

play true

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AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

Beijing 2008

The WADA Olympic and
Paralympic Preview



play true

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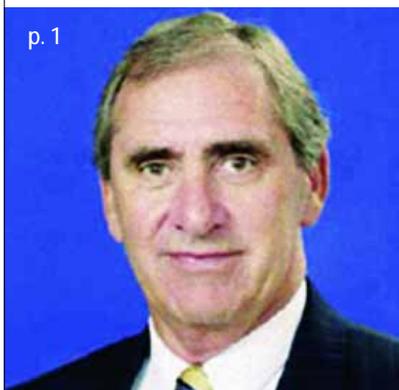
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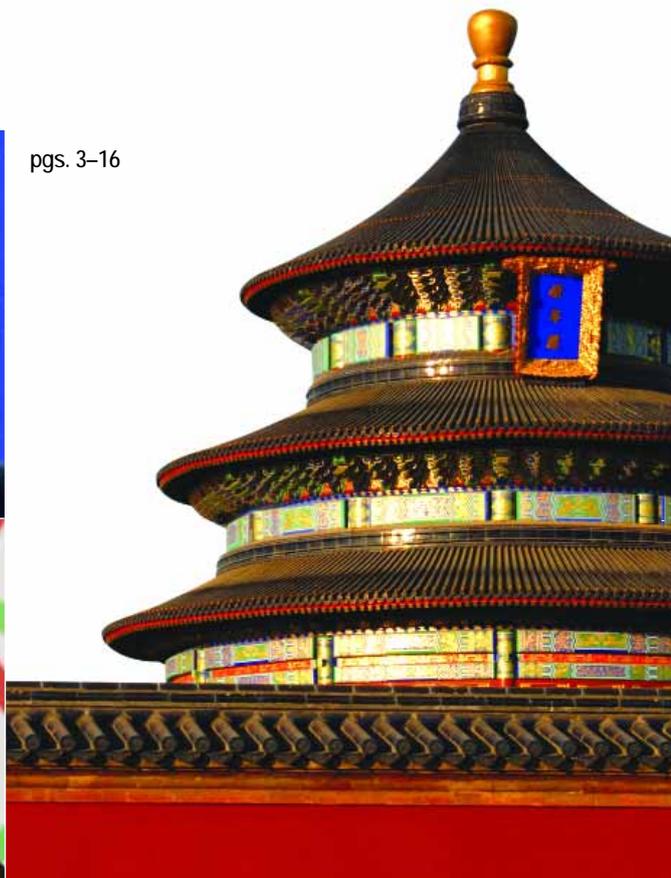
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WADA's President reflects on the commonalities between sport and society and the need to continue to promote cultures of justice and fairness in all of our endeavours.

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 Beijing 2008

As the IOC and IPC prepare for their anti-doping activities during this year's Summer Games, WADA puts in motion the resources and expertise that will oversee a range of important supporting responsibilities.

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The IOC will conduct 4,500 doping control tests in Beijing, roughly 25 percent more than were carried out during the 2004 Games in Athens. President Jacques Rogge discusses the IOC's policy of zero tolerance for cheaters.

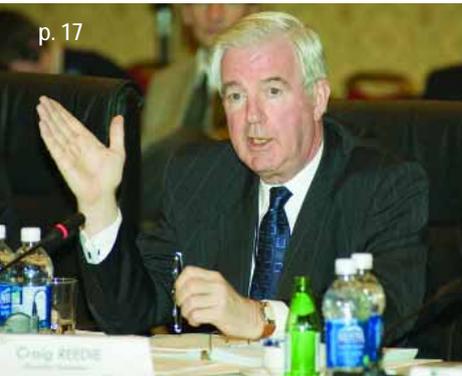
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Chairman of WADA's Finance and Administration Committee Sir Craig Reedie discusses the funding structure that underpins WADA's anti-doping efforts on a global basis and the Agency's priorities for the future.

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WADA Athlete Committee

In line with WADA's priority to solicit and benefit from athlete experience at every turn, the members of its Athlete Committee met this past April to review a range of key topics and provide guidance on where and how the global movement needs to focus its efforts for 2008 and beyond.

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Widely regarded as the greatest Zambian ever to have donned a pair of football cleats, Kalusha Bwalya extols the virtues of playing fair and the need to dig deep in the quest for athletic excellence.

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Code Compliance

November 2008 marks the first time that WADA will report to its Foundation Board on cases of non-compliance. A review of the three steps on the path to compliance and associated stakeholder responsibilities.

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ADAMS on the Rise

IF and NADO use of the ADAMS tools and framework has tripled in the past 12 months, and stands to almost double again in just the next 2 quarters.

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Sport: Mirror of Society

The eyes of the world are focused on Beijing for two intense weeks in August. The reasons for such a keen interest in this year's Games are many, ranging from political and economic, to cultural and sporting. There is no better time than now to step back and consider sport in terms of the mirror reflection it provides of society.

Sport is in fact a microcosm of society. Look at current struggles in sport and there you have a glimpse of what's not working in our world today. Sport shows us what we, as a global culture, are most committed to and what our motivations are. Issues plaguing contemporary society—such as violence,

Every sport has its share of fallen heroes whose medals now bear the blemish of deceit through doping.

What is the price that we and future generations pay when driven by shortcuts and hollow victories? What is the return on a win-at-all-costs strategy so prominently promoted in sports (and in business and politics)? Spend a few minutes watching the evening news to see reports of corporate accounting and political scandals, punctuated by advertisements promising get-rich-quick schemes. The messages are the same for society as they are for sport.

These messages translate into lessons for our youth. Through these

We have a choice in these matters. What's more, as leaders in sport and governments, we have a responsibility. Our responsibility is to the athletes—little leaguers, Olympians, and everyone in between—to make of sport an environment where truth, dignity, hard work and respect are the common denominator. That means making of sport a force for good: to inspire, to build teams, to build leaders. These "spirit of sport" values are eternal, universal principles that unite all cultures.

I appeal to all of those who have a stake in sport to do your part in building a culture that supports youngsters in their development of these values.

Our responsibility is to the athletes—little leaguers, Olympians, and everyone in between—to make of sport an environment where truth, dignity, hard work and respect are the common denominator. That means making of sport a force for good: to inspire, to build teams, to build leaders. These "spirit of sport" values are eternal, universal principles that unite all cultures.

corruption, racism, and cheating—also plague sport and threaten its inherent value to society overall.

Cheating is the ill that WADA is most concerned with—in particular, the strain of cheating found in sport by means of performance enhancement. A proliferation of doping over the years suggests that, for some, the currency placed on winning overrides the value of sport to teach the universal principles of respect, health, honor and dedication.

messages we are teaching our youngsters what is acceptable behaviour in modern society. Are we teaching youth that cheating is a violation of others' rights? Or is the lesson rather that it matters only if you get caught? If so, then Marion Jones is a case in point.

It all comes down to a simple, age-old truism: It is not whether you win or lose, but how you play the game. In life. In sport. In the little leagues and the Olympics alike.

Every coach, every trainer—do not abuse the trust that your athletes place in you. Instead, seize upon the opportunity to inspire young people to become the best possible versions of themselves, naturally.

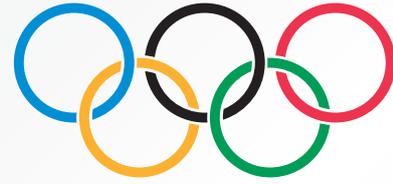
Every sport—remember that the development of your sport is intricately tied to your ability to root out doping; use every event as an opportunity to teach youth about the joy of pure competition.

Every nation—work with your Olympic committee and anti-doping authority to engender an atmosphere of pride based on merit; drive home the message that cheating is not tolerated; ensure that the competitors who receive the privilege of your sponsorship in the international sporting arena are committed to clean sport.

As the world shifts its gaze to Beijing this August, the drama played out on the Olympic stage is magnified for all of society and sport. >>>



Zero Tolerance



From 8 August 2008 and for two weeks, the world's best athletes are going to experience something exceptional, something unique: their ultimate goal, the Olympic Games. This magical event will be held for the first time in Beijing, in the People's Republic of China.

Besides living this dream, we hope that the athletes who will come to Beijing will live by the Olympic values and respect their health and their opponents by competing fairly and honestly.

To ensure such a spirit of the Games, and in response to the seriousness of the threat of doping and cheats, the IOC has championed a policy of zero tolerance. We also enforce this policy through a comprehensive program of testing carried out by the IOC during the period of each Games.

Thus, in Beijing, we plan to conduct 4,500 in- and out-of-competition tests. This is roughly 25 percent more than were carried out during the 2004 Games in Athens. And 90 percent more than the number of tests carried out in 2000 in Sydney. Tests will be performed on all substances present on the 2008 Prohibited List issued by WADA.

In addition to this dramatic increase in testing, we have recently proposed a series of measures to strengthen our zero tolerance policy. These

measures include the denial of participation in the next Olympic Games for athletes and their entourage who have been sanctioned for more than six months. We will impose automatic

and WADA have made great strides. This was clear at the Third World Conference on Doping in Sport in Madrid as the sports movement and governments of the world adopted a resolution in which they renewed

These measures include the denial of participation in the next Olympic Games for athletes and their entourage who have been sanctioned for more than six months. We will impose automatic suspensions after a positive A sample and greater financial penalties for sports organisations and athletes. We will implement stricter regulations related to Therapeutic Use Exemptions.

suspensions after a positive A sample and greater financial penalties for sports organizations and athletes. We will implement stricter regulations related to Therapeutic Use Exemptions.

their joint commitment to a rigorous fight against doping and approved the strengthening of the World Anti-Doping Code.

Our fight against doping involves much more than the Olympic Games alone and extends far beyond the boundaries of the Olympic Movement. The collaboration among the sports community and the governments is necessary if we are to make a lasting difference. To be truly effective, a policy of zero tolerance must be adopted, enforced and acted upon by governments. Here, too, the IOC

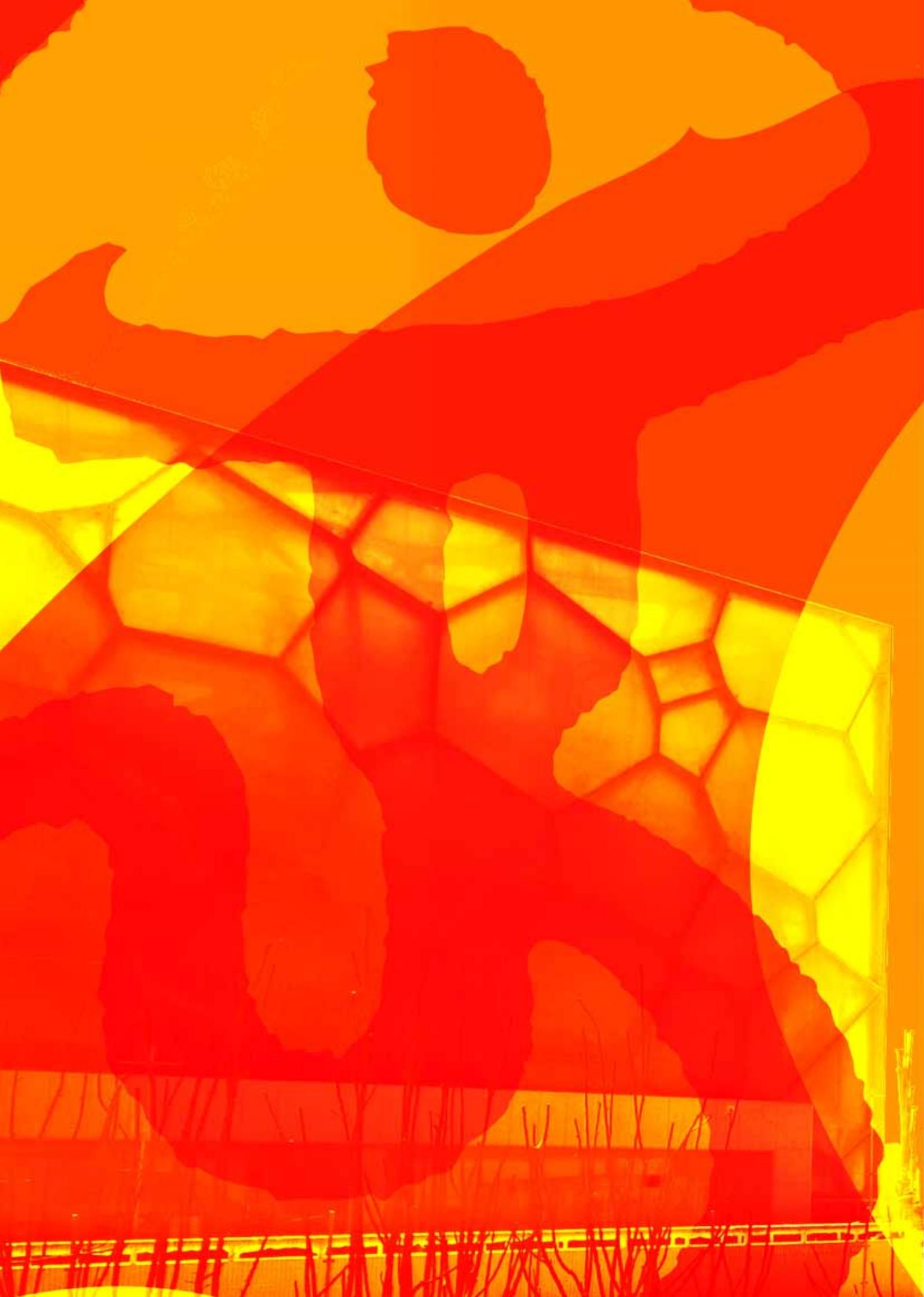
Moving forward, we will continue leading the anti-doping movement in a global effort to stop doping in its tracks. It is our commitment to create and sustain an environment of clean sport for generations to come. Whilst we may never fully triumph over doping in sport, we will remain united and steadfast in our effort. As our founder, Pierre de Coubertin, said: "The essential thing is not to have won, but to have fought well." And simply it is the right thing to do. ■

Everything matters: the messages delivered, the examples set, the lessons taught.

We acknowledge that in sport, just as in the rest of society, there will

always be those who try to gain an unfair advantage over their competitors in order to win. However we can ensure that the cheaters are only a very small and marginalized minority. We do that by setting the

example in our own actions and by creating a culture that promotes universal principles of truth, fairness, hard work, and respect. The future of sport depends on it. In no small part, the future of society depends on it. ■





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Beijing 2008

The 2008 Summer Olympic and Paralympic Games are expected to be the scene of great sporting performances, from August 8–24 and September 6–17 respectively. To protect the integrity of the Games, the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the World Anti-Doping Agency (WADA), and the other organizations involved in the fight against doping in sport are closely cooperating to ensure that comprehensive anti-doping measures are in place in the lead-up to and during these two major sporting events.

While the IOC and the IPC are responsible for anti-doping at their respective Games, WADA's participation in the 2008 Summer Olympic and Paralympic Games includes several roles: pre-Games testing, potential review of Therapeutic Use Exemptions (TUEs), right to appeal decisions, Independent Observer (IO) mission, and Athlete Outreach. This broad range of activities reflects the importance of a comprehensive approach to the fight against doping in sport.

Pre-Games Testing

As a general rule, in-competition testing is planned and carried out by the sporting event organizer. For Beijing 2008, as for any past edition of the Olympic Games, the IOC is responsible for doping controls which

take place during the period of the Games—from the opening of the Olympic Village to the day of the Closing Ceremony (July 27–August 24). The IOC will work with the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) to conduct testing at Olympic venues during this period.

However, there is a well-established need for testing to occur away from Olympic venues, for example for

those athletes who arrive late, leave early, or do not stay in official Olympic sites. Based on the model established at the 2002 Winter Olympic Games in Salt Lake City and refined at subsequent Olympic Games, the IOC, BOCOG, and WADA have created a task force charged with planning and coordinating pre-Games testing. This group works closely together on the >>>>





test distribution plan for the Games, including selecting specific athletes for testing. Additionally, the group coordinates testing and gathers information on the location of athletes who will be competing at the Games. This task force also liaises with various anti-doping organizations responsible for testing, including International Federations (IFs), National Anti-Doping Organizations (NADOs) and National Olympic Committees. For the Beijing Games, WADA's ongoing out-of-competition testing program for 2008 is also focused on those athletes likely to participate in the Games.

As with the 2004 Summer Olympic Games in Athens and the 2006 Winter Olympic Games in Turin, at the request of and in cooperation with the IOC, WADA will manage a program of doping controls during the period of the Games on athletes worldwide who will compete in Beijing, but who are not yet in the Athlete Village or are not training at Olympic venues. WADA has been asked by the IOC to undertake this task following the opening of the Olympic Village on July 27, 2008.

In addition to testing at Olympic venues during the Games, the IOC is responsible for results management related to the Games.

WADA also works closely with the IPC to coordinate testing activities prior to the Paralympic Games.

Therapeutic Use Exemptions

Under the World Anti-Doping Code (Code), athletes with a documented medical condition requiring the use of a prohibited substance or method must obtain a TUE according to the criteria set forth in the International Standard for TUEs.

It is the IF's responsibility to grant TUEs to athletes in their Registered Testing Pool and any athlete taking part in an international event. TUEs must be granted in a harmonized

manner across countries and consistent with the International Standard for TUEs.

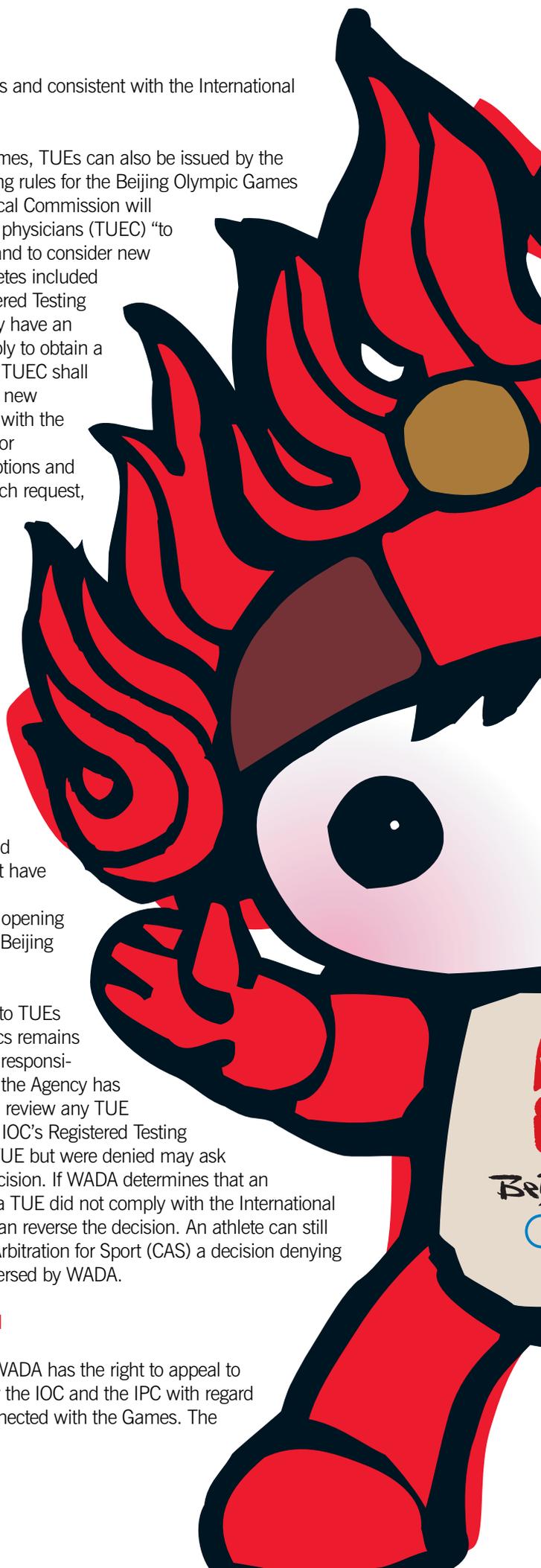
During the Olympic Games, TUEs can also be issued by the IOC. The IOC anti-doping rules for the Beijing Olympic Games state that the IOC Medical Commission will appoint a committee of physicians (TUEC) "to monitor existing TUEs and to consider new requests for TUEs. Athletes included by the IOC in its Registered Testing Pool who do not already have an approved TUE may apply to obtain a TUE from the IOC. The TUEC shall forthwith evaluate such new requests in accordance with the International Standard for Therapeutic Use Exemptions and render a decision on such request, which shall be the final decision of the IOC."

This allows athletes competing in Beijing to have their request for TUEs reviewed consistently and for those who do not already have one, to be able to apply for one for the Games. According to the IOC anti-doping rules, IFs must inform the IOC and WADA of any TUEs that have already been granted to competitors prior to the opening of the Athlete Village in Beijing on July 27.

WADA's role in relation to TUEs and the Beijing Olympics remains consistent with its TUE responsibilities under the Code: the Agency has the right to monitor and review any TUE granted. Athletes in the IOC's Registered Testing Pool who requested a TUE but were denied may ask WADA to review the decision. If WADA determines that an approval or a denial of a TUE did not comply with the International Standard, the Agency can reverse the decision. An athlete can still appeal to the Court of Arbitration for Sport (CAS) a decision denying a TUE that was not reversed by WADA.

WADA's Right of Appeal

Pursuant to the Code, WADA has the right to appeal to CAS decisions made by the IOC and the IPC with regard to any doping case connected with the Games. The





Code grants WADA this right of appeal in cases occurring under the jurisdiction of Code signatories, including the IOC and the IPC.

The IOC anti-doping rules for Beijing clearly spell out the procedures for management of any adverse analytical finding or other anti-doping rule violation that may arise from doping controls during the Games. The rules specify that “the entire disciplinary procedure shall not exceed 24 hours from the time the athlete or other person concerned is informed of such anti-doping rule violation.” The IOC President may extend this time limit, based on the circumstances of a case.

Once informed of an anti-doping rule violation, the IOC President sets up a Disciplinary Commission to review the facts of the case and allow the athlete to exercise the right to be heard. The athlete, the chef de mission, the IF concerned, a representative of the Independent Observers mission, and WADA are promptly notified of the decision of the Disciplinary Commission or of the IOC Executive Board, as the case may be.

Disciplinary actions, including sanctions and disqualifications in relation to the Games, are determined by the IOC and the IPC. The decisions arising from doping rules violations during the Olympic and Paralympic Games can be appealed to CAS. WADA is among the parties able to exercise this right of appeal. In addition, the management of anti-doping rule violations and the conduct of additional hearings as a consequence of hearings and decisions of the IOC, including with regard to the imposition of sanctions over and above those relating to the Olympic Games, are managed by the relevant IFs. WADA also has a right to appeal these subsequent decisions.

Independent Observers Program

WADA will send an IO team to Beijing, as it did to Sydney in 2000, Salt Lake City in 2002, Athens in 2004, and Turin in 2006.

The IO program helps enhance athlete and public confidence at major events by randomly monitoring and reporting on all phases of the doping control and results management processes in a neutral and unbiased manner.

At the invitation of the IOC, the IO program was launched at the 2000 Games in Sydney. During the Sydney Games, a 15-member IO team observed the doping control and results management processes. Following the Games, the team published a report certifying that the doping control procedure had been conducted properly and suggested areas for improvement.

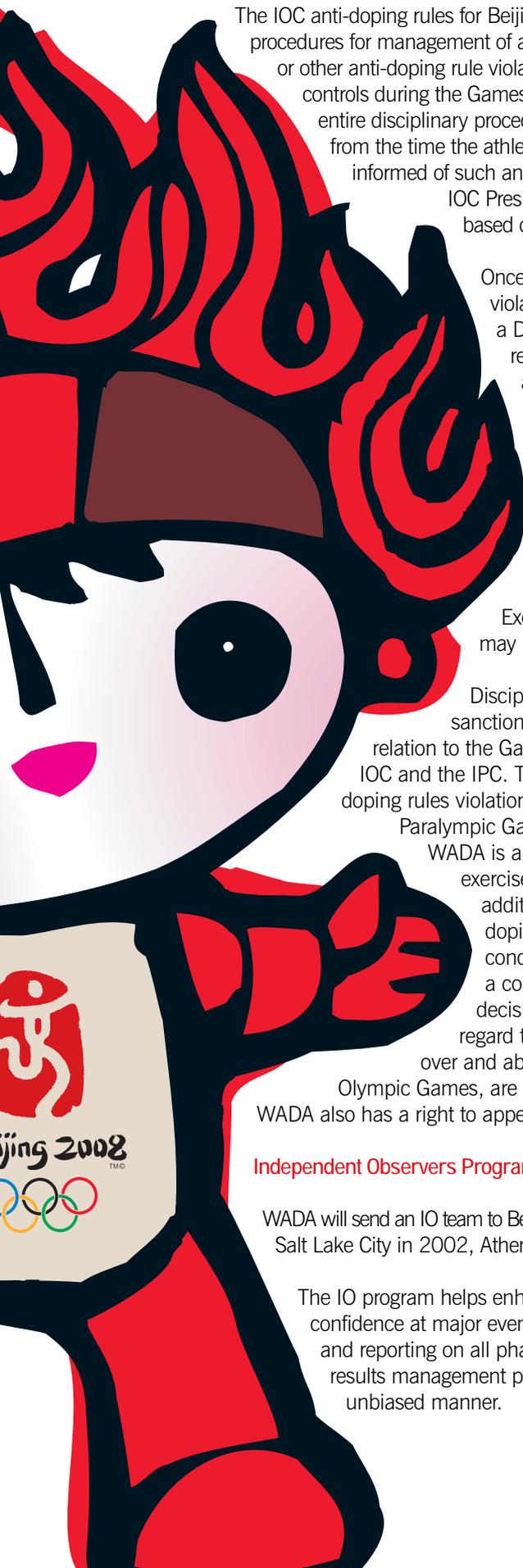
This successful mission resulted in growing interest among IFs and major event organizers who began to invite WADA's IO program to monitor their events' doping control. Since 2000, WADA IO teams have participated in more than 25 major events including IAAF World Championships, Commonwealth Games, Pan American Games, All Africa Games, the Tour de France, and, as mentioned, the Olympic and Paralympic Games. IO reports for these events can be found on WADA's Web site at www.wada-ama.org.

Individuals chosen to serve on IO teams are experts in the various fields pertinent to anti-doping, including sample collection, legal matters, medical expertise, doping control, and athlete representation. The tasks of the IOs are to observe the different phases of the doping control process in a neutral and unbiased manner, to verify that appropriate procedures were followed, and to list their observations and recommendations in a final report.

Athlete Outreach Program

Athlete Outreach is one the most effective vehicles for educating athletes and their support personnel about the dangers and consequences of doping and will be an important fixture during the 2008 Olympic and Paralympic Games.

Launched in 2001, WADA's Athlete Outreach Program is delivered at major multi-sport and regional events. While the program has evolved over time, certain charac- >>>





teristics remain central to the success and effectiveness of delivering important and effective anti-doping information to athletes:

Location: WADA sets up its Athlete Outreach Booth in a high-visibility area that receives a great deal of athlete foot traffic during the sporting event. Athletes are encouraged to visit the booth when it is most convenient for them so that they feel comfortable asking questions about anti-doping issues. During the Beijing Olympic and Paralympic Games, the Athlete Outreach Program will operate in the Athlete Village adjacent to the main dining hall.

One-on-one Interaction: Anti-doping experts are recruited from around the world to staff the Athlete Outreach Program. This format allows athletes to ask their anti-doping questions of multi-lingual specialists, enforcing the quality and credibility of the anti-doping message.

Fun: Learning about anti-doping is also designed to be fun. Athletes visiting the booth play an interactive game called "The Doping Quiz" that tests their knowledge about anti-doping. This game, developed and updated by WADA, is now available in 19 different languages. Participants are rewarded for their efforts with symbolic prizes and items that promote the "Play True" message. (See article below.)

Educational Materials: WADA's educational materials, available in

multiple languages, also provide important take-home information about the athlete's responsibilities under the Code and the consequences of doping. These materials include the List of Prohibited Substances and Methods and the WADA Athlete Guide.

Since its introduction in 2001, WADA's Athlete Outreach Program has been present at more than 30 multi-sport, multi-national sporting events throughout the world and has reached hundreds of thousands of athletes. ■



Lenovo Sponsors WADA Athlete Outreach Activities in Beijing

In an exciting first step to involve corporate support in raising awareness and promoting clean sport, WADA is pleased to announce its first sponsorship arrangement with Lenovo. Lenovo is the exclusive computing equipment supplier for the Beijing 2008 Olympic Games. Nearly every aspect of the management of the Games, from gathering and storing participant data, to displaying the scores and organizing activities for BOCOG, will depend on hardware provided by Lenovo.

During the 2008 Olympic and Paralympic Games, Lenovo will provide USB keys (2GB) and lanyards to WADA, which will be uploaded with educational materials about anti-doping and engraved with *Play True*.

Athletes, coaches and officials who visit WADA's booth in the Athlete Village and play the Doping Quiz will receive the USB key as a prize for their efforts.

"WADA is grateful for the contribution Lenovo is making to the anti-doping movement," said WADA Director General David Howman. "Lenovo's support enables us to deliver important anti-doping information directly to athletes in an effective and innovative way. Lenovo's involvement is a natural fit and this partnership is a great step in taking our message further."

"It is Lenovo's great pleasure to partner with WADA to raise awareness and promote doping free sport," said Li Lan (Alice), VP, Olympic Marketing, Head of Brand

Communications, Lenovo China. "We hope our involvement assists athletes and officials gain a better and more insightful understanding of the anti-doping issue and the spirit of fair play."

WADA's Athlete Outreach Program will run during both the 2008 Beijing Olympic and Paralympic Games. ■





WADA's Fifth Olympic Games



The Beijing Olympic Games will be the fifth time WADA, established in November 1999, will play a role in the Olympic Games, and the fourth time its programs will be on hand at the Paralympic Games.

In 2000, only a few months after its inception, the Agency sent its first team of Independent Observers (IOs) to the Summer Olympic Games in Sydney, launching the program that has since expanded and participated in more than two dozen other major international sporting events.

In 2002, the IO program was present at the Winter Games in Salt Lake City—not only for the Olympic Games, but also, for the first time, for the Paralympic Games. In addition, for the first time, WADA's Athlete Outreach Program was present in the Athletes Village during both the

Olympics and Paralympics in order to educate athletes and their entourage about the fight against doping in sport and to respond to their questions and concerns one-on-one. Another first: the International Olympic Committee (IOC), WADA, and the Games organizing committee put in place a task force to plan and coordinate doping controls in the lead-up to and during the Games.

In 2004, WADA sent IO and Athlete Outreach teams to the Summer Olympic and Paralympic Games in Athens—the first Games to be held since the World Anti-Doping Code (Code) came into force on January 1, 2004. As in the months leading up to the 2002 Olympic Games, but in a more comprehensive manner, a working team assembled by the IOC, WADA, and the organizing

committee planned and coordinated doping controls prior to and during the Games. This unprecedented collaboration led to the discovery of several anti-doping rule violations.

Finally, the same action plan was put in place for the 2006 Winter Olympic and Paralympic Games in Turin. WADA's Athlete Outreach program interacted with thousands of athletes and officials in the Olympic and Paralympic Villages. And the IOC-WADA pre-Games testing task force again implemented a coordinated global pre-Games doping control program. This collaboration led to targeted testing and coordinated anti-doping action, such as the actions taken by the IOC and the Italian law enforcement authorities to investigate and expose anti-doping rule violations based on evidence gathered by the task force. ■





China's Drive against Doping

Submitted by the General Administration of Sport of China

The Chinese Government has always retained a firm stand against doping in sport. The Chinese Government advocates healthy and civilized sport, and continuously strengthens anti-doping education and management. China adheres to the Three-S Principle, that is, "seriously prohibiting, strictly testing and severely sanctioning doping," and prohibits doping in all kinds of sports.

On August 17, 2006, Premier Wen Jiabao of the State Council of China signed the UNESCO International Convention against Doping in Sport, which demonstrated China's absolute stance against doping and its proactive attitude to participate in the international anti-doping campaign.

Legal System for Anti-Doping

A system of laws and regulations has been established and increasingly improved.

The "Law of the People's Republic of China on Physical Culture and Sports," approved by the National People's Congress and coming into force on October 1, 1995, stipulates clearly that the use of banned drugs and methods is strictly prohibited in sports activities.

Any violation shall be punished by the relevant sports organizations.

On January 1, 1999, the General Administration of Sport of China

promulgated the Provisional Regulation against Doping in Sport, standardizing the penalties and strengthening control over individuals and organizations that commit doping offenses.

On March 1, 2004, the State Council of China issued and implemented the "People's Republic of China Anti-Doping Regulation."

Administrative System for Anti-Doping

Since the 1980s, a centralized anti-doping administrative system has been established and has been improved continuously. The foundation of China's Anti-Doping Agency was approved on May 10, 2007. The main responsibilities of the agency include: being involved in studying and developing the national anti-doping programs, regulations and relevant procedures and standards; taking part in the development of the prohibited substances catalog; organizing and implementing doping control tests and results management; organizing investigations of doping offenses and hearings; conducting activities related to education, training, scientific research, consultations and international exchanges; monitoring sports organizations at various levels to develop anti-doping work.

Doping Control

Since the early 1990s, China has been implementing a centralized

doping control testing program nationwide. The number of domestic tests has increased greatly from 165 in 1990 to 10,238 in 2007. In order to further enhance the effectiveness of doping control, China has been increasing the number of out-of-competition tests. In 2007 out-of-competition tests increased by up to 74 percent. At the same time, all the doping offenses are sanctioned severely.

National Doping Analysis Laboratory

Since its establishment in 1989, the National Anti-Doping Laboratory has passed IOC and WADA accreditation for 20 consecutive years.

In order to meet the requirements of the 2008 Olympic Games, a new lab building with a total area of 5,600 square meters has been constructed and outfitted with new equipment, laying a solid foundation to accomplish the tasks of sample analysis during the 2008 Olympic Games.

Education

Anti-doping education is the fundamental solution to prohibit doping in sport. China adheres to the principle of "prevention as the main purpose and education as the main way," and increases its input in education continuously.

A Comprehensive Approach to the Problem of Doping

To implement the UNESCO International Convention and carry



out the regulations, the State Council convened a meeting of the Ministry of Education, Ministry of Public Security, Ministry of Information Industry, Ministry of Commerce, Ministry of Health, State Customs Administration, State Administration for Industry and Commerce, State Quality Inspection Administration, State Food and Drug Administration, Legislative Affairs Office of the State Council and the Beijing Organizing Committee of Olympic Games, to discuss a comprehensive strategy to tackle performance-enhancing substances problems. The State Council called on each party to coordinate with each other and take forceful measures to ensure the implementation of the regulations. A coordinating system was established by organizing a

Coordinating Working Group of Comprehensive Supervision of performance-enhancing substances problems under the leadership of the General Administration of Sport.

International Exchanges and Cooperation

China has been actively involved in international exchanges and cooperation. Since WADA's establishment in 1999, China has been representing the Asian region countries on the WADA Foundation Board, consistent on the contribution commitment and supporting WADA activities through the active involvement of Chinese representatives on the Lab, Education and Athlete Committees of the Agency.

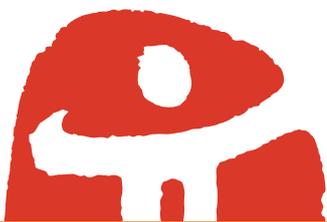
Summary

After 20 years of efforts the anti-doping work in China has been greatly improved, which is demonstrated in its professional expertise, quality and effectiveness of the national anti-doping programs. In the meantime, we acknowledge that the fight against doping in sport is a long-term, complicated and huge task.

The Chinese Government has the determination, confidence and ability to continue the fight against doping in sport to protect the physical and mental health of athletes and youth, to maintain the spirit of fair play, to carry forward the Olympic spirit, and to make more contributions to the healthy development of sport. ■



Since it was chosen in 2001 by the International Olympic Committee (IOC) to host the Olympic Games, China has made progress in the fight against doping. To ensure that the Chinese authorities were aware of their roles and responsibilities, WADA devoted significant time and resources to meeting with authorities and assisting China with its anti-doping expertise and experience. In the three years leading up to the Beijing Games, China received as many WADA presidential visits. Pictured here are WADA President John Fahey A.C. and China's Sports Minister Mr. Liu Peng during Mr. Fahey's April 2008 visit to Beijing.



Olympic Games:

Independent Observer Team



Sarah LEWIS (Chair)
Great Britain
Secretary General,
International Ski Federation (FIS)

Sarah Lewis has been involved in skiing at both a competitive and administrative level for over 20 years. She became FIS Secretary General in May 2000, following two years as director of the federation. She began working for FIS in 1994.

Ms Lewis was a member of the British Alpine Ski Team from 1982–1988 and competed in the 1987 Alpine World Championships, 1988 Olympic Games, as well as many other FIS competitions including the World Cup and Continental Cup.

Throughout her career, Ms Lewis has had extensive experience at international sports events in various roles and in recent times has worked on different WADA working groups on various issues.



Susan AHERN
Ireland
Legal Counsel, International
Rugby Board (IRB)

Susan Ahern has been legal counsel to the IRB since 2001 and advises the IRB on all legal related matters. In this capacity she has been particularly involved in the drafting and implementation of the IRB anti-doping regulations and the prosecution of IRB doping cases including to the Court of Arbitration for Sport. Ms Ahern has represented Ireland in volleyball, is a former president of the Volleyball Association of Ireland and is a member of the executive committee of the Olympic Council of Ireland since 2005.



Dr Abdul WAHAB AL MUSLEH
Qatar
Member, Health Care and Doping Control
Committee, Olympic Council of Asia
Chairman, TUE Subcommittee, Olympic
Council of Asia

Dr Abdul Wahab Al Musleh, MD, FRCSI, CABS, EMDM, is a consultant trauma surgeon and chairman of the Emergency Department of Hamad General Hospital in Doha, Qatar. He is an active member in many clinical and administrative committees in various organizations, both locally and internationally.

Dr Al Musleh is a member of the Olympic Council of Asia's Health Care and Doping Control Committee and is also chairman of its TUE Subcommittee. He was the program manager for Healthcare and Doping Control for the 2006 Doha Asian Games.



Zakia BARTAGI
Tunisia
Director, National Center for Medicine
and Sport Science
Head, National Anti-Doping Unit

Dr Zakia Bartagi has been a full-time sports doctor at the Tunisian National Center for Medicine and Sports Science since 1980. She has been director at the Center since 1988.

As manager of the national anti-doping program since 1991, and as the head of the National Anti-Doping Unit since 2003, Dr Bartagi has pioneered the fight against doping in Tunisia. She was a member of WADA's Ethics & Education Committee from 2003 to 2006 and is now a member of medical commissions in several sports associations including the African Football Confederation, the International Mediterranean Games Committee, the Union of Arab Football Associations, the Arab Sports Union, and the International Committee of the Francophone Games. She was a doping control officer at several FIFA tournaments.

At the national level, Dr Bartagi has chaired the medical commissions of several major games in Tunisia, including the Football African Cup of Nations (1994 and 2004), the Handball African Cup of Nations (1995 and 2005), the Mediterranean Games (2001), and the female Junior World Basketball Championships (2005).



Paolo BORRIONE
Italy
Assistant Physician, Internal Medicine Clinic,
San Luigi Hospital, Turin
Member, Italian National Olympic Committee
Anti-Doping Commission (CONI-NADO)

Dr Paolo Borrione is a medical physician, specializing in hematology. He is currently assistant physician of the Internal Medicine Clinic of the San Luigi Hospital of Turin.

Dr Borrione was the doping control program manager for the Torino 2006 Olympic Organizing Committee of the XX Winter Olympic Games and IX Paralympic Games. He is now also a member of the Italian National Olympic Committee Anti-Doping Commission.



Pablo FERRARI
Uruguay
Partner, Dauber-Ferrari-Grasso Law

Pablo Ferrari is a partner of law at Dauber-Ferrari-Grasso in Montevideo, Uruguay. He is also vice-director of the Uruguayan Sport Law Institute. He is a former rugby player, national rugby team manager, and until December 2007, he was the Uruguayan Rugby Union President.





Before concentrating efforts on his legal firm, Mr Ferrari was the general director of the Uruguay Sport Ministry. In this role, it also meant he held the presidency of the CONSUDE (South American Sports Council) and also in turn, a seat on the WADA Foundation Board in 2003 and 2004. During this tenure, Mr Ferrari promoted the approval of the World Anti-Doping Code in South America, and organized the first WADA Education Symposium in the region.



Sara FISCHER
Sweden
Member, WADA Athlete Committee

Sara Fischer is a member of WADA's Athlete Committee. She is currently studying medicine and plans to complete her degree as a medical doctor in June 2009. Ms Fischer was an Olympic snowboarder, competing at both the Salt Lake City 2002 and Turin 2006 Olympic Games. Her most notable sporting achievement is World Champion bronze.



Siobhan LEONARD
Ireland
Irish Sports Council

Siobhan Leonard began working within the anti-doping unit of the Irish Sports Council in 1999 and has managed the testing program during that time. She also acted as manager of the anti-doping unit during 2007. She is currently on secondment to manage the Irish Sports Council's National Governing Body Development Unit. She holds an MSc in Sociology of Sport and Sports Management from Leicester University (1996) and is currently completing a MA in International Sports Law from Anglia Ruskin University. She is an active participant in field hockey.



Tom MAY
Canada
Manager, Program Development, WADA

Tom May is a member of the WADA Education & Program Development department where his main responsibility is the development of Regional Anti-Doping Organizations (RADO) throughout the world. Before moving to WADA in 2004, he worked at the Canadian Centre for Ethics in Sport (CCES) as international business manager.



Tim RICKETTS
Australia
Manager, Doping Control, International Rugby Board (IRB)

Tim Ricketts has been with the IRB since 2002 as its anti-doping manager based in Dublin, Ireland, charged with the responsibility of delivering all aspects of the IRB's anti-doping regime across its 115 member unions. Prior to joining the IRB, Mr Ricketts was part of the anti-doping team for the 2000 Sydney Olympics and was also the anti-doping manager for the 1996 Atlanta Paralympics. He began working in anti-doping in 1992 as a doping control officer and full-time administrator with the Australian Sports Drug Agency.



Travis TYGART (Vice Chair)
USA
Chief Executive Officer, United States Anti-Doping Agency (USADA)

Travis Tygart became CEO of USADA in September 2007. As CEO, he works closely with USADA's chair and other members of the agency's board of directors to strengthen the US's position as a leader in the fight against doping in international sport.

Mr Tygart joined USADA in October 2002 as director of legal affairs and was named senior managing director and general counsel, overseeing all legal and communication matters for USADA, in October 2004.

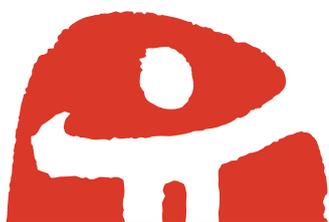
He was involved in drafting the USADA protocol for Olympic movement testing and directed USADA's efforts in its BALCO investigation that led to the discovery of tetrahydrogestrinone (THG), resulting, to date, in 15 cases. He has been an expert presenter in the U.S. and internationally at numerous conferences and symposiums.



Shannan WITHERS
Australia
Senior Manager, Executive Office, WADA

Prior to joining WADA in 2001, Shannan Withers worked for the doping control program of the Sydney Organizing Committee for the Olympic Games where she coordinated the planning and conduct of doping control programs at a number of the sports venues. Ms Withers' responsibilities include managing the oversight of the executive office and preparation for board and executive committee, in addition to managing special projects for the director general and the executive of WADA.





Olympic Games:

Athlete Outreach Team



Osama A. ALYAMANI
Jordan
Doping Control Officer and Education Manager, Jordan Anti-Doping Agency

Osama Alyamani has been the education manager for the Jordan Anti-Doping Organization since 2007. He has worked on anti-doping issues and, as a doping control officer since 2003, was responsible for in- and out-of-competition testing. Since his appointment as education manager he has been working on anti-doping campaigns, planning lectures, preparing scientific material, brochures, and seminars.



Anton DE VILLIERS
South Africa
Former Education and Information Coordinator, UK Sport

Prior to returning to South Africa from the UK in December 2007, Anton de Villiers was the education and information coordinator at UK Sport. In this role, he helped to develop the UK's anti-doping education program titled 100% ME in an effort to meet the needs of athletes and athlete support personnel from a wide variety of sports and backgrounds. He developed a comprehensive outreach program, established a tutor network across the UK and coordinated the 100% ME ambassadors. Currently, Mr de Villiers is involved with the South African Institute for Drug-Free Sport (SAIDS) in developing a suitable anti-doping education and awareness program.



Chika HIRAI
Japan
Testing Manager, Japan Anti-Doping Agency (JADA)

Chika Hirai started her career in anti-doping in 2005 as a doping control officer (DCO) and joined the JADA in the following year as its testing manager. Ms Hirai is currently in charge of test planning and DCO education. Since JADA is working on ISO certification, she is also taking the important role of developing a doping control manual. She served as a DCO at the 2006 Asian Games and the 2007 IAAF World Championships.



Dr Nicholas MUNYONGA
Zimbabwe
Chairman, Medical Commission, Zimbabwe Olympic Committee

Dr Nick Munyonga is responsible for spearheading the anti-doping campaign in Zimbabwe. He was the team doctor for the Zimbabwe team at the Commonwealth Games in Manchester in 2002 and at the Olympic Games in Athens in 2004. He is currently a Board member for the Regional Anti-Doping Organization Africa Zone VI.



Vepa MURADOV
Turkmenistan
Doping Control Officer

Vepa Muradov studied intensive English in the Faculty of Foreign Languages at the University of Turkmenistan. He is currently working as an English teacher. In 2007, Mr Muradov was trained as a doping control officer as part of future plans for the Regional Anti-Doping Organization.



Sojeong PARK
Korea
Deputy Director, Ministry of Culture, Sports and Tourism

Sojeong Park works for the Ministry of Culture, Sports and Tourism of Korea and has been responsible for laying a foundation of anti-doping activities in Korea by establishing the legal and institutional framework. She was actively involved in the revision of Korea's national sports promotion act in line with the UNESCO International Convention as well as ratification of the Convention. She also participated in launching Korea's Anti-Doping Agency under the Ministry of Culture and Tourism and drafting the agency's anti-doping code.



Karolina PILAROVA
Czech Republic
Education Manager, Czech Anti-Doping Agency

Karolina Pilarova is the education manager at the Czech Anti-Doping Committee. Her work consists of planning and implementing lectures, campaigns, stands, hand-outs, anti-doping seminars, athlete guides, and brochures. Ms Pilarova is an elite athlete who currently plays on the Czech Republic's national curling team.



Stacy SPLETZER-JEGEN
USA
Manager, Outreach and Athlete Programs, WADA

Since 2001, Stacy Spletzer-Jegen has worked for WADA managing the Agency's outreach activities and athlete relations. Her career in sport began at the U.S. Olympic Committee in Colorado Springs, USA. After five years, she re-located to Sydney, Australia, to take an anti-doping awareness role with the Australian Olympic Committee. Holding an undergraduate degree in communications and graduate degree in sport management, this Chicago native currently resides in Montreal, Canada.



Shuaib Mohammed Essa AL ZADIJALI
Oman
Sport Trauma Nurse, Doping Control Officer

Shuaib Mohammed Essa Al Zadijali is the acting nursing supervisor for the Sport Trauma Team at Khoula Hospital, Sultanate of Oman. This team covers trauma cases at most national festivals. He works both independently and in conjunction with doctors and consultants. He is a trained doping control officer who has traveled throughout the region in a drug testing capacity.



Alien VAN DER SLUIS
Netherlands
Education Officer, Anti-Doping Authority of the Netherlands

Alien van der Sluis works as the education officer for the Anti-Doping Authority of the Netherlands. In this role, she educates elite and young athletes about doping affairs and the risks of doping. She is responsible for the Dutch 100% Dope Free campaign, of which outreach events are an important part. Ms van der Sluis has a master's degree in human movement sciences and sport psychology and speaks Dutch, English, German and French.



Wang XINZHAI
China
Deputy Director, Anti-Doping Office, Department of Science and Education, State Sport General Administration of China

Wang Xinzhai got his bachelor's degree in medicine in 1995. The same year, he went to the Beijing Sport University and studied exercise physiology. After three years, he received his master's degree. In July 1998, he began his work with the Chinese Athlete Association. He was responsible for top athletes' training. In 2001, Wang Xinzhai changed his work to the Anti-Doping Office in the General Administration of Sport where he is now the deputy director and responsible for anti-doping work, especially education and enforcing anti-doping policy rules. He is also a member of the East Asian Games Association Medical Committee.





Paralympic Games:

Independent Observer Team



Graeme STEEL (Chair)
New Zealand
Chief Executive Officer, Drug Free Sport NZ

Graeme Steel is the CEO of Drug Free Sport NZ. He has been responsible for New Zealand's anti-doping program since 1989. He is currently the president of the Association of National Anti-Doping Organizations (ANADO).

Mr Steel was seconded as a deputy member of the IOC Medical Commission to assist in overseeing the testing program at the 2000 Sydney Olympic Games. He has also participated in some notable independent observer missions in recent years including the 2003 Davis Cup Final, Melbourne, Australia; the 2004 Athens Olympic Games (deputy chair) and the 2006 Doha Asian Games (chair).



Anne CAPPELEN
Norway
Director Doping Control and Head of Quality Affairs, Anti-Doping Norway

Anne Cappelen has worked in the field of anti-doping since 1999, and prior to that worked in the area of quality assurance and auditing. Currently the director of Doping Control and head of Quality Affairs at Anti-Doping Norway, Ms Cappelen has also contributed notably to the international arena through her participation in the international anti-doping arrangement (IADA) which before the World Anti-Doping Program evolved, promoted anti-doping programs to countries, helping them develop and implement sound doping control practices. She has also been part of the project group for the initial development of the International Standard for Testing, as well as several level three documents in the World Anti-Doping Program.



Natalie GRENIER
Canada
Project Coordinator, WADA

Natalie Grenier is currently responsible for the implementation of the WADA out-of-competition testing program for 14 international federations and is involved with Code compliance monitoring. She was the team leader from WADA at the 2007 All Africa Games in Algiers. Prior to joining WADA in 2003, she worked for the Elite Sport Coordination Unit of the City of Montreal, and also worked on staging the 2002 World Conference on Women and Sport in Montreal. She was a 1984 and 1988 Olympian in speed skating and was the head coach for the Canadian Short Track Olympic team in Nagano 1998.



Habib CISSÉ
France
Attorney-at-Law
Legal Adviser and Member, Juridical Commission, International Association of Athletics Federations (IAAF)

Habib Cissé is an attorney-at-law in Paris, France, specializing in international law, international commercial litigation and corporate finance. Since 2002, he has been legal adviser to the IAAF on anti-doping and political matters; at times representing the federation before the Court of Arbitration for Sport and at various national courts. He is a member of the IAAF Juridical Commission, as well as the IAAF Anti-Doping Task Force group.

Mr Cissé is also a member of the French Committee for Arbitration, an Arbitrator of the Chamber of Commerce of Dakar, Senegal, and a member of the Association des Sciences-Po Paris (Finance and International Relations Group).



Andy PARKINSON
Great Britain
Head of Operations, Drug-Free Sport Directorate, UK Sport

Andy Parkinson was appointed head of operations of the Drug-Free Sport Directorate of UK Sport in August 2006. He was formerly the medical and scientific director of the International Paralympic Committee (IPC).

Mr Parkinson completed a BSc Sport (Science & Administration) at Nottingham Trent University in 1991 after which he moved to New Zealand and pursued a career in Paralympic sport, working for Paralympics New Zealand. During this time he was also national co-coordinator for Sailing for the Disabled in New Zealand, president of the New Zealand Wheelchair Rugby Committee (1999–2002) and a member of the International Wheelchair Rugby Steering Committee (2000–2002).

In 2003, he moved to Bonn, Germany, to take on the newly formed position of medical and scientific director of the IPC, where he was instrumental in establishing a comprehensive anti-doping program for all IPC sports and for the Athens 2004 and Torino 2006 Paralympic Games.



Athlete Outreach Team



Ilaria BAUDO
Italy
Anti-Doping Coordinator, International
Rugby Board (IRB)

Ilaria Baudo commenced working with the IRB in 2004 and is responsible for organizing both in- and out-of-competition testing and training of testing staff. Ms Baudo also delivers educational and outreach programs at various IRB tournaments and coordinates the IRB's therapeutic use exemption program and player whereabouts system for 1,100 players.

She volunteered at the Turin 2006 Winter Olympic as an anti-doping coordinator with the Turin Olympic Organizing Committee.



Ailish KEAVENEY
Ireland
Programme Executive, Education and
Research, Irish Sports Council

Since commencing work with the Irish Sports Council in October 2006, Ailish Keaveney has been responsible for the development and implementation of education and research programs in anti-doping. She is also involved in the education and training of sample collection personnel. Ms Keaveney holds a MSc in Performance Psychology (2003) from the University of Edinburgh and a BSc in Sport and Exercise Science (2002) from the University of Limerick. Her experience includes working for the national governing bodies of gymnastics and basketball in Ireland.



James ROACH
Canada
Communications Specialist, WADA

Employed by WADA since 2006, James Roach serves as WADA's communications specialist. His first outreach mission was at the 2007 World University Games in Bangkok, Thailand. Prior to joining WADA, his experience includes working as a social science researcher for Concordia University, reviewing manuscripts for publication in scientific journals, and working as a writer, Web and multimedia instructor for non-profit organizations. His university undergraduate and graduate degrees include sociology and knowledge management.



Rodney SWIGELAAR
South Africa
Director, Africa Regional Office, WADA

Rodney Swigelaar joined WADA as the director for its Africa Regional Office in 2004. Prior to taking up this position, he worked for the Ministry of Sport of the South African Government. Mr Swigelaar has been active in WADA since the Agency's inception in 1999 through his previous position as advisor to the Minister for Sport in South Africa, and has led outreach teams to two consecutive All Africa Games, in Abuja, Nigeria, in 2003, and in Algiers, Algeria, in 2007.



Interview:

Sir Craig Reddie

Chair, WADA Finance and Administration Committee

Sir Craig Reddie has enjoyed a long career in sports administration. A former president of the Scottish Badminton Union and the International Badminton Federation, he was responsible for the admission of his sport to the Olympic Program in 1985. In 1992 he became chairman of the British Olympic Association and led the organization through the Olympic Summer Games of Atlanta, Sydney and Athens and the Olympic Winter Games of Lillehammer, Nagano and Salt Lake City. Sir Craig was a leading member of the London 2012 Bid Team, which won the right to host the Olympic Games in London in 2012. He became a member of the International Olympic Committee (IOC) in 1994.

A former senior partner in the Glasgow firm of financial advisers, D.L. Bloomer and Partners, and current Board member of the Olympic Lottery Distributor in 2006, Sir Craig Reddie is also the chairman of WADA's Finance and Administration Committee, and a member of its Executive Committee. *Play True* met up with him to solicit his thoughts on WADA's financial situation and, more generally, on the resources available to the fight against doping in sport.

Play True: Given your experience, how do you perceive the impact of WADA on the engagement of resources to combat doping in sport?

Sir Craig Reddie: The formation of WADA in 1999 led to the first truly international coordinated effort to combat doping in sport, and with that initiative came the further agreement that Governments would be prepared to contribute to the costs and programs of an independent international agency. Until that date, the IOC had led the fight with funding for athlete testing and for research; some International Federations (IFs)—notably the IAAF—had established programs in their own sports; and some Governments funded their own national anti-doping efforts.

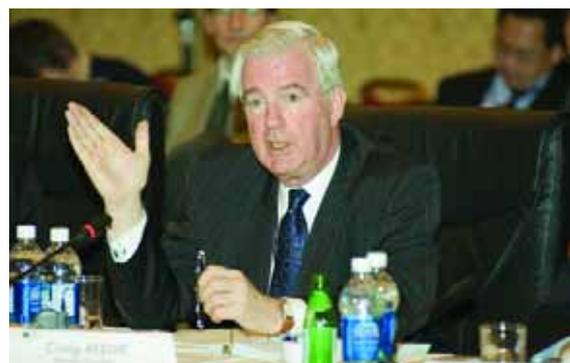
WADA was funded for its first two years of existence solely by the Olympic movement. Although funds were provided by the IOC itself these funds were, in reality, a joint contribution from the whole Olympic movement—the IOC, the IFs and the National Olympic Committees (NOCs). In 2001 Governments agreed to contribute 50 percent of WADA budgeted costs and the IOC subsequently agreed to match these

Government contributions on a dollar-for-dollar basis. Governments agreed amongst themselves on a continental division of Government contributions and individual national contributions within that continental split.

The certainty of funding allowed WADA to initiate and develop a proper program of research, a system of funding out-of-competition testing (dealing in the main with those IFs who had no indigenous system themselves); an educational program; an independent observer program; and the workload leading to the first World Anti-Doping Code (Code) approved in 2003. Proper funding made all this possible.

How do you prioritize the funding of initiatives to combat doping in sport?

Priorities are set by the WADA Executive Committee and Foundation Board based on an agreed strategic plan. Both groups contain equal representation of Governments and the Olympic movement. The Finance and Administration Committee presents draft budgets in September each year, based on a very comprehensive financial monitoring system which allows us to check



actual expenditure against budget on a monthly basis.

Over the years, the finance team have built up considerable experience of costs likely to result from policy initiatives together with the actual costs of developing trends in the anti-doping world. The rapidly increasing costs of litigation are a good example.

We have systems to monitor costs and systems to control these costs. Financial information available to our stakeholders is totally comprehensive and placed on our Web site to ensure transparency. Our administration function tries to ensure rigorous cost control, not least in the number of staff employed. This has been maintained for several years at fewer than 60 people from

29 nationalities who work in our Montreal headquarters and our 4 regional offices worldwide.

Who contributes? Is it enough?

After the initial two years WADA has been funded equally by Governments and the Olympic movement. Development of Government contributions has taken some time to bring close to universality but WADA now receives around 96 percent of possible Government contributions. There is international agreement among Governments that the world is divided as set out below for contribution purposes:

REGION	CONTRIBUTION %
Europe	47.5
Americas	29.0
Asia	20.46
Oceania	2.54
Africa	0.5

The IOC matches each Government contribution on a dollar-for-dollar basis. In 2007, the total combined contributions to WADA were US\$23 million.

For an international agency with such a wide range of responsibilities, this is a very modest amount. The challenges facing WADA's anti-doping world are many and varied and are expanding on an annual basis. Much more could be achieved with increased resources, but we are aware that there are constant challenges facing its funding partners in settling their own spending priorities. The recent World Conference on Doping in Sport held in Madrid indicated that increased funding could be made available but preferably after presentation of new and properly costed priority projects.

WADA must also be aware that Governments invest large sums in their own domestic anti-doping organizations. The Olympic movement—in particular the IFs—also run some very comprehensive anti-doping programs, and WADA

must remain sensitive to the costs of providing its coordinating role as an international agency.

What are the main challenges in maintaining the present level of funding?

Before identifying any possible new initiatives, it is central to WADA administration that:

- Costs are monitored closely to ensure total value for money;
- A top class staff is attracted to the Agency, many with international experience and all committed to the fight against doping in sport;
- Transparency is maintained in all financial matters;
- We retain the ability to identify new initiatives in the anti-doping world; and
- We maintain the confidence and support of our stakeholders and funders so that they remain willing to meet the increased contributions we may seek.

Do you see any short-term financial issues?

Our principal challenge is to maintain the confidence of our funders, and for them in turn to meet continued contributions. We have been able to build up some unallocated cash reserves, which have allowed us to restrict the rate of annual contribution increase. It is intended that these reserves be depleted over the next two or three years which will continue our efforts to minimize contribution increases, but there is an increasing understanding that after that period increases will have to be levied, especially if levels of activity continue to grow.

We receive almost all our income in U.S. dollars but we meet much of our operational expenditure in Canadian dollars, and we have been badly affected by the adverse currency movements of recent years. We are also exposed to potentially large costs on litigation and have established a

specific reserve fund in anticipation of these increased liabilities.

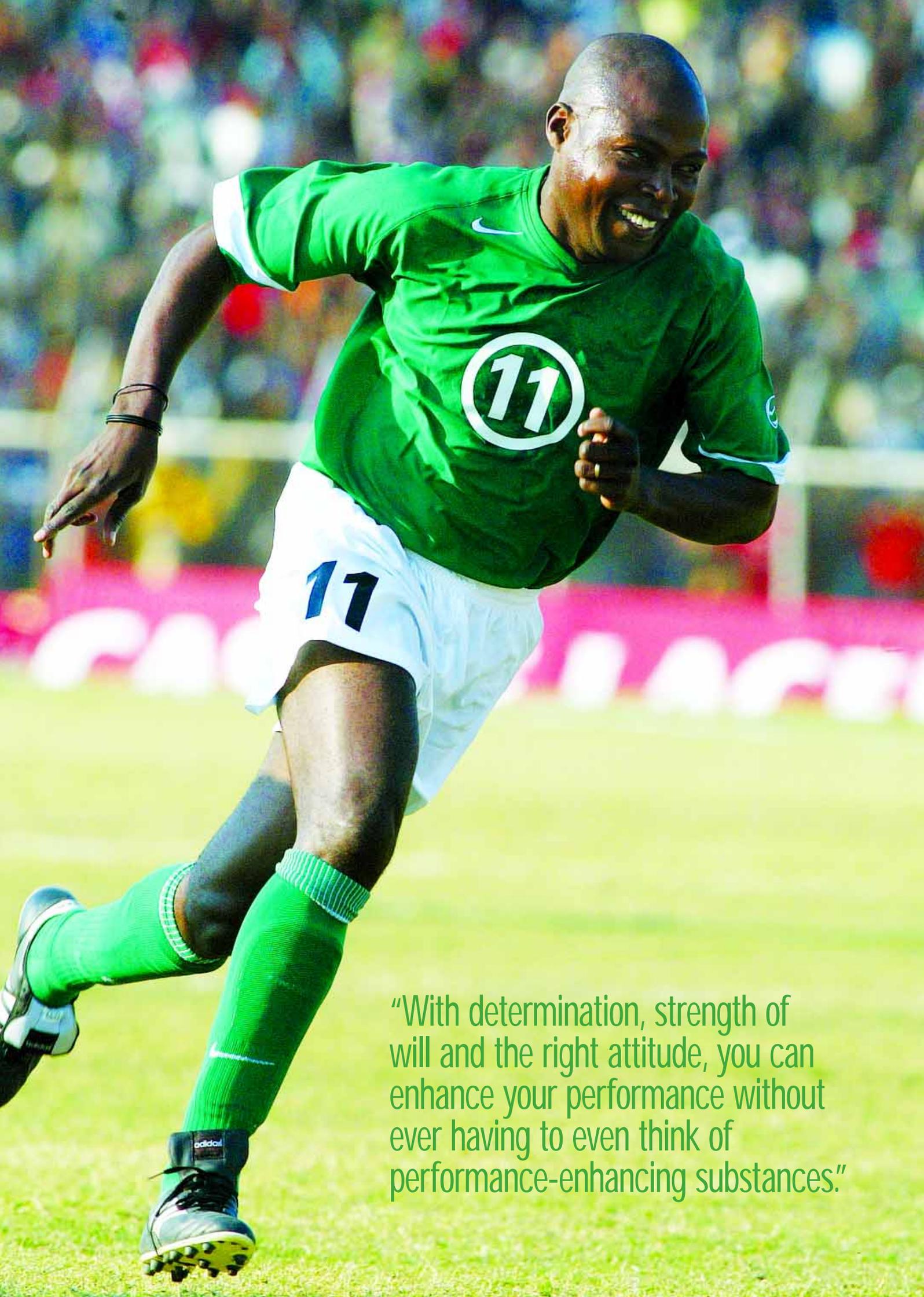
How do you see future trends which will affect the funding of the Agency?

There is constant and increasing interest in the conduct of the fight against doping in sport which raises expectations of WADA services and which will inevitably put pressure on funding. The present list of priorities is substantial:

- maintain our increased status in the area of academic research;
- fund what appears to be a never-ending increase in litigation costs;
- deal with a greater workload arising from non-analytical evidence and greater cooperation with both international and national public authorities;
- monitor compliance with the Code;
- enhance further anti-doping developments through the very successful regional anti-doping organizations (RADOs);
- continue the accreditation and maintenance of proper standards in our accredited laboratories; and
- develop a presently inadequate educational program.

All this will require an enhanced budget. We no longer deal only with the analysis of A and B samples. The world of sport has adopted a standardized Code which places clear responsibilities on WADA. Governments and the IOC remain at the forefront of this struggle, and their own activities frequently impose increased coordination of the international effort. High-profile cases do the same. Our stable and committed staff deserves support, but there must be understanding that the policies and strategy which we set for them will require increased funding.

The unique partnership which is WADA has accomplished much in its first eight years. With understanding of its legitimate claims for adequate funding it can—and must—accomplish more. ■



“With determination, strength of will and the right attitude, you can enhance your performance without ever having to even think of performance-enhancing substances.”

Kalusha Bwalya

King Kalu

Kalusha Bwalya is a Zambian footballer. As Zambia's top scorer and most decorated player of all time, he is regarded as the greatest Zambian ever to play the game.

Nicknamed Lusha, King Kalu or the Great Kalu by those who enjoyed watching him play, Kalusha got his start in the sport because of his father who was involved in football administration. Like many young Africans, he enjoyed playing the game barefoot on the streets, sometimes kicking a genuine ball, and other times playing with paper or whatever else was available.

He actively began his career at the age of 16 by playing league matches, and then further established his name and career by playing internationally in Mexico, the United Arab Emirates, Belgium and the Netherlands. In 1988, he went to the Olympic Games in Seoul, Korea. Kalusha regards the Zambian team's triumph over Italy at the Seoul Games as one of his greatest memories. The very same year he was honored as Africa's Player of the Year.

Kalusha's greatest joys from sport have also been marked by sadness. On April 28, 1993, the national Zambian team of players and management boarded a fateful flight that crashed into the Atlantic Ocean. There were no survivors. Kalusha says that this national tragedy is the moment that defines him more than

anything else, because it was only by chance that he did not board this flight. The following year, Kalusha directed his fierce determination to rebuilding the national program in honor of the teammates and friends he lost.

Today Kalusha is retired, but still actively involved in the trenches of the sport of football. Having served as an athlete, coach and now a team executive, he is pleased to play the role of Athlete Ambassador and technical consultant for the 2010 FIFA World Cup to be held in South Africa.

Kalusha is also using his status and leadership to assist in combating the many problems facing Africans, including HIV/AIDS. In that regard, he has established an organization called the Kalusha Foundation, to organize sport activities for youth in an effort to disseminate information.

In addition, Kalusha Bwalya is a member of WADA's Athlete Committee. He recently took a moment to answer a few questions from *Play True*.

Play True: What is your greatest sporting memory?

Kalusha Bwalya: I have had many, but the ones that stick out the most are being Africa's Player of the Year in 1988, and scoring three goals in Zambia's 4–0 win over Italy at the

1988 Olympics. We were the first African team to beat a European power as convincingly as that.

What is the role of elite athletes in promoting clean sport and fair play?

The spirit of fair play should be encouraged, promoted and talked about frequently. Elite athletes serve an important role as ambassadors for sport, with unique opportunities to speak at schools, youth tournaments, etc., emphasizing that success can be gained through discipline and determination. Also, the brain is stronger than any drug in the world. With determination, strength of will and the right attitude, you can enhance your performance without ever having to even think of performance-enhancing substances. The brain knows how to unleash this potential and God-given gift. One has to dig deep inside of themselves to find this.

What do you hope to achieve as a member of WADA's Athlete Committee?

I hope to gain and share everything that is good about cleanness in the sport of today. The WADA Athlete Committee provides the ultimate opportunity to share and learn from like-minded members how this issue affects different sports and different cultures and countries around the world. ■

Tackling the Tough Questions and Pushing for Progress in Anti-Doping

Athlete interaction and feedback is a top priority for WADA. WADA's Athlete Committee represents the views and rights of athletes worldwide, while providing insight and oversight into athletes' roles and responsibilities in anti-doping. Chaired by Russian ice hockey champion and WADA Foundation Board Member, Vyacheslav Fetisov, the committee is comprised of elite athlete leaders from around the world. The Committee met on April 3–4, 2008, at WADA headquarters in Montreal (Canada) to tackle some of the tough issues facing the global anti-doping movement.

Anti-Doping Organizations' Athlete Committees

The Committee urged all Sports Federations, National Anti-Doping Organizations (NADOs) and National Olympic Committees to establish effective Athlete Committees in order to better deliver feedback up the chain of command and ensure the athlete's voice is heard at all levels.

Education

In terms of education programs, the need for consistency of content and message was emphasized. The Committee encouraged all stakeholders to use the model education and outreach programs developed and approved by WADA to ensure that correct information about the dangers and consequences of doping is being disseminated to all athletes in all sports and in all countries.

Testing

Following an overview of testing under the World Anti-Doping Program, which clarified that WADA's role is that of a monitor and it is the responsibility of the anti-doping organizations (sports federations, national anti-doping organizations, etc.) to implement comprehensive testing programs both in- and out-of-competition, several comments and suggestions were offered by Committee members.

First, they expressed concern that not all International Federations (IFs) and NADOs are implementing testing programs that are both comprehensive and of high-quality. They were especially concerned that out-of-competition testing programs be based on best practices in the field. Testing serves not only for detection of doping, but also as a deterrent, and if athletes do not

believe that they will be tested, then there is a risk of doping. According to the Committee, testing should be "omnipresent," giving athletes great confidence in anti-doping programs.

Also in relation to quality testing, the Committee said that athletes need to receive education on how quality testing should be done, and they need appropriate opportunities to express concerns if the testing is being done poorly. They recommended that athletes should notify their federations if they believe that testing is done poorly so that quality can be improved.

Committee members discussed several ways in which athletes on the ground might be able to inform WADA if their sport or NADO is not implementing testing, or if the testing is not being done properly. WADA pointed out that it has had to devote its formative years to establishing the



rules and monitoring implementation and compliance with those rules; and that “quality control” would be an important next step in the overall evolution of the fight against doping. The long-term goal is for all anti-doping organizations around the world to be perceived as equal in terms of quality.

The Committee, following an article-by-article review of the draft revised International Standard for Testing, supported the current proposal in the standard as relates to whereabouts and missed tests, including mutual recognition between Code signatories of whereabouts failures such as missed tests and failures to provide or update whereabouts information. According to the proposal, these failures may constitute an Anti-Doping Rule Violation where 3 such failures or strikes are confirmed during an 18-month period for an individual athlete. Furthermore, mandatory whereabouts information would need to be provided by athletes who are identified in the Registered Testing Pool (RTP) of their Anti-Doping Organization (ADO). The information to be provided includes mailing address, accommodation information, regular training activities, competition schedules and a daily 60-minute period during which a missed test may be declared should the athlete not be present for testing.

In relation to RTPs and whereabouts collection, Committee members

suggested that more information be collected from athletes, even if there are limited resources for testing, in order to provide a deterrent to cheating. They also said that rules for mandatory inclusion in an RTP (e.g. return from retirement) should be standardized, especially for those who are at the top of their sport, to ensure that those at greatest risk for doping are being tested.

ADAMS

The Committee reiterated its position that all ADOs should be using ADAMS as the basis for their anti-doping programs as it will improve testing strategies and maximize the resources of all organizations involved. The Committee stressed that ADAMS is athlete-friendly, and there should be no hesitation to implementing it.

Athlete's Passport

The Committee stressed the need for progress to be advanced as quickly as possible in the development of the Athlete's Passport concept because of its potential to strengthen anti-doping efforts. Proving that the fight against doping is an ever-evolving endeavour that benefits from innovations in scientific thinking, the Athlete's Passport, based on the longitudinal monitoring of athlete biological parameters to detect abnormal profiles, is currently being explored for its potential to improve

the detection of doping and the monitoring of athlete health. Initially conceived of by WADA in 2002, it gained further momentum as a result of questions raised during the 2006 Olympic Winter Games surrounding “no start” suspensions of athletes by their federations following health checks that reported high haemoglobin levels. Research and pilot projects conducted in the past several years have helped to contribute to the advancement of this anti-doping method targeting a long-term aspiration of universal application of the method. The Committee supported WADA's commitment to the Athlete's Passport and urged that WADA not be deterred by the stoppage of a pilot project in cycling and to actively ensure the passport becomes a reality.

Improving Athlete Buy-In

Athletes were asked how ADOs can improve athlete buy-in in the anti-doping programs. The Committee suggested that there needs to be continued progress in standardization, that there needs to be an ongoing and consistent presence of testing, and that ADOs need to be proactive and take responsibility for communicating and sharing information with their own athletes on anti-doping. ■

Countdown to Compliance Reporting

2008 is the first year that signatories to the 2003 World Anti-Doping Code (Code) must report officially on their status vis-à-vis Code compliance. The Code requires that signatories report to WADA every second year, explaining reasons for any non-compliance.

Therefore, in November this year, WADA will, for the first time, through its Foundation Board, report on cases of non-compliance to stakeholders, including the International Olympic Committee (IOC), who have jurisdiction to impose sanctions. The Olympic Charter was amended in 2003 so that adoption of the Code by the Olympic Movement is mandatory and that only Code-compliant sports can be included and remain in the program of the Olympic Games.

There are three steps in the compliance continuum required of Code signatories: acceptance, implementation and compliance.

By accepting the Code, an organization agrees to the principles of the Code. To date, 204 National Olympic Committees (NOCs), 161 National Paralympic Committees, 80 National Anti-Doping Organizations (NADOs), 28 Summer Olympic International Federations (IFs),

7 Winter Olympic IFs, 29 IOC Recognized IFs, 9 Multi-Sport Events and Organizations, and 22 IF members of the General Association of International Sports Federations have formally accepted the Code. The list of these organizations is available online at www.wada-ama.org.

Acceptance is followed by implementation, when an organization amends its rules and policies to include the mandatory articles and principles of the Code. The signatory determines how the Code is to be best implemented into its rules, regulations and/or policies, and these anti-doping rules must be submitted to WADA for review, in either English or French, in order for the rules to be pronounced in line with the Code. In order to facilitate this task, WADA created Models of Best Practice, which stakeholders may incorporate as Code-compliant anti-doping articles and/or directives within their rules or regulations. Currently published online at www.wada-ama.org are: Models of Best Practice for IFs, Models of Best Practice for NOCs, and Models of Best Practice for NADOs. The Models of Best Practice for NOCs may be used by NOCs in countries where there is an established NADO. In these countries, both the NOC and

NADO need to have their own set of rules in place. Models of Best Practice for NADOs may be used not only by NADOs but also by NOCs in countries where there is no established NADO as the responsibility of anti-doping then reverts to the NOC. While the NOC and NADO Models are available in English, French and Spanish, Spanish-speaking countries still need to provide WADA with a translation of their rules in English or in French for review. WADA Headquarters and Regional Offices have provided all signatories with these Models as adaptable to signatories' respective needs and effective tools to guarantee the completion of the implementation process in a timely manner. While many signatories have already submitted their own rules to WADA for review, many others still need to undergo the review process.

Following acceptance and implementation, compliance with the Code is the final step. Compliance means that the amended organization rules and policies are actively enforced in accordance with the Code. To monitor the enforcement of anti-doping rules by signatories, and therefore compliance with the Code, WADA



has developed an online anti-doping survey tool (available at www.wada-ama.org/en/compliancesurvey). The questionnaire consists of multiple choice questions which refer to requirements and stipulations within the rules adopted by the signatories and to the actions taken or not taken by the same organizations. This online tool will assist WADA in evaluating the status of each signatory with regards to compliance with the Code and enable WADA to provide guidance, if needed, to achieve complete compliance. All signatories are requested to complete the questionnaire as soon as possible, in order to allow WADA to assist

them in reaching Code-compliance before the November 2008 report to the Foundation Board.

For more information about the 2008 Code reporting requirements, visit WADA's Web site at www.wada-ama.org and click on "2003 Code Compliance & Reporting," or contact Emiliano Simonelli, WADA Senior Manager for Code Compliance (emiliano.simonelli@wada-ama.org, + 1 514 904 8828).

Compliance with the Code may be mandatory, but working toward doping-free sport is a collaborative effort. Thank you for partnering in this process. ■

New RADO Development

The development and implementation of anti-doping programs continues to grow in 2008. At an Africa Zone I (North Africa) meeting held in March in Tunisia, which convened both government and National Olympic Committee (NOC) representatives from Tunisia, Morocco, Libya and Algeria, it was decided that a Regional Anti-Doping Organization (RADO) would be established to assist with the further development of anti-doping programs in the region. Through a unanimous decision, and with the support of the Tunisian Minister of Sports, Youth and Physical Education, Tunisia has agreed to host the RADO office for the region.

As a result of an invitation from Central European countries, in the coming weeks WADA will present to them the RADO concept so that they may consider it as a strategy for combating doping in the region.

To date, 15 RADOs have been established worldwide serving 122 countries. WADA continues to work with each of these RADOs facilitating the development of anti-doping programs with the support of NOCs, governments and several key partners.

KEY PARTNERS CONTRIBUTING TO THE DEVELOPMENT OF RADO PROGRAMS WORLDWIDE

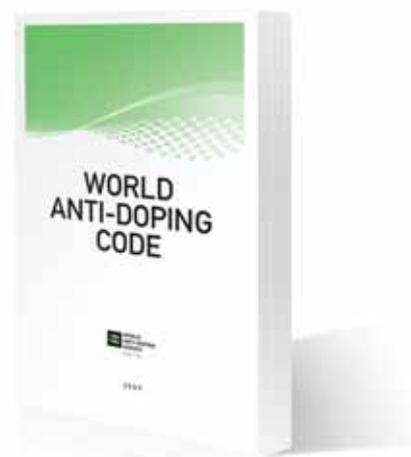
Partners	RADOs benefiting from partners' support
Anti-Doping Norway	Central Asia
Australian Sports Anti-Doping Authority	Southeast Asia; Oceania
Canadian Centre for Ethics in Sport	Africa Zone II & III
Drug-Free Sport New Zealand	Oceania
Finnish Anti-Doping Agency	Eastern Europe
Japan Anti-Doping Agency	Southeast Asia
South African Institute for Drug-Free Sport	Africa Zone V; Africa Zone VI
UK Sport	Gulf States & Yemen; West Asia; South Asia
Portugal Anti-Doping Organization	Africa Zone VI
Olympic Council of Asia	Hosting Gulf States & Yemen RADO office; support to all RADOs in Asia
Association of National Olympic Committees of Africa	Support to all RADOs in Africa
Oceania National Olympic Committees	Hosting of Oceania RADO office; support to Oceania RADO
International Association of Athletics Federation	Cooperation with Africa RADOs
International Rugby Board	Cooperation with Oceania RADO
International Cricket Council	Cooperation with Gulf States & Yemen RADO and Caribbean RADO
CONFESJES	Financial support to French-speaking RADO countries
Commonwealth Secretariat	Employment of RADO Administrators and education funding grant to 4 RADOs (Africa Zone V; Africa Zone VI; Caribbean; Oceania)

2009 Code Now Available Online

The revised Code (or "2009 Code"), unanimously approved by delegates at the Third World Conference on Doping in Sport and adopted by WADA's Foundation Board on November 17, 2007, is now available online at www.wada-ama.org.

The 2009 Code, to come into force on January 1, 2009, is based on an extensive review and consultation with all stakeholders and takes into account the practical experience that WADA and stakeholders have had since the initial implementation of the 2003 Code. The result is a stronger Code that is both firm and fair that serves as an effective and practical tool in the fight against doping in sport.

The 2009 Code and a Q&A outlining key changes can be found by clicking on "2009 Code Implementation" at www.wada-ama.org. More information on the Code review process and consultation is also included in the Issue 1 – 2008 of *Play True* magazine.



Countries Continue to Ratify UNESCO Convention

Eighty-two countries (as of April 24) have ratified the UNESCO International Convention against Doping in Sport, the international treaty adopted unanimously by the 191 governments present at the UNESCO General Conference in October 2005 and which came into force on February 1, 2007.

The UNESCO Convention—the first universal treaty against doping in sport—is the practical instrument by which governments formalize their commitment to the fight against doping. Because many governments cannot be bound by a non-governmental document such as the World Anti-Doping Code (the document harmonizing anti-doping rules in all sports and all countries), this Convention permits governments to align their domestic policies with the Code and to thus harmonize the rules governing anti-doping in sport and public legislation.

WADA is in permanent contact with UNESCO and those governments

that have not yet ratified the treaty in order to facilitate and encourage its rapid ratification.

In addition, the revised World Anti-Doping Code (Code), unanimously endorsed by delegates from sports and governments at the Third World Conference on Doping in Sport in November 2007 and to come into force on January 1, 2009, states that, starting in 2009, the International Olympic Committee will accept bids for the Olympic Games only from countries where the government has ratified the UNESCO Convention and where the National Olympic Committee (NOC), National Paralympic Committee (NPC) and National Anti-Doping Organization (NADO) are in compliance with the Code. The revised Code also calls on International Federations to do everything possible to award World Championships only to countries where the government has ratified the Convention and where the NOC, NPC and NADO are in compliance with the Code, starting on January 1, 2010.

Third Gene Doping Symposium

WADA will host its third Gene Doping Symposium in St. Petersburg (Russia) on June 10–11, 2008, with the support of the Russian Sport Authorities (RosSport).

This third Symposium, following on those held in 2002 in Banbury (U.S.) and in 2005 in Stockholm (Sweden), will provide an opportunity to receive an update on the latest research activities and developments, consider the boundaries between therapy and enhancement from both technical and ethical perspectives, and address legal frameworks and law enforcement issues relating to gene doping. Attendees will include experts in gene transfer, scientists from the field of anti-doping, WADA's own Gene Doping Panel members and ethicists.



Social Science Research in Anti-Doping: WADA Issues Call for Proposals

On March 19, 2008, WADA's Education Department issued a call for proposals for research projects in social science and anti-doping. Researchers have until July 11, 2008, to submit applications and will be personally notified of the outcome in December 2008. Successful projects will be posted on WADA's Web site in January 2009.

The WADA Social Science Research Grant Program supports the design of preventive anti-doping education programs and monitors the efficiency of education efforts using an evidence-based approach. Since 2005 when the grant program was launched, WADA has allocated more than US\$536,000 and has funded 21 projects worldwide.

Outcomes from the WADA-funded projects so far offer initial guidance on future research priorities as well as provide preliminary indication for directing education initiatives.

For more information, visit: www.wada-ama.org.



ADAMS Picks Up Steam

WADA's Web-based Anti-Doping Administration & Management System (ADAMS) is coming of age with added functionality and easy-to-use features. More and more stakeholders are appreciating what the system has to offer. The statistics below, gathered in mid-March 2008, show how the use of ADAMS has progressed over a one-year period.

The actual usage of ADAMS by Anti-Doping Organizations (ADOs), both International Federations (IFs) and National Anti-Doping Organizations (NADOs), has almost tripled to 45 organizations within the last 12 months. This consists of 27 IFs and 18 NADOs. On top of that, nearly 30 ADOs are fully committed to using ADAMS within the next 2 quarters. All WADA accredited laboratories will be using ADAMS for reporting Proficiency Testing (PT) and analysis results by the end of 2008. About one third of all laboratories are already reporting their analysis results, including adverse analytical findings, through ADAMS.

Individual athlete statistics are just as impressive, with a total number of athlete profiles logged close to 51,000, nearly double that of a year ago. During the same period, the number of athletes holding their own accounts for whereabouts and therapeutic use exemption (TUE) reporting has jumped to almost 11,000 from about 2,700 in March 2007. Allowing athletes to update their whereabouts using a mobile phone (or any similar handheld device) with SMS messaging—a relatively new functionality—is likely to increase greatly the use of ADAMS for whereabouts. The number of TUEs reported via ADAMS has also tripled to 6,000 in one year.

Based on the successful use of ADAMS at the 2007 Pan American Games in Rio de Janeiro (with nearly 6,000 athletes participating) and at the 2006 Asian Games in Doha (close to 9,000 athletes), plans are underway to load all athletes who have the potential to participate in the 2008 Beijing Games. The intention is to capture their

whereabouts in ADAMS in order to perform out-of-competition testing prior to the Games.

ADAMS' on-going implementation strategy is to continue forming a network of IFs, ADOs and laboratories who can benefit the most from sharing the information entered into ADAMS—information that is entered only once, at the source. ADAMS has matured rapidly, and this has been achieved largely due to the invaluable suggestions and feedback received from stakeholders.

Last but not the least, ADAMS training methods will continue to improve, with an emphasis on the already successful one-on-one customized remote training. Self-learning training, performed online, is also being considered. In addition, user guides and online assistance will be updated frequently. WADA's overall objective in this area is to minimize training efforts in order to bring in new stakeholders to use ADAMS. Maximum benefits will only be realized if everyone is able to use the system.



Success for Fifth IF/NADO Anti-Doping Symposium Hosted by WADA

On April 1–2, 2008, WADA hosted its fifth annual Anti-Doping Symposium for International Federations (IFs) and National Anti-Doping Organizations (NADOs) at the Olympic Museum in Lausanne, Switzerland. On the first day of the Symposium, WADA and the IFs met while a session of the Association of National Anti-Doping Organizations (ANADO) was held at another venue in Lausanne. On the second day, representatives from NADOs joined the IFs for a combined meeting.

On this occasion, representatives from WADA updated IF and NADO anti-doping experts about a number of issues including the 2003 World Anti-Doping Code (Code) compliance evaluation process; the 2009 revised Code and its related International Standards; the roles and responsibilities of signatories; draft model rules; the actions that IFs and NADOs should take by January 1, 2009, when the revised Code needs to be implemented; application of sanctions under the revised Code; WADA's anti-doping development program; ADAMS (Anti-Doping Administration & Management System); and the responsibilities of Code signatories in the field of anti-doping education and prevention through the development of positive values.

Some 80 participants representing more than 50 IFs participated in the first day of the Symposium, and 150 participants representing more than 50 IFs and 40 NADOs met on April 2.

Coach's Tool Kit Now Online

In order to increase access to its education tools, WADA has made its Coach's Tool Kit available for download from its Web site. Stakeholders can also include the material on their organization's Web site should they wish to make it available to their stakeholders.

The Coach's Tool Kit, launched in 2007, contains a series of educational tools created to support a ready-to-deliver prevention workshop for elite coaches that can be offered as a three-hour training program or be extended up to a full day with the inclusion of optional modules.

The Coach's Tool Kit is one of three educational Tool Kits developed by WADA to assist three target groups in the fight against doping: teachers, program officers (people in charge within an organization of setting up an education program) and coaches. Two additional Tool Kits are currently under development, for doping control officers and health care practitioners.

The Coach's Tool Kit can be found in the Education section of WADA's Web site (www.wada-ama.org). For more information, please contact info@wada-ama.org.



Third Investigations Symposium

Subsequent to the first two WADA Symposia on Investigatory Powers of Anti-Doping Organizations held in Colorado Springs (2006) and in London (2007), WADA will host a third and follow-up symposium on May 1–2, 2008, in Sydney (Australia) with the support of the Australian government. This meeting will further the matters raised at the previous two meetings and, in particular, review drafts of information-sharing protocols with a view to finalizing them for the benefit of enhancing strategies to combat doping.



WADA Program Calendar. For the most current updates, visit www.wada-ama.org

THIRD SYMPOSIUM ON INVESTIGATIONS

WADA, in collaboration with the Australian government, is co-organizing a third experts meeting on the topic of anti-doping investigations, jurisdictions and powers.

May 1-2 Sydney, Australia

THIRD GENE DOPING SYMPOSIUM

WADA, in collaboration with the Russian government, is co-organizing a third expert meeting on genetic enhancement of athletic performance.

June 10-11 Saint Petersburg, Russia

ATHLETE OUTREACH

WADA's Athlete Outreach program raises awareness and encourages doping-free sport through direct interaction with athletes at major sporting events worldwide.

August 8-24	Olympic Games	Beijing, China
September 6-17	Paralympic Games	Beijing, China

YOUTH AWARENESS PROJECT

WADA is developing an anti-doping project targeted at youth audiences. The initial phase of this project will be launched at the 2008 Commonwealth Youth Games.

October 12-18 Commonwealth Youth Games Pune, India

EDUCATION TRAVELING SEMINAR

WADA's Traveling Seminars raise understanding about anti-doping efforts, disseminate general information about anti-doping in sport and offer guidance and practical tools for initiating or enhancing anti-doping education programs among WADA stakeholders throughout the world. For more information, contact info@wada-ama.org

April 21-22	Montevideo, Uruguay
April 24-25	Santiago, Chile
April 28-29	Lima, Peru
May 30-31	Swaziland
June 1-2	Cape Town, South Africa
June 20-21	Libreville, Gabon
June 25-26	Africa Zone II & III (TBC)

INDEPENDENT OBSERVERS

The Independent Observer (IO) program helps enhance athlete and public confidence at major events by randomly monitoring, auditing and reporting on all phases of the doping control and results management processes.

August 8-24	Olympic Games	Beijing, China
September 6-17	Paralympic Games	Beijing, China

ANTI-DOPING PROGRAM DEVELOPMENT

WADA works with stakeholders to facilitate the establishment of strong anti-doping programs in sports and regions throughout the world. The following are meetings of various development programs, including those of Regional Anti-Doping Organizations (RADOs).

May 14-16	South East Asia RADO Board Meeting, TUE & Results Management	Manila, Philippines
May 26-27	Africa Zone VII RADO Board Meeting	Port Louis, Mauritius
May 29-30	Africa Zone VI RADO Board Meeting	Swaziland
June 18-21	Africa Zone IV RADO Board Meeting and DCO Training	Libreville, Gabon
June 23-24	Africa Zone II & III RADO Board Meeting	TBC
June 26-28	South Asia RADO Board Meeting, TUE & Results Management	Nepal
June (TBC)	Central Asia RADO Board Meeting, TUE & Results Management	TBC
September 23-25	Eastern Europe RADO Board Meeting, TUE & Results Management	Baku, Azerbaijan
November 6-8	West Asia RADO Board Meeting, TUE & Results Management	TBC
November 10	Gulf States & Yemen RADO Board Meeting	Doha, Qatar

ADAMS TRAINING

ADAMS (Anti-Doping Administration & Management System) is the web-based database management system that coordinates anti-doping activities worldwide. WADA hosts training sessions for stakeholders adopting the ADAMS system.

At the present time, no group training sessions are scheduled. If there is sufficient demand and one is scheduled, it will be posted in the "ADAMS" section of WADA's Web site. Individual one-on-one remote online sessions on specific modules are offered regularly. Please write to adams@wada-ama.org to schedule one.

