a year on the Princeton Tigers varsity team in New Jersey - with which she won the National Championship in 2006 - she made her Olympic Games debut at Athens 2004. This "time sharing" between an Ivy League American University and the Canadian national team often resulted in Andréanne facing her fellow Princeton teammates on the starting line.

"When you start representing your country, you have a responsibility."



Photo: Bernard Brault



Photo: Ed Hewitt

Since reaching the pinnacle of her rowing career by claiming Olympic silver at Eton Dorney on August 2 last year, Andréanne's life has entered its next phase. With her rowing career behind her, a new chapter lies ahead in the legal world, but, as Andréanne tells *Play True*, if her time in the boat is anything to go by, her career in the law is set to be brimming with new challenges and excitements.

Rowing is not a professional sport – how did you strike the balance between studying and training? Did you always have one eye on life after sport?

Throughout my career I was never prepared to compromise my school for sport, especially at the amateur level where any kind of injury could leave you with nothing. In rowing, women usually peak in their late 20s to early 30s. You need to have years and years of base training from which to build your endurance, but at the same time you need to have a Plan B and prepare your professional life.

When you are preparing for the Olympics, with high-intensity and frequent training sessions, it is very difficult to study and train at the same time, so there comes a point where you need to take a break, which

I did before each of the three Olympic Games I competed in. I would do the same if I had to do it all over again.

I am proud to have successfully juggled my studies and training throughout 12 years of training and three Olympic Games. After the London Games, I knew my retirement was imminent, and I had less than one year of law school left, which seemed to me far more manageable than starting an undergraduate degree. I'm now reaping the benefits of years of hard work and I have an exciting professional career right around the corner, so I am in a good place.

Rowing is a tough sport, physically and mentally - did taking prohibited substances ever cross your mind?

When you start playing sport at a young age, you develop strong values and develop the right reflexes. You learn what is important in your sport, and doping is definitely not a part of that. Throughout my career, I always took a back-to-basics approach: eat well, sleep well, train hard, and demonstrate will and perseverance and you will become a good athlete. Was I ever inclined to take drugs? Never. Point blank no.

(continued on page 28)

Do you think rowing currently has or has had an issue with doping?

Throughout my years on the Canadian team, there was never a case of doping. That said, there have been a few international doping infractions over the years in the sport, but to my knowledge they have not been on a regular basis, or I would like to think not anyway. As a professional athlete, when you are at the start line and you look around, you want the race to be a true test of your will, your guts and your power. It should not be a question of who is taking what substance. That's not what sport is about. Sport is about the fundamentals – a strong will and regular training.

Rowing is a very small world. You get to know the athletes very well, and to me it would be very hard to imagine that there is a culture of doping in my sport. Furthermore, as an athlete you have to go about your day-to-day training believing there is no doping. Because the moment you start thinking that there is a culture of doping in your sport, you've already lost that battle. You've lost that battle of will, you've lost that battle of "train harder than anyone else, out-do your competition, be the toughest of them all, row in the middle of April when it's snowing". That's the battle you are up against. And if you suddenly start letting your guard down thinking that there are other things helping athletes on the start line at the Olympics final, then you've given in. You've given in on the spirit of sport, on playing true.

Did you talk about performance-enhancing substances with your teammates, coaches and entourage, or was this a taboo subject?

I started to receive anti-doping information very early on in my career. As an athlete, you learn very early on that coaches and medical staff surrounding you are professionals and will support you in making the right choices. That was always the case throughout my career, starting at Princeton. First and foremost however, you have to have the right values and learn the basics.

As an elite athlete, when you start representing your country, your training center, your university, your coaches, your teammates, you have a responsibility; you have to be very diligent. In our sport, our "teammates" represent a significant part of the competition. If one girl in the boat tests positive, then all eight others (including the coxswain) are stripped. There are strong repercussions. This has huge consequences on those eight people who you've spent 10 to 12 years training with, gone through all the ups and downs with, the roller-coaster, the blood, sweat and tears to get where

you are. They are your best friends who look up to you, who respect you. And the honesty and the loyalty built up through all those years of training make it very hard for me to believe that one of us would resort to doping. That would be hard to take.

As an elite athlete and an advocate of clean sport, did you envisage working in sports law, or in particular anti-doping law?

It is definitely something I would be interested in. A career of that type would certainly involve an interesting mix of my Olympic background and legal experience. Right now, I need to establish myself as a lawyer, but who knows, only time will tell (*smiling!*)

"They [your team mates] are your best friends who look up to you, who respect you. And the honesty and the loyalty built up through all those years of training make it very hard for me to believe that one of us would resort to doping. That would be hard to take."

What are your thoughts on WADA's Athlete Committee and the future of WADA?

I have been a member of the Athlete Committee as an observer for almost two years now. Sitting around the table with athletes from different sporting backgrounds – amateurs, professionals, those from individual sports, those from team sports, Paralympics, non-Olympic sports – made me realize that all sports, countries and cultures have a different perspective on doping and finding a consensus can be difficult. Facing individuals that voice an opinion that is different to yours makes you reflect on doping in a different light. There is no doubt that the diversity of our group benefits the discussions greatly.

In light of recent developments, and the confessions of professional athletes in the media, we have seen that doping is still happening in some sports. Resorting to supplements and all manner of substances seems to be normal practice for some athletes, and we know this can be a dangerous game. To me, these facts simply reinforce the importance of WADA and its mission to make sure that we protect young and future athletes from making these mistakes. //

// RADOs

A Global Anti-Doping Footprint

A Collaborative Approach to Success

Following the birth of the RADO concept in 2003, the project has come a long way in a short space of time. After piloting in four Oceania region countries in 2004, the program now boasts 15 Regional Anti-Doping Organizations (RADOs) covering no fewer than 123 countries. Few programs have proliferated as quickly as RADOs have, and this widespread enthusiasm for ensuring anti-doping's footprint becomes truly global can be put down to, above all else, a strong willingness to collaborate.

At the heart of this collaborative culture has been the notion of forming partnerships. Well-established National Anti-Doping Organizations have provided assistance to RADOs by training doping control personnel, thus helping ensure all athletes are subject to similar anti-doping programs globally. RADOs have worked directly with International Federations to provide out-of-competition and in-competition testing services within their regions. National Olympic Committees (NOCs) have played a vital role in partnering with governments to help improve the structures of RADOs. Furthermore, Major Event Organizations have used RADOs for both testing services and education and awareness programs. Only recently, 17 Doping Control Officers (DCOs) from 22 countries and five RADOs attended London 2012. The Olympic Council of Asia (OCA) engages RADO DCOs at each and every one of their events through their International Doping Control Exchange Program.

Through the sharing of both human and financial resources, RADOs continue to assist Governments and National Olympic Committees with their own anti-doping programs; a mark of true collaboration.

Truly Global

As 2013 comes to a close, Regional Anti-Doping Organizations, combined with National Anti-Doping Organizations, have made anti-doping truly global. Yet, while RADOs are similar in structure, their operations are very much tailored to each region's individual needs.

"Anti-doping has really spread its wings over the past decade, and now has its footprint in almost every part of the world", said Rob Koehler, WADA's Director of Education & Program Development. "We can be proud of what RADOs have done by bringing testing, expertise and education to parts of the world previously untouched by anti-doping. We will continue to develop RADOs in the years to come, so that every region and country has the tools through which to implement robust, effective and tailored anti-doping programs".

Actively Engaged

As RADOs continue to develop, the more engaged they are becoming within their respective regions. To take one example, at the forthcoming 2014 African Youth Games the Zone VI RADO will partner with all the African RADOs to help educate young athletes attending the Games. In addition, the Southeast

(continued on page 30)

A Decade Serving Sport

2003

the idea of RADOs is born, with the aim of ensuring anti-doping programs are rolled out right across the world

2004

first four RADOs are piloted in the Oceania region

2005–2008

RADOs emerge in Africa, the Americas, Asia and Eastern Europe

2013

program engages 123 countries across 15 RADOs

Asia RADO will be running an Outreach Program at the 2013 Southeast Asian Games in Myanmar. Several RADOs have also begun implementing regional projects through the UNESCO Fund for the Elimination of Doping in Sport.

The progress made in each region, and in each member country, has been significant. In each region, RADO personnel have worked in schools alongside athletes and high ranking officials to promote and spread anti-doping education messages. RADO staff have established Outreach programs at major events, and provided a platform for young athletes to demonstrate their commitment to the ideal of fair play, as well as learning more about doping-free sport. RADO staff have provided countless resources to all countries, helping with the ongoing sustainability of the program and doping-free sport in every RADO region.

Future Development

WADA continues to work with each region to assist with further development. In some cases, WADA has provided assistance for the employment of a full-time RADO staff person, and for all RADOs WADA has offered a testing grant to facilitate more effective testing in the regions.

The strength of the RADOs lies in the ownership and commitment from each member country. To ensure the RADOs continue to develop, WADA, in partnership with the Olympic Council of Asia, will host the third RADO Conference in Kuwait from the 21-24 January, 2014. The conference will bring together the Chairs, administrative teams and staff from all 15 RADOs, with a view to developing a way forward for the RADO program. //

RADOs' Global Reach

2 RADOs
in the Americas
(Caribbean and Central America)

Caribbean RADO

Central America RADO

1 RADO
in Eastern
Europe

Eastern Europe RADO

Africa Zone I RADO

Africa Zone II & III RADO

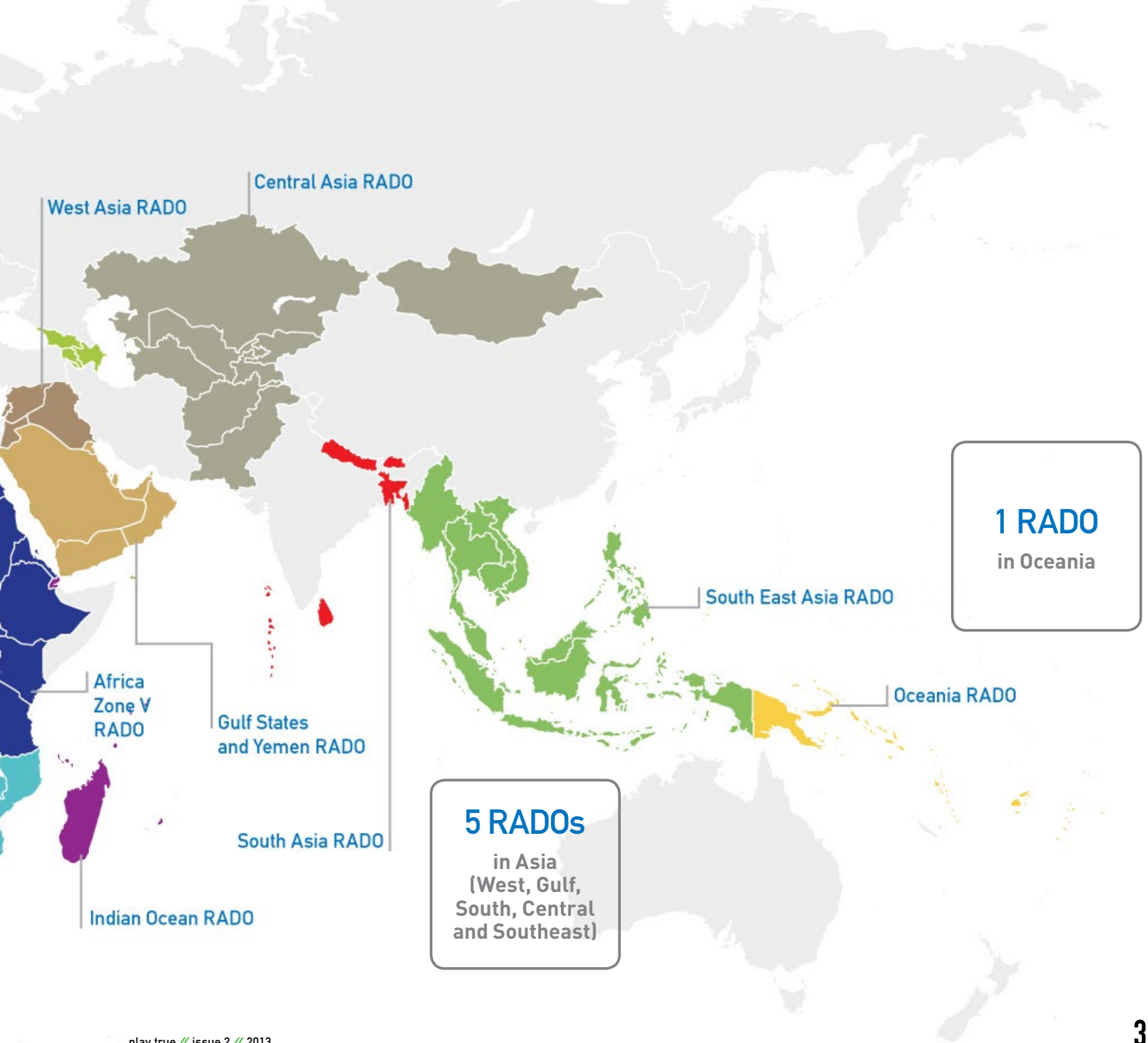
Africa Zone IV RADO

6 RADOs
in Africa
(North, West,
East, Central,
South and Indian
Ocean)

Africa Zone VI RADO

Areas of Expertise

RADOs assist Member Countries, International Federations (IFs), Major Event Organizations, National Anti-Doping Organizations (NADOs) and athletes by providing local expertise in the following areas:



// Media Review

HOLD THE BACK PAGE!

• ESTABLISHED 2013 •

PLAY TRUE • ISSUE 2 • 2013

by Ben Nichols, WADA Senior Manager, Media Relations and Communications

Hold the Back Page! is a new feature to *Play True*, which takes a look at some of the leading recent media topics from the world of anti-doping in sport. Be it on the Twittersphere or in the print press, here's a roundup of some of the stories which were never too far from the media lens.



The **Lance Armstrong Case** dominated both sport and news agendas in early 2013, as the former cyclist's confession to talk show host Oprah Winfrey was aired over two prime time television slots to an estimated global audience of 28 million people. While the media focus has since turned to other news, one result of the case has been cycling-related investigations undertaken by National Anti-Doping Organizations pursuant to the World Anti-Doping Code.

Operation Puerto – an investigation which began in 2006 when it was informed that over 200 blood bags seized during Spanish police raids included those of athletes from several sports – finally concluded in April, with the result widely reported in the media. Dr. Eufemiano Fuentes, who was connected to the athletes, was charged under public health laws and handed a one-year suspended sentence. WADA subsequently appealed the Court's decision to order the destruction of the blood bags.

The **Biogenesis Investigation** has been circling the sport of baseball like a hawk since it emerged in January that the Florida-based Biogenesis anti-ageing clinic was at the centre of a Performance Enhancing Drug (PED) distribution involving a number of professional baseball players and other athletes.

Athletics has been the focus of much media attention in recent months, including a flurry of positive 'A' samples announced in July. The news came shortly before the 14th IAAF World Championships, adding further fuel to an already roaring fire. Some media went as far as to call it the sport's 'worst crisis since the Ben Johnson affair'. Following the news, a number of leading athletes have come out lamenting the "disappointing" doping scandal engulfing the sport.



If 2012 was the year of the biggest sporting show on earth, the London Olympic and Paralympic Games, 2013 has been the year of **sporting and anti-doping presidential elections**. WADA, the IOC and UCI Presidential campaigns have been filling up column inches, news reel and Twitter feeds for months now. It is the UCI election campaign, however, that has proved particularly popular in the media.



It would be difficult to complete a 2013 media roundup without mentioning **the ASADA Investigation**. It was in February that the Australian Crime Commission released its 'Organised Crime and Drugs in Sport' report on what was described as "the blackest day in Australian sport". In the same month ASADA initiated its own investigation.



Most recently, in August, the AFL announced it was charging Essendon for "bringing the game into disrepute", and subsequently the club accepted sanctions. At the time of writing, ASADA has not yet completed its own investigation into the NRL (Rugby League) and AFL (Australian Football League).



In early August, Major League Baseball (MLB) announced the suspension of 13 players, with a cumulative ban of 811 games worth of suspension between them. One of the sport's biggest names, Alex Rodriguez, has been the only player implicated to appeal the suspension. The issue has rarely been far from the back pages since, and as of August 28 the term #biogenesis had accumulated almost 14,000 impressions*.



* The total number of times an individual could have viewed the term #biogenesis



HOLD THE BACK PAGE! would like to credit the following media outlets, from which press clipping images have been used: *The Sunday Times* and *USA Today*

// WADA Calendar

Looking Back, Looking Forward

WADA has had a busy time on the road since the beginning of the 2013, participating at a series of events right across the world. From presentations at Media and Education Symposiums to Athlete Outreach programs at global sporting competitions, here is a snapshot of WADA's recent activity, and a glance at what lies ahead.

EVENT	DATE	LOCATION
LOOKING BACK		
WADA Media Symposium	February 12, 2013	London, UK
WADA Symposium for Anti-Doping Organizations	March 19-20, 2013	Lausanne, Switzerland
WADA Education Symposium (Latin America Region)	April 10-11, 2013	Montevideo, Uruguay
WADA Symposium on Gene and Cell Doping	June 5-6, 2013	Beijing, China
WADA at 2013 World Games	July 25 - August 4, 2013	Cali, Colombia
WADA Say NO! to Doping Day at 2013 IPC Swimming World Championships	August 13, 2013	Montreal, Canada
WADA at Asian Youth Games	August 16-24, 2013	Nanjing, China
WADA at Francophone Games	September 7-15, 2013	Nice, France
2015 Code Drafting Team Presentation to WADA Executive Committee	September 10-12, 2013	Buenos Aires, Argentina
LOOKING FORWARD		
World Conference on Doping in Sport	November 12-15, 2013	Johannesburg, South Africa
WADA at Winter Olympic and Paralympic Games	Olympic Games: February 7-23, 2014 Paralympic Games: March 7-16, 2014	Sochi, Russian Federation
WADA Symposium for Anti-Doping Organizations	March 25-26, 2014	Lausanne, Switzerland