

play true

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Celebrating a decade of **play true**



WADA

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THE WORLD ANTI-DOPING AGENCY

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New eFormat for Play True

WADA has launched a new online, interactive version of *Play True*.

Highlights of the new *ePlay True* include video clips, as well as the full text versions of the shortened testimonials presented in the print-based version of *Play True*.

To discover *ePlay True*, visit www.wada-ama.org/playtrue



Just the Beginning

The Hon. John Fahey, A.C., WADA President

Ten years. Ten years of achievements, of harmonization and of innovations in the fight against doping in sport.

As WADA celebrates a decade of Play True, there is no doubt that the fight against doping in sport has experienced a seachange under the Agency's leadership and guidance. You will read more about these accomplishments in this special issue of *Play True*. Many of them are highlighted throughout the following pages by some of the main actors in WADA's history, including some of its Founding Fathers.

These achievements are the beginning. To succeed in our common quest to rid sport of doping, we must continue to constantly increase our efforts. We need to continue to act with determination and resolve. We need to continue to be innovative. We need to further step up education efforts in order to change mentalities and ensure that incentives for athletes to compete clean are stronger than incentives to cheat.

Today, I am puzzled to hear a few commentators succumbing to "doping fatigue" as a result of the proliferation of scandals, and fatally accepting doping or going even further by calling for liberalization. Doping is not a fatality. Simply ask the athletes who want a level playing field. They are the ones who will insist that doping should not be trivialized. They are

the ones who will tell you of their hate of the prospect of seeing the results of their work diminished by competitors using artificial enhancement. They are the focal point of our work.

The assumption that allowing doping would create an equal playing field is not only absurd; it is morally wrong and irresponsible. To accept doping would ignore the dangers it poses, not only to the future of sport, but also to the health of athletes and the public at large. Such a generalization of doping would deprive all clean athletes who are opposed to using unnecessary drugs and who strive to defend the spirit of sport, the right to be part of the sport they want.

It would also send a terrible signal to young people and would imply that, not only is it OK to take drugs, but it is necessary if you want to be a successful athlete. That message would trickle down from the elite-level to junior-level athletes and even younger. Would any responsible parent accept this for their daughter or son?

Sport is a microcosm of society. Values that become entrenched and accepted by society at large permeate sport and, at the same time, both the positive and negative aspects of sport come to impact society. Sometimes it is the latter that leads society.



“Safeguarding clean sport is one way of working towards safeguarding the moral fabric and wellbeing of society at large.”

Clean sport promotes responsible behavior, observance of rules, discipline, respect of self and others, strength of character, tolerance and team spirit — all key values to be prized in a contributing member of society. Safeguarding clean sport is one way of working towards safeguarding the moral fabric and wellbeing of society at large.

Within ten years, WADA, its stakeholders and all those committed to clean sport have proven that by harmonizing efforts, significant progress can be achieved to restore the integrity of sport. Our joint responsibility is to keep that momentum going for decades to come.

I want to take this opportunity to thank all those who have made this Agency's accomplishments possible. I think in particular of WADA's Founding Fathers — representatives from the sport movement and governments; volunteers who have offered their time and expertise to serve in the Agency's Committees and Working Groups; athletes who have encouraged constant efforts to level the playing field and who have shared their first-hand experiences; our employees; researchers; educators; sport, public authorities and anti-doping administrators; and all those interested in doping-free sport around the world. Naming every person or group of individuals who contributed to our first decade of existence would be too long. Rest assured of our sincere gratitude. ■



A Collective Success

David Howman, WADA Director General

In November 1999, as an organization called WADA was founded in Lausanne to confront the biggest threat to the future of sport, few people would have imagined that so much could be accomplished in less than ten years.

Today, we can look back over the years with an indisputable degree of satisfaction.

A harmonized set of rules — the World Anti-Doping Code — has been agreed upon, strengthened, and implemented by WADA's stakeholders worldwide to ensure that athletes benefit from the same anti-doping procedures and protections whatever their country of origin, their sport or their country of residence. All over the world, awareness is much higher today than it was ten years ago. Global anti-doping efforts in general have become smarter with experience.

WADA's success is a collective one. By its very structure — an equal partnership between the sport movement and governments — WADA has brought together the strengths and resources of these partners. Only through strong partnerships and the commitment of all those responsible for protecting the integrity of sport can a coordinating and monitoring agency such as ours achieve its goals. It is therefore highly encouraging

to witness how anti-doping efforts worldwide have significantly and continuously stepped up.

It is also heartening that more and more athletes speak up against doping today. Athletes hold the ultimate responsibility in preserving their sport from cheating. They are the ones who can set the most powerful example by competing drug-free. WADA has given them a voice as well as good reasons to believe in the future of sport.

Ten years after WADA was established as a consultative and consensus seeking organization, the value of this approach has been demonstrated. The implementation of a revised and stronger Code this year, following a broad and open two-year consultation process and unanimous stakeholders' endorsement, is just one of many examples of fruitful team work and harmonization.

As a unique hybrid public-private organization of this type in sport, WADA has helped bring multiple perspectives to the fight against doping and incorporate new strategies and ideas borrowed from other fields. We have partnered with our stakeholders from governments and the sport movement, with Interpol, with pharmaceutical companies, with profiling and



“Athletes hold the ultimate responsibility in preserving their sport from cheating. They are the ones who can set the most powerful example by competing drug-free.”

forensic experts, and with many others outside the traditional boundaries of the anti-doping community.

Now that the foundations of the harmonized anti-doping system under the Code are solid, we will continue to work tirelessly to overcome challenges and to provide a platform that supports the clean athlete's pursuit of excellence.

This, of course, would not be possible without appropriate financing. Let me address special thanks to those who make our mission possible by funding it. WADA's budget is provided equally by governments of the world and the sport movement. The International Olympic Committee, on behalf of the Olympic Movement, matches dollar for dollar contributions made by governments.

For the first time, we collected 100% of our budget (US\$25.3 million) in 2008. To date, we have already collected more than 99% of this year's budget (US\$ 25.5 million) and we are optimistic of receiving the balance by year-end.

The extent to which our two sets of stakeholders contribute annually to our budget is a good measure of the commitment to the fight against doping in sport. This financial commitment makes WADA one of the very few, if not the only, international institutions of the world to receive such a high degree of governmental contribution. We are grateful to our stakeholders for their loyalty. Their trust further strengthens our determination to work hard for the benefit of clean athletes worldwide. ■



// Feature

Celebrating a Decade of play true



Great victories are about teamwork. The global fight against doping in sport is a remarkable example of how governments and sport work together within the World Anti-Doping Agency (WADA) to level the playing field. As WADA celebrates its tenth anniversary, *Play True* Magazine explores the Agency's key achievements to date and future strategies in the quest for clean sport.

On November 10, 1999, nine months after participants of the First World Conference on Doping in Sport had decided to create an independent international anti-doping agency, WADA was officially founded in Lausanne, Switzerland.

A number of doping scandals in the months leading up to the Conference, some resulting from law enforcement, had highlighted the need for the sport movement and governments to join forces to develop a uniform approach to the fight against doping in sport. (See p. 24 for "A Short History of Anti-Doping".) It was agreed then, and has been consistently reconfirmed since, that worldwide harmonization and coordination of anti-doping activities was the only effective way to address the scourge of doping.

In its first months of existence, WADA was a very small group of individuals governed by a Foundation Board (the Agency's supreme decision-making body) and an Executive Committee (the ultimate policy-making body), both bodies composed in equal parts by representatives from the sport movement and governments of the world. The International Olympic Committee (IOC) had accepted to fund the Agency for the first two years of its operation, with the governments committing to contribute half of the budget starting in 2002.

Ten years later, the equal composition and funding has proven to be a success. WADA has brought together the strengths and resources of its two sets of stakeholders—governments and the sport movement. WADA's personnel has grown to 58 coming from all over the world. But most importantly, WADA has become the recognized global leader and independent monitor of the fight against doping in sport.

Through a comprehensive approach of its mission, and despite numerous challenges in the fight against doping in sport, WADA has accomplished a lot within ten years in its quest to protect the right of clean athletes to compete in a doping-free environment. These achievements can be roughly regrouped into a number of key categories: harmonization; independent monitoring; partnerships and coordination; global development; education and awareness; and scientific advances.

Harmonization

Since its inception, WADA has significantly contributed to enhanced harmonization of the global fight against doping.

This objective is still one of WADA's key priorities and results from the willingness of the Agency's Founding Fathers to address problems that previously arose from disjointed and uncoordinated anti-doping efforts, such as a scarcity and splintering of resources, a lack of knowledge about specific substances and procedures being used by cheaters, and an uneven approach to penalties for athletes found guilty of doping.

In its initial years, WADA was tasked with preparing a document providing the framework for harmonized anti-doping policies, rules and regulations within sport organizations and among public authorities. This was done through unprecedented and transparent consultation and gave birth to the World Anti-Doping Code (Code). The Code, which was unanimously approved at the Second World Conference on Doping in Sport in Copenhagen in March 2003, took effect in 2004 in conjunction with four International Standards (namely for testing, laboratories, therapeutic use exemptions, and the List of Prohibited Substances or Methods) aimed at bringing harmonization among anti-doping organizations.

"Today, the Code has proven to be a very powerful and effective tool in the harmonization of anti-doping efforts worldwide," says WADA's Director General David Howman. "This has been demonstrated in particular by the overwhelming support of governments and sports in accepting the Code, as well as the growing body of jurisprudence from the Court of Arbitration for Sport (CAS)—the highest independent sport tribunal—supporting the Code's tenets."

The adoption of the Code has led to significant advances in the global fight against doping in sport, including the formalization of certain rules and the clarification of stakeholder responsibilities. This brought about harmonization to a system where previously rules had



“What WADA has done in the last ten years is amazing. I have seen so many changes, but I think the biggest thing has been to put the belief back in clean sport. Fans now believe that achievements can be done clean. Young athletes believe that they can go out there, be clean and successful. People are talking about the real performances now and that is what sport is about.”

Jacqui Cooper
World Champion in freestyle skiing, Australia
Deputy Chair of the Athletes Commission of the Australian Olympic Committee,
WADA Athlete Committee Member

“Today, the Code has proven to be a very powerful and effective tool in the harmonization of anti-doping efforts worldwide.”



An athlete completes the WADA Anti-Doping Quiz at the Agency's Athlete Outreach Center during the Beijing Games.

varied, and in some cases did not exist. For example, the Code allows for the sanctioning of “non-analytical” anti-doping rule violations, meaning that a sanction can be applied in cases where there is evidence that an anti-doping rule violation occurred but where there is no positive doping control test. This was not possible before the Code.

To foster harmonization and to assist stakeholder implementation and enforcement of the Code, WADA reviews the rules and regulations of signatories, providing guidance as well as model rules and guidelines in various areas of anti-doping.

WADA also ensures that the Code, the International Standards and other technical documents evolve regularly by engaging in extensive consultation and thorough review on a periodic basis. The Code and the Standards were therefore reviewed and new, enhanced versions took effect at the beginning of 2009. A new Standard—the International Standard for Data Protection—was also developed. The next Code consultation process will begin in 2012. In the meantime, the International Standards will be amended and enhanced as good practices or developments dictate. ▶

“For developing National Anti-Doping Organizations like ours (established in 2001), it has been a great benefit to have International Standards and guidelines to enable us to implement a standardized testing program in our country. Having model rules that provide a harmonized approach for all athletes, sports federations and National Anti-Doping Organizations has been the greatest achievement that WADA provided to all sports.”

Shin Asakawa
CEO, Japan Anti-Doping Agency





“ It was a memorable experience to be one of the signatories when the European Union (EU) Sports Ministers signed their vision on anti-doping work to be included in WADA's charter, which took place during Finland's EU Presidency. The establishment of WADA really made the fight against doping in sport global. Over the years we have seen a significant increase in the quality of WADA's activities. International cooperation in the field of education is closer, and the governments of most countries around the world are involved in anti-doping work through UNESCO.”

Suvi Linden
Former Sport Minister, Finland

Independent Monitoring

As the independent custodian of the Code, WADA's duty is to monitor stakeholder implementation of and compliance with the World Anti-Doping Code (Code).

In this unique position, WADA has facilitated and monitored the anti-doping efforts of governments and sports, taking necessary measures to ensure the integrity of the Code. This includes working with governments in their ratification of the UNESCO International Convention against Doping in Sport. Since many governments cannot be legally bound by a non-governmental document such as the Code, the Convention enables them to align domestic policy with the Code, thus harmonizing the rules governing anti-doping in sport.

Drafted in a year, unanimously adopted by UNESCO's General Conference in October 2005 and entered in force by February 2007, the Convention has now been ratified by more than 125 of the 193 UNESCO Member States (covering close to 90% of the world population). “Under UNESCO standards, the International Convention against Doping in Sport has set speed records,” says WADA's President John Fahey. “This is a remarkable achievement. We now hope that the remaining countries will accelerate their processes and join the rest of the world in formalizing their commitment against doping in sport.” While UNESCO is responsible for the monitoring of the Convention, WADA has been asked to take on an advisory role.

In working with sport, WADA aims to ensure that the anti-doping rules of every sport are enforced in compliance with the Code. As of today, more than 630 sports organizations have accepted the Code. These include the International Olympic Committee (IOC), the International Paralympic Committee, Olympic and IOC-recognized International Federations (IFs), National Olympic Committees (NOCs), National Paralympic Committees (NPCs), National Anti-Doping



Organizations (NADOs), multi-sport organizations, event organizers, and professional sport leagues.

WADA's Management regularly submits “compliance reports” to its Foundation Board. The Board has the power to officially report a signatory as non-Code-compliant to its stakeholders, some of which have jurisdiction to take sanctions. For example, the IOC has made Code compliance mandatory for sports that are part of the program of the Olympic Games or that are candidates to become part of the Olympic Program. The IOC also accepts bids for the Olympic Games only from countries where the government has ratified the UNESCO Convention and the NOC, the NPC and the NADO are Code compliant. Similarly, under the Code, starting on January 1, 2010, IFs and Major Games Organizers will do everything possible to award World Championships and major sporting events only to such countries.

WADA is also responsible for reviewing sanctions imposed by Code-compliant anti-doping organizations worldwide and to appeal to CAS when decisions in doping cases are not Code-compliant. Since the entry into force of the Code in 2004, WADA has reviewed thousands of decisions and appealed more than one hundred of them, either directly or in support of other

“Through many notable initiatives, the fight against doping in sport has gained momentum that will forever change the landscape for the better: the development of the World Anti-Doping Code and its rapid adoption by signatories worldwide; the subsequent progress toward harmonization on a global level; the advancement of science by committed international experts; partnerships formed with law enforcement authorities to combat illicit distribution of performance-enhancing drugs; the development of educational initiatives to facilitate values-based alternatives to doping; and continued enhancements to the International Standards that guide best practices in program implementation.”

Travis Tygart
CEO, United States Anti-Doping Agency



Since 2001, WADA's Athlete Outreach Program has been engaging athletes and increasing awareness of anti-doping tools and values at Olympic and Paralympic Games, Commonwealth and Continental Games, as well as many other major sporting events worldwide.

anti-doping organizations such as IFs. In addition, following interventions made by the Agency, dozens of decisions resulted in dispositions satisfactory to WADA.

WADA applies the same independent monitoring principle to its Independent Observer (IO) Program. The Program seeks to enhance athlete and public confidence at major sporting events by randomly monitoring and auditing all phases of the doping control and results management processes. Since its launch at the 2000 Olympic Games in Sydney, WADA IO Teams have attended more than 30 major events. Reports from these events are available on WADA's Web site (www.wada-ama.org). ▶



Partnerships and Coordination

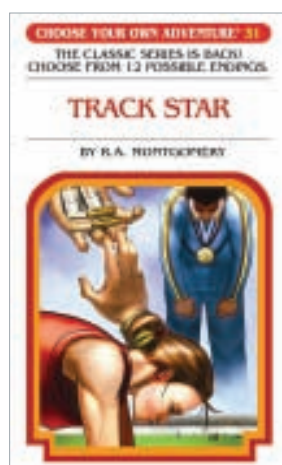
Due to its unique structure bringing together public and sport authorities, WADA is in a good position to facilitate and foster partnerships inside, but also outside, the anti-doping community, thereby enhancing the harmonization and the effectiveness of the fight against doping in sport. Such partnerships make it possible for the anti-doping community to establish coordinated and cost-effective programs while stimulating the exchange of ideas and benefiting from the expertise and new approaches brought by outside players that were not previously actively involved in the field.

WADA's Anti-Doping Development Program is a good example of successful partnerships between various organizations. From the beginning of the Program in late 2004, Regional Anti-Doping Organizations (RADOs), composed of members who are endorsed by both their respective government and National Olympic Committee, have benefited from the assistance of a number of bodies including International Federations (IFs), well-established National Anti-Doping Organizations, and continental Olympic Associations. The Commonwealth Secretariat, as well as the Conférence des Ministres de la Jeunesse et des Sports des États et Gouvernements ayant le français en partage (CONFESJS), have also funded a number of RADOs in the regions under their jurisdiction.

Other notable examples of successful partnerships, among many others, include WADA's contribution towards the costs of the anti-doping services for IFs launched this year by Sportaccord; WADA's partnership with UNESCO, under the umbrella of which the International Convention against Doping in Sport was developed; WADA's scientific partnerships with independent external accreditation bodies, the International Laboratory Accreditation Cooperation (ILAC) and the Bureau international des poids et mesures (BIPM); and WADA's partnerships with book publishers



The Headquarters of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris, France. Photo: Matthias Ripp



WADA has partnered with Chooseco, publishers of the Choose Your Own Adventure books, to publish anti-doping titles for children.

Chooseco and digital media and content provider ISM for its youth initiatives.

Under the World Anti-Doping Code, WADA has an obligation to coordinate anti-doping activities and to provide a mechanism to assist stakeholders with their implementation of the Code. WADA thus launched the Anti-Doping Administration and Management System (ADAMS) in 2005. ADAMS is a free and highly secure Web-based database management system that supports the coordination of anti-doping activities worldwide — from athletes providing whereabouts information, to anti-doping organizations (ADOs) ordering



“Among WADA's most significant achievements, I would point out the ratification of the UNESCO Convention by a large number of countries, largely due to WADA's and its stakeholders' efforts. WADA's role in the development of Regional Anti-Doping Organizations, facilitating the training of doping control officers and in- and out-of-competition testing in various underserved regions of the world has also been remarkable.”

Dr Ahmed Awad Elgamel
Board Member, Africa Zone V Regional Anti-Doping Organization, Sudan

ADAMS is a free and highly secure Web-based database management system that supports the coordination of anti-doping activities worldwide.

tests, to laboratories reporting results, to ADOs managing results. All WADA accredited laboratories, more than 100 ADOs, nearly 27,000 athletes and several Major Games Organizers, including the International Olympic Committee, the International Paralympic Committee, the Olympic Council of Asia and the Pan American Sports Organization are using ADAMS. The number of users is constantly growing.

WADA is also constantly exploring innovative approaches and new partnerships. For example, WADA cooperates closely with Interpol, the world's largest police organization, to enhance the fight against

trafficking of illegal substances, the sharing of information between law enforcement and sport authorities, and the detection of "non-analytical" anti-doping rule violations. In the field of science, several successful partnerships between WADA and pharmaceutical companies have been established and have allowed the detection of new substances, including CERA. (See also under "Scientific Advances" p. 17.) WADA is always looking into new partnership opportunities with other organizations. ▶



“ The best thing WADA has done was to launch the ADAMS system so that athletes can easily provide their whereabouts. Thanks to that, every athlete can be tested because the testers know where to find them. In the future, it will be very important to concentrate even more on younger people, so they know from the start that not only is doping wrong, but that there are alternatives and that they can become better athletes without doping.”

Meike Evers
Olympic and World Champion in rowing, Germany
WADA Athlete Committee Member





“History shows that the fight against doping simply cannot be won at a local level and must be coordinated internationally. The establishment of WADA was a critical moment in this regard. Looking to the future, WADA is well placed to promote the best use of our limited resources. A continual focus on providing assistance to developing nations will be required, so that such nations are not too far removed from those countries who are well resourced, thus ensuring there is no place for cheats to hide.”

Andy Parkinson
Director of Drug-Free Sport, UK Sport

Global Development

Since WADA's establishment, the fight against doping in sport has gone global.

Given that not every country of the world has a solid anti-doping program, WADA designed a strategy that seeks global coverage and piloted, in late 2004, an Anti-Doping Development Program. The Program helps countries and organizations to develop anti-doping programs in regions of the world where no quality anti-doping activities have been established. To achieve this, WADA brings together several countries and stakeholders within a geographic area to mobilize and pool



“WADA’s Anti-Doping Development Program, through which a large number of Regional Anti-Doping Organizations were formed, has been one of WADA’s most impactful advancements. Anti-doping activities have now spread literally all across the globe. In the future, WADA needs to concentrate even more on research and education. We must continue to close the gap between use or abuse of drugs and their detection.”

Dr Adrian Lorde
Chairman, National Anti-Doping Commission of Barbados



resources for anti-doping under the umbrella of an independent Regional Anti-Doping Organization (RADO).

This approach has proven to be successful at achieving economies of scale to develop testing and education programs, while increasing general awareness of anti-doping issues. To date, thanks to the commitment of the countries involved and to strategic partnerships (see also “Partnerships and coordination” p. 11), WADA has been able to engage 122 countries in anti-doping programs thanks to the establishment of 15 independent RADOs in various parts of the world.



In addition to the work done with RADOs, WADA has also been working with a number of individual countries that required assistance in developing anti-doping programs, including Brazil, India, Jamaica, Nigeria, Russia, South Korea, and Turkey. In each case, WADA reviewed the structure of the National Anti-Doping Organization (NADO), brought its expertise and made formal recommendations to assist the NADO in its development. In some cases, the recommendations involved the country partnering with well-established NADOs to expedite the development process.

The success of this collective resource approach has led WADA, together with the International Olympic Committee, to contribute towards the costs of the anti-doping services launched this year by Sportaccord (previously the General Association of International Sports Federations - GAISF). Through this initiative, sparked by the success of the RADO Program, Sportaccord provides centralized anti-doping advice, support and services to International Federations to assist them in achieving compliance with the World Anti-Doping Code. ▶



WADA Headquarters (bottom left), Latin American Regional Office (top left), Asia/Oceania Regional Office (top right), European Regional Office (middle right) and African Regional Office (bottom right).



“For a 10-year old like WADA, life has turned out far better than one could expect. This newcomer in international sport has gained respect and credibility, in my view thanks to three character traits in its leadership: determination, independence and transparency. WADA's degree of transparency stands unrivalled in international sport. This spirit of openness and transparency will be crucial to counter one of the most important challenges ahead — to keep the public awake and aware.”

Jens Sejer Andersen
Director, Play the Game, Denmark

Education and Awareness

People within as well as outside the anti-doping community recognize that one significant change brought by WADA has been growing global awareness of the doping issue. “Doping is now widely recognized as one of the most serious problems facing sport,” says the President of the International Olympic Committee, Jacques Rogge (see *interview p. 19*).

Multiple information resources are now available for all types of organizations and audiences. WADA has hosted or participated in hundreds of seminars and workshops to help raise understanding about anti-doping efforts and the dangers of doping, or to provide guidance and expertise to stakeholders in initiating or enhancing anti-doping programs.

Launched in 2001, WADA's Athlete Outreach Program — one of the Agency's longest-running and most successful programs — has met with hundreds of thousands of athletes, coaches and officials at major multi-sport events to raise awareness while ensuring that they are involved and part of the solution. The success of the Program has led WADA to create an Athlete Outreach Model that stakeholders can tailor to deliver the anti-doping message to their athletes and athletes' entourage around the globe. The Model has been adopted by more than 40 organizations.

In addition to raising awareness and building knowledge, WADA believes that one of the long-term solutions to doping is effective values-based education programs that promote fair and ethical sport. In this regard, WADA's Social Science Research Grant Program has grown significantly since it was launched in 2005. “It is essential that WADA's anti-doping programs and initiatives be evidence-based,” says WADA's Education and Program Development Director Rob Koehler.

“Understanding the behavioral aspects and value judgements behind doping will help us to further develop and disseminate strong values-based anti-doping education programs.”

The general objective of WADA's education programs is to provide mechanisms to empower athletes and youth to make informed decisions to protect the integrity of sport. WADA does this by leading and coordinating prevention programs, as well as assisting in building knowledge and capacity among stakeholders to carry out their own education activities. In particular, the Agency has developed Tool Kits designed to provide stakeholders with material to assist with their anti-doping education activities. These include Tool Kits for coaches, teachers, program officers, sport physicians, and doping control officer training. In addition to making the Teacher's Tool Kit available to schools, WADA offers guidance and material for integrating anti-doping messages into the school curriculum.

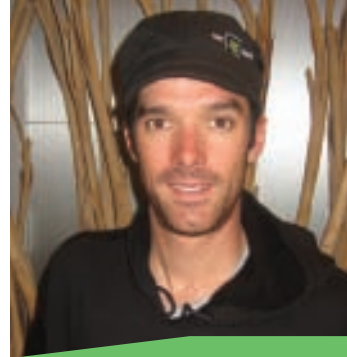
Earlier this year, the Agency partnered with publishers to develop anti-doping and sport values themed books for children. WADA has also launched the Play True Generation Program, targeting young athletes, that will reach its full implementation at the 2010 Youth Olympic Games in Singapore. ▶



WADA's Play True Generation logo (above left) is part of the latest education initiative aimed at creating a doping-free culture in youth globally. WADA also provides essential resource materials such as the Teacher's Tool Kit (above right) and recreational education instruments such as the Anti-Doping Card Game, as enjoyed by students in Mauritius (right).

“ My perception of WADA, and what it has achieved in the last ten years, is that it has changed the face of sport. This has gone further in certain sports than in others. In my sport — cycling — this has turned us around from what was essentially a doping culture to an anti-doping culture, and we can thank WADA for giving some athletes a chance that they would never have had before, making sport the way it should be — clean and idealistic. WADA really has saved sport in many ways.”

David Millar
Cyclist, United Kingdom
WADA Athlete Committee Member



“The general objective of WADA’s education programs is to provide mechanisms to empower athletes and youth to make informed decisions to protect the integrity of sport”





“WADA has been guiding other bodies including National Anti-Doping Organizations, international events organizers, and International Federations in their fight against doping. One of WADA’s most significant achievements is the successful scientific research work conducted to develop detection methods for prohibited substances. To have a reliable method in place in the shortest possible time after becoming aware of new drugs or suspicious behaviors is the key to successful anti-doping work.”

Anders Besseberg
President, International Biathlon Union, Norway
WADA Foundation Board Member

Scientific Advances

Since the launch of its Scientific Research Grant Program in 2001, WADA’s scientific activities have grown exponentially. “The creation of WADA had a major impact on scientific research in the field of anti-doping,” says WADA’s Vice President Prof Arne Ljungqvist. “Suddenly, money for research projects was available and scientists started to show interest, including an ever growing number of scientists and scientific laboratories that had not previously been involved in anti-doping. The existence of WADA funds for research accelerated the development of new detection methods and the improvement of existing methods.”

Since 2001, WADA has committed approximately US\$50 million to scientific research. Some examples of publicized outcomes include the development and validation of detection methods for haemo-globin based oxygen carriers (HBOCs), homologous blood transfusions, human growth hormone, and new erythropoiesis stimulating agents (e.g. CERA).

The existence of research funds also allows WADA to study emerging threats and strive to anticipate doping trends. One example is the work that WADA conducts



in the area of gene doping. Since 2002, WADA has actively worked with some of the best scientists in the field of gene therapy to foster discussion about this issue and develop detection means. Another notable example is the growing cooperation between WADA and pharmaceutical and biotechnology companies, as well as drug agencies. Through such win-win partnerships, the anti-doping community can better anticipate possible doping trends, while drug companies can help ensure that their work is directed at treating and healing patients suffering from illness and disease,

All About Our Logo

WADA’s logo is the visual expression of the universal spirit of sport. The symbol is based on two primary visual elements and is reinforced by WADA’s well-known tagline: “play true”.

“Justice is one pillar of ethics, but developments in the technologies of enhancement require everyone who believes in drug-free sport to be as clear as possible about the values and meaning of sport. In its attention to science, and especially to justice, WADA has set a new standard for excellence and integrity in the struggle to assure honest athletes a level playing field. WADA’s leadership in ethics continues to advance our understanding of the meaning and values of sport.”

Dr Thomas H. Murray
President, Hastings Center, USA
Ethicist



“The existence of WADA funds for research accelerated the development of new detection methods and the improvement of existing methods.”

not at providing healthy athletes with an unfair advantage over their competitors.

The possibility provided by the World Anti-Doping Code to open a disciplinary proceeding within eight years from the date an anti-doping rule violation occurred, is another powerful weapon in the fight against doping in sport. As demonstrated by recent cases of the 2008 Tour de France and the Beijing Olympic Games uncovered through further analysis, retroactive testing as science advances can serve as a strong deterrent.

In addition, in 2002, WADA initiated a new approach of anti-doping through the development of the Athlete Passport Program. The fundamental principle of this tool is based on the monitoring of an athlete’s biological variables to detect abnormal variations that indirectly reveal the effects of doping. WADA is currently working, in cooperation with other anti-doping organizations, at harmonizing protocols and procedures to further develop this approach. ■



The square shape of the logo background represents the customs and the rules that define sport. The color black evokes neutrality and is the traditional color of the referee.



The “equal sign” expresses equity and fairness. The sign is depicted with a human touch to reflect the individuality of every athlete. The color green evokes health and nature and the field of play.



**WORLD
ANTI-DOPING
AGENCY**

play true

The “play true” tag line encapsulates WADA’s core values and is intended as a guiding principle for all athletes at every level of competition.



“I believe in clean sport. I am pleased that WADA has brought together governments and sport to fight against doping. I am a strong believer that we have to take a zero tolerance stance and we should make sure that all cheats, the people who think there are shortcuts in life, are caught. I am happy that WADA is there. I am happy that there is an independent body outside the sport movement that will make sure that the athletes know that they cannot cheat, that they cannot hide and that if they cheat they will be found.”

Frank Fredericks
Olympic Medalist and World Champion in athletics (100 m & 200 m), Namibia
Chairman of the IOC Athlete Commission, WADA Athlete Committee Member

Common Goals

The President of the International Olympic Committee (IOC), Jacques Rogge, was one of WADA's Founding Fathers. For *Play True*, he shares his thoughts on the evolution of the fight against doping in sport and WADA's achievements.

Play True: Given your long experience in anti-doping matters, how do you perceive the impact that WADA has had on the global fight against doping in sport in the Agency's ten years of existence?

Jacques Rogge: WADA has had a big impact over the past ten years. It has helped change attitudes towards doping. Doping is now widely recognized as one of the most serious problems facing sport. Sports organizations are more united than ever in the fight against doping. Athletes who cheat are much more likely to get caught. Athletes at all levels are much more aware of the dangers of doping and the damage it can inflict on their bodies. We have come a long way, but there is obviously much more to do. Most athletes compete fairly, but there will always be some who seek an unfair advantage.

In your opinion, what have been WADA's most significant achievements?

The adoption of the World Anti-Doping Code in 2004 was a landmark achievement in the fight against doping. It laid the foundation for WADA's work and helped unify sports organizations. It is also extremely significant that WADA has firmly established the need for out-of-competition testing. Our anti-doping efforts will not be effective if they do not include tests both during and outside the competition. The whereabouts rule is an important element of out-of-competition testing.

You were one of the founding members of WADA when the Agency was established in 1999 as an independent body composed of sport and government representatives. You then became IOC President in 2001. How would you describe the evolution of the cooperation between the sport movement and governments in the fight against doping in sport?

This is another area where we have made significant progress, but there is much more to do. Sports organizations cannot do it alone. We need help from governments to investigate and dismantle doping operations. Recent cases like the Puerto or the 2006 Turin operations, and their repercussions with the Humanplasma Laboratory, indicate that the fight against doping can only be effective through close cooperation between state and sport. Governments around the world increasingly recognize that doping is not just a threat to sport, it is a threat to society. I am confident that we will continue to make progress in this area.

Would WADA's hybrid public-private model be transferable to other issues affecting sport?

I am not sure whether WADA's model can be implemented in other fields. What is important, however, is the cooperation between governments and sport in all fields. To give just one example, the IOC works with Interpol to prevent and detect illegal betting.

“Unity of purpose and action leading to the creation of the World Anti-Doping Code — and its first revision — has served sport well. The future challenges will be constant. At the forefront will be greater harmonization of practices between sports, perhaps via their International Federations, and National Anti-Doping Organizations to ensure a consistency of approach to the testing of athletes. WADA has developed an excellent reputation as a funder of research and this should be enhanced, but will require resources outside the normal contribution systems.”

Sir Craig Reedie
International Olympic Committee Member, United Kingdom
WADA Executive Committee Member



“The adoption of the World Anti-Doping Code in 2004 was a landmark achievement in the fight against doping. It laid the foundation for WADA’s work and helped unify sports organizations.”

Sports organizations and governments should look for ways to cooperate on any issue affecting sport that involves illegal activity, as well as to deepen the ongoing cooperation on the development of sports.

Looking ahead, what do you see as the greatest challenges in the fight against doping in sport?

Cheats are always looking for new substances and techniques that will help them avoid detection. Keeping

up with technological advances is a never-ending challenge. That is why the IOC retains samples collected at the Olympic Games for eight years. As our ability to detect prohibited substances improves, we can conduct further analyses on samples collected years earlier. We want cheats to know that they can never assume that they have escaped detection and disgrace.



“WADA’s greatest achievements have been its convening power, its ability to influence government buy-in and involvement, its ability to take the fight against doping beyond the realms of just testing and acting on positive results, and to incrementally reverse the emphasis from detection to prevention.”

Dr Manikavasagam Jegathesan
Chairman, Medical Committee and Anti-Doping Commission of the Olympic Council of Asia, Malaysia

An Idea Whose Time Had Come

Former WADA President Richard Pound looks back on the challenges that beset WADA in its early years and illustrates why the Agency and its stakeholders must continue to remain strongly committed and engaged to ensure that sport remains on the cleaner, fairer path now set before it.

Play True: You were WADA's first President (1999 to 2007). How do you perceive WADA's evolution during those years?

Richard W. Pound: Turn your minds back. The year is 1999. Memories of the 1998 Tour de France scandal are still fresh. The Olympic Movement is regarded as less than serious about the fight against doping in sport. A fractious World Conference on Doping in Sport has been held in Lausanne in February, with governments and the sport movement deeply suspicious of each other's commitment to doping-free sport. The resulting Lausanne Declaration has called for creation of an independent anti-doping agency with a governance structure divided equally between the sport movement and governments.

If anyone had predicted that, five years later, there would be a functioning, well-staffed, international agency in which governments and sports representatives worked with a single purpose, that a single set of anti-doping rules for all sports and all countries would be adopted, that an international convention would be in the process

of negotiation, that out-of-competition tests would be instituted in sports where none had ever been performed, that Independent Observer Missions would validate doping control programs at the Olympic Games and other major events, that funding for peer-reviewed research would be available and that the agency would have a stable and reliable system of funding, he or she would have been dismissed as a hopeless dreamer.

WADA is an example of an idea whose time had come. A remarkable degree of early cooperation made its existence possible and provided an urgency to addressing a problem which may well be the most serious facing sport today. The nature of the problem is both health and ethics. Sport is based upon agreement among participants, who promise to play by certain rules. Those who do not honour their promises, who cheat, undermine the entire ethical construct of sport. In many cases, it is also dangerous cheating. Either way, this cheating has no place in sport and must be confronted, not condoned or ignored.

“Everybody should admit that WADA, within its structure, is setting a model of a successful international organization. Its exceptional leadership and top class staff with reputable international expertise do deserve our appreciation. The effort they are leading to fight doping through their education and science departments is another success story.”

Prof Kamal A. Hadidi
President, National Anti-Doping Organization of Jordan
WADA Foundation Board Member



What do you see as WADA's major achievements to date?

I think I would divide them into two categories. The first, and most obvious, is the negotiation and adoption of the World Anti-Doping Code in 2003 and the first of what would be periodic reviews of the Code, which occurred just before the end of my third term as President in 2007. The Code is the basic tool used by all parties in the fight against doping in sport — athletes, officials, the International Olympic Committee (IOC), International Federations, National Olympic Committees, governments, accredited laboratories and, when necessary, arbitrators.

The second, but no less important, achievement is the publicity given to the problem of doping and the need for everyone connected with sport to acknowledge the extent of the problem, to confront it and to take whatever measures are necessary to solve it. Doping in sport is almost never accidental. It is usually planned and deliberate cheating, specifically designed to gain an unfair advantage. There is no reason for athletes and the public to accept such cheating or the cheaters. Before WADA, the problem was not acknowledged and everyone was reluctant to do anything about it.

If you had to pick one significant memory or event of your tenure, what would it be?

In the context of something as important as WADA and the fight against doping in sport, I would hate to be



limited to a single significant memory. Several occur to me: being sent, during the First World Conference on Doping in Sport, to reach an agreement with governments on a 50-50 governance model for the proposed agency (which became WADA); asking, at the Second Conference in Copenhagen in 2003, just before WADA's Foundation Board was to meet to adopt the Code, whether anyone in the conference room was opposed to the proposed Code; the IOC making compliance with the Code a condition of participation in the Olympic Games; and ▶

helping governments with the drafting, negotiation and ratification of the Inter-national Convention against Doping in Sport, one of the most successful international initiatives in recent years.

Are there any additional objectives you would have liked to have met during your tenure?

There is always more to do than has been done. I was disappointed (although I cannot confess to being surprised) in the response from North American Major Leagues

The current challenge may well be even more difficult, namely, maintaining the initial momentum and staying the course with the same energy and enthusiasm which marked the beginnings of WADA. The excitement of creating something new and original has faded. What remains is the less glamorous, but no less important, responsibility of continuing to press forward on all fronts — education, research, testing, and coordinating, monitoring and promoting the fight against doping in sport. The problem of doping has not disappeared. Those involved in doping are increasingly sophisticated;

“The current challenge may well be even more difficult, namely, maintaining the initial momentum and staying the course with the same energy and enthusiasm which marked the beginnings of WADA.”

and their irresponsibility toward their athletes, young athletes who emulate the “stars” and the public. I believe that governments could play a much more effective role with Major Leagues than they have to date to insist on effective doping control programs. Knowing the extent of the problem of doping in sport, both the sports authorities and governments are far too reluctant to provide the necessary resources to WADA to make the fight more effective. All stakeholders have shown a disappointing reluctance to be measured regarding their compliance with the Code. Some countries have been unable or unwilling to make significant progress toward doping-free sport.

What were, and what are, the greatest challenges for WADA and the fight against doping in general?

While the initial challenges for WADA were conceptual, jurisdictional and structural, they have been overcome. There is now a system in place which is equipped to address all of the elements necessary to win the fight against doping in sport.

the stakes (economic and other) are higher; the resources applied to cheating are greater; the risks to sport have never been so evident.

The real test of WADA will come in its second decade of existence. Will it remain a leader, or will its stakeholders allow it to fade into just another international organization which has representatives uncommitted to the mission, which meets with no enthusiasm, which issues reports that nobody reads and which is completely devoid of influence?

Where do you see WADA and the fight against doping in ten years?

That depends on the commitment of WADA's stakeholders to doping-free sport. The existence of WADA is not the complete answer to the problem of doping, although there are some disturbing indications that many stakeholders have the view that the mere existence of WADA relieves them of their individual responsibilities in the fight. If this attitude is allowed to exist and to grow, doping will increase and WADA will become increasingly ineffective. ■



“ In addition to the establishment of the World Anti-Doping Code, out-of-competition testing, storage of samples for eight years and the introduction of athlete passports have greatly advanced the ability to detect doping in athletes. But there is still a great deal to be done to stop doping in sport, including further strengthening of the testing system and more research to find detection methods for currently undetectable substances. Improved educational programs through sports federations, particularly for the younger athletes, coaches and support staff, are also needed.”

Johann Olav Koss
Former speed skating Olympic Champion, Norway
Former WADA Foundation Board Member



Government representatives sign the Copenhagen Declaration, signaling their intention to recognize the World Anti-Doping Code, at the Second World Conference in 2003.

// Feature

A Short History of Anti-Doping

The practice of enhancing performance through foreign substances or other artificial means is as old as competitive sport itself.

Ancient Greek athletes are known to have used special diets and stimulating potions to fortify themselves. Strychnine, caffeine, cocaine, and alcohol were often used by cyclists and other endurance athletes in the 19th century.

An athlete named Thomas Hicks ran to victory in the 1904 Olympic Marathon in Saint Louis, with the help of raw egg, injections of strychnine and doses of brandy administered to him during the race.

“Before WADA, the testing procedures would vary greatly from country to country, there was no consistency. The emergence of WADA changed the landscape. Now there is a uniformed set of procedures across the game, giving myself and my fellow players reassurance and confidence in the testing system. The most important development has been the introduction of a high standard of education and awareness across the game, reminding young players of the pitfalls and consequences of the use of prohibited substances.”

Agustin Pichot
Former Argentina Fifteen and Sevens Rugby Captain



1920s

First Attempts

By the 1920s, it had become evident to sport officials and federations that restrictions regarding drug use in sports were necessary. In 1928, the IAAF (athletics) became the first International Sport Federation (IF) to ban the use of stimulating substances. Many other IFs followed suit, but restrictions remained fundamentally ineffective over the years as no tests were performed.

Doping became more prevalent with the onset of synthetic hormones. These were invented in the 1930s but became used more and more frequently for doping purposes during the 1950s. In 1966 UCI (cycling) and FIFA (football) were among the first IFs to introduce doping tests in their respective world championships.

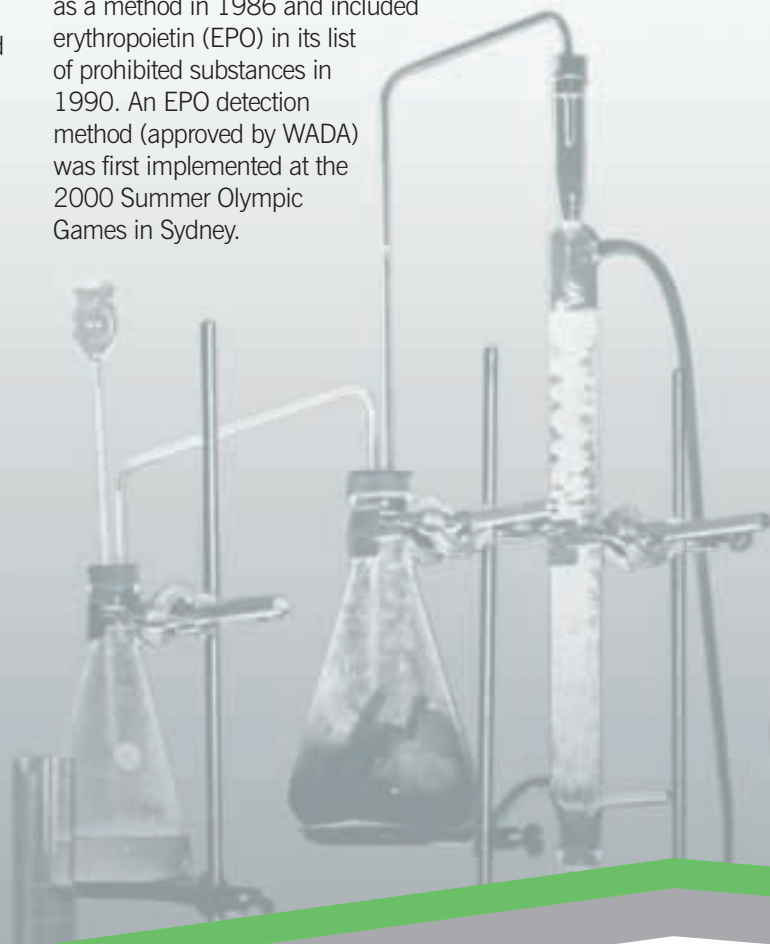
In the next year, the International Olympic Committee (IOC) instituted its Medical Commission and set up its first list of prohibited substances. Doping controls were first introduced at the Winter Olympic Games in Grenoble and at the Summer Olympic Games in Mexico in 1968. The deaths, from doping-related causes, of two high-profile athletes during the 1960s led to the intensification of these activities.

1970s

Tests Begin to Show Results

Most IFs introduced drug testing by the 1970s. A reliable anabolic steroid test method was introduced in 1974, resulting in a marked increase in the number of drug disqualifications in the late 1970s — notably in strength-related sports such as throwing events and weightlifting.

While the fight against stimulants and steroids was producing results, the main front was rapidly shifting to blood doping. The IOC banned blood doping as a method in 1986 and included erythropoietin (EPO) in its list of prohibited substances in 1990. An EPO detection method (approved by WADA) was first implemented at the 2000 Summer Olympic Games in Sydney.



“In the last four or five years, WADA has played a crucial role in bringing all athletes of the world under one umbrella. WADA has brought a change in the attitudes of athletes towards doping and has done exceptionally well at promoting the Play True spirit. Going forward, the challenge for WADA will be to aim towards the youth and bring about true sport — drug-free sport.”

Anil Kumble
Former captain of the Indian cricket team
WADA Athlete Committee Member

1980s

The Need for International Coordination

In 1963, France became the first state to enact anti-doping legislation. While other countries followed suit, international anti-doping cooperation during ensuing years was mainly conducted through activities within the Council of Europe.

During the 1980s, there was a marked increase in cooperation between international sports authorities and various governmental agencies; however debate regarding definitions, policies and sanctions was still taking place in several disparate forums. One result of this disharmony was that doping sanctions were often disputed and sometimes overruled in civil courts.

1990s

A New Agency for a New Mission

In 1998, a large number of prohibited medical substances were found by police in a raid during the Tour de France. The scandal led to a major reappraisal of the role of public authorities in anti-doping affairs.

The Tour de France scandal highlighted the need for an independent international agency that would set harmonized standards for anti-doping work and coordinate the efforts of sports organizations and public authorities. The IOC took the initiative toward this goal by convening the First World Conference on Doping in Sport, in 1999 in Lausanne, which resulted in the Lausanne Declaration on Doping in Sport.

The Lausanne Declaration called for the creation of a global anti-doping agency, composed and funded equally by the IOC and governments. In November 1999, WADA was established to fill this role with temporary headquarters in Lausanne.

In 2002, following a Foundation Board vote in Tallinn, Estonia, in August 2001, WADA established its headquarters in Montreal. The Montreal headquarters were inaugurated in April 2002, with the formal opening of the Agency's European Regional Office that same year. Additional Regional Offices were opened in 2003 in Tokyo (for Asia/Oceania) and Cape Town (for Africa), followed by Montevideo in 2005 (for Latin America).

WADA has effectively promoted, coordinated and monitored the global fight against doping in sport since its inception, and to this day it continues to take advantage of its global presence and unique international mandate to strengthen and expand all areas of anti-doping activity. ■

“Everybody should have the opportunity to play true, and I believe that everybody can play true. No matter what sport, what country, you should do so. WADA has helped giving athletes this opportunity and will continue to help in that regard.”

Claudia Bokel
Olympic Medalist and World Champion in fencing, Germany
Chairperson of the European Olympic Committees Athletes Committee
WADA Athlete Committee Member



1998

The sport movement faces a crisis in the aftermath of doping scandals.

Doping Scandals

2000



Independent Observers

At the Sydney Olympic Games, WADA conducts pre-Games testing and an Independent Observer Mission.

2002

The Montreal Headquarters are established.



Montreal Headquarters

A European Regional Office is established in **Lausanne**.

Following extensive and transparent consultation, WADA finalizes the drafting of the World Anti-Doping Code.

Government funding comes into effect to match the IOC contributions. Matched-funding levels by governments rise from 16% in 2003 to 100% in 2008.

1999

The First World Conference on Doping in Sport (held in Lausanne) determines that an independent international agency needs to be introduced to harmonize anti-doping rules.

First World Conference

WADA is officially founded on November 10.



WORLD ANTI-DOPING AGENCY

2001

Athlete Outreach



WADA's Athlete Outreach Program is launched at the European Youth Olympic Festival in Finland.

2003

1,000 delegates to the Second World Conference on Doping in Sport (held in Copenhagen), representing 80 governments and all major International Sport Federations, endorse the Code as the basis for the fight against doping in sport.

Second World Conference



WADA establishes Regional Offices in **Tokyo** (for Asia/Oceania) and **Cape Town** (for Africa).



WADA Milestones

2004

The Code and the International Standards come into force January 1.

The Code

All International Federations adopt the Code prior to the Athens Summer Olympic Games.

2006

The Code review and consultation process commences, involving global effort of governments and sport movement.

Review and Consultation

2008

Adoption of a Memorandum of Understanding with Interpol.

Interpol

WADA intensifies its cooperation with the pharmaceutical industry.

Pharmaceutical Companies

WADA's **Athlete Committee** is established to further incorporate the voice and perspective of clean athletes into WADA's programs and global anti-doping initiatives.

The International Convention Against Doping in Sport is unanimously adopted by UNESCO's General Conference.

UNESCO

The first Regional Anti-Doping Organization (**RADO**) is established in Oceania.

WADA establishes a Regional Office for Latin America in **Montevideo**.

WADA launches the Anti-Doping Administration & Management System (ADAMS).



Anti-Doping Administration & Management System

2007

The **UNESCO Convention** takes effect.

The Third World Conference (held in Madrid) endorses an enhanced version of the World Anti-Doping Code.

Third World Conference

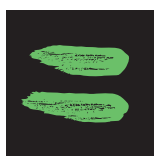


2009

The revised Code and International Standards come into force January 1.

Revised Code



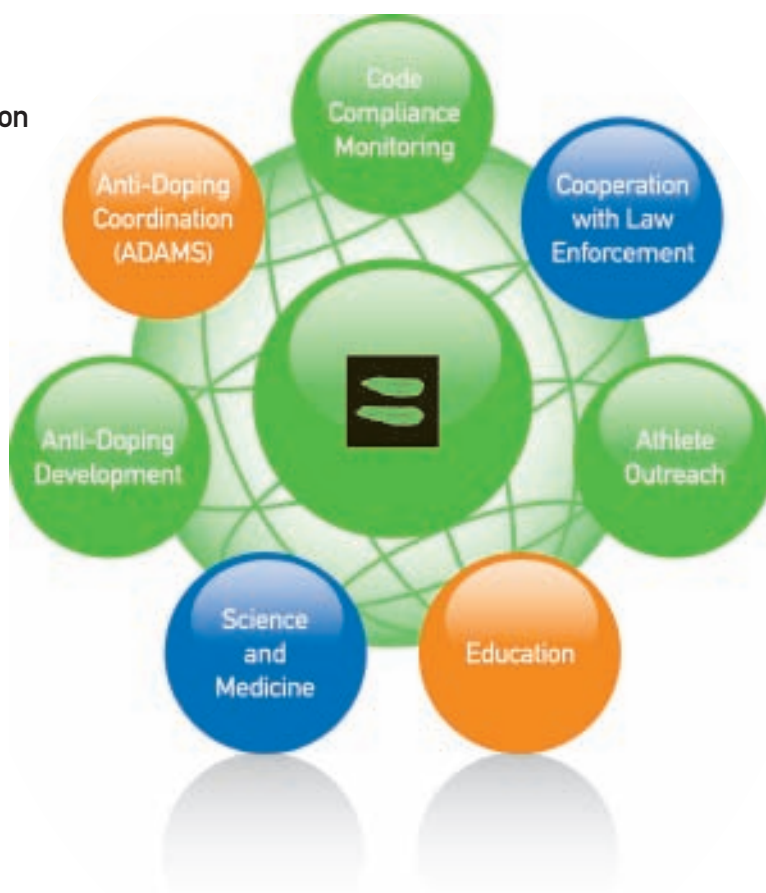


WADA: What we are

At the beginning of its first decade of existence, WADA coordinated the development, adoption and early implementation of the World Anti-Doping Code (Code)—the harmonized set of global anti-doping principles and regulations.

All of WADA's ongoing activities—concerning the promotion, coordination and monitoring of global efforts against doping—serve to support the Code's more comprehensive implementation and to protect the right of every athlete to clean, fair athletic competition.

This illustration highlights WADA's current priority activities. WADA's range of activities demonstrates the importance of a comprehensive approach to the fight against doping in sport.



What we are NOT

Although WADA is active on many levels, the Agency's monitoring mandate does not include a number of anti-doping activities that are the responsibility of others, including sports federations, anti-doping organizations and law enforcement authorities.

WADA is not a testing agency. WADA's role is to ensure that the harmonization achieved by the Code is put into practice. In the area of testing, it is the responsibility of every sport federation and anti-doping organization that falls under the Code to have strong testing programs. WADA manages a small out-of-competition testing program that complements the programs of International Federations to assist them in fulfilling their responsibility under the Code.

WADA is not involved in the results management and sanctioning processes. The anti-doping organization that initiated the test is responsible for managing the results of doping controls and sanctioning the athlete if it establishes that an anti-doping rule violation occurred. Once the relevant organization completes its adjudication of a particular doping case, WADA reviews the decision in order to ensure compliance and consistency of decisions. If the Agency is of the view that the decision might not comply with the Code, it considers whether to exercise its independent right of appeal.

WADA is not an investigative body. As a monitoring body, it is not WADA's responsibility to investigate doping allegations, although there are occasions where WADA must make appropriate inquiries. This being said, WADA accepts a duty to pass credible information, which it receives or attains, to its stakeholders with the proper authority and/or jurisdiction. By its very structure—an equal partnership between the sport movement and governments—WADA is in a good position to facilitate the sharing of information among the proper authorities. This cooperation can lead to the detection of anti-doping rule violations, including non-analytical violations, as well as the dismantling of doping networks. ■

QuickFacts

Personnel

WADA's staff is composed of **58** employees representing **31** nationalities.

Offices

WADA has **5** offices around the world (headquarters and **4** regional offices).

Budget

WADA's 2009 budget is **US\$ 25.5** million (funded in equal parts by the Olympic Movement and governments of the world).

Governance

WADA is governed by a Foundation Board (the Agency's supreme decision-making body) and an Executive Committee (its ultimate policy-making body), both composed equally of representatives from governments and the Olympic Movement.

Presidents

WADA has had **2** Presidents: Richard Pound, from Canada, representing the Olympic Movement (1999–2007) and John Fahey, from Australia, representing governments (2008–present). WADA's Presidency is a volunteer position.

Committees

WADA has **4** Standing Committees (Athlete; Education; Finance & Administration; Health, Medical & Research) and **5** Working Committees (Ethical Issues Review Panel; Gene Doping; Laboratory; Prohibited List; and Therapeutic Use Exemption), composed of volunteer experts, to provide guidance and advice for WADA's programs and activities. From time to time, WADA forms ad hoc groups for specific guidance and expertise.

The Code

More than **630** sports organizations have adopted the World Anti-Doping Code.

UNESCO

More than **125** countries have ratified the UNESCO International Convention against Doping in Sport.

RADOs

Through its development program, WADA has engaged **122** countries in anti-doping programs thanks to the establishment of **15** independent Regional Anti-Doping Organizations (RADOs) in various parts of the world.

Laboratories

There are currently **35** WADA accredited anti-doping laboratories worldwide.

Looking Forward with Fresh Ideas

Where do we go from here? What are the next steps in the global fight against doping in sport? And how can WADA further lead the way by providing its stakeholders with efficient strategies and tools?

In June of this year, WADA held an Executive Committee Think Tank Seminar in Oslo, Norway, with the assistance of the Government of Norway and Anti-Doping Norway.

"In the ever evolving context of doping, WADA is always looking for new ideas and strategies," says WADA's President John Fahey. "Nearly ten years after the creation of the Agency, it was a good time for us to look with a challenging eye at the progress being made in the global fight against doping in sport as a result of WADA's establishment and to brainstorm about the next critical steps."

"WADA has, during its tenure, made a significant contribution to doping-free sport," adds WADA's Director General David Howman. "But can we do better? Is the

anti-doping movement on the right track? What could be done differently and how? And with what resources? These are questions we ask ourselves on a regular basis. Through thought-provoking discussions, this more formal gathering of WADA's Executive Committee, Management and other speakers generated fruitful debates and additional ideas that we are confident will supplement WADA's current projects and help shape a way forward for the anti-doping community."

The following is an overview of some of the ideas and priorities that came out of the Think Tank Seminar and other strategic forums.



Social Science

WADA's Social Science Research Grant Program has continuously grown since it was first launched in 2005 to support the design of preventive anti-doping education programs using an evidence-based approach. Outcomes thus far have contributed to guiding or validating WADA's prevention activities and generally improving doping prevention through the development of data collection instruments, outlining recommendations for policy makers, and understanding athlete attitudes, knowledge and behaviours towards doping.

As part of WADA's growing emphasis on education, the Agency's Social Science Research Program will be

further enhanced. "Better understanding the behavioral aspects and value judgements behind doping will help us improve and enhance doping prevention programs, and constantly gauge the support of athletes," says David Howman. "Our objective is to instil the right values to young athletes before doping becomes an option."

Youth Programs

WADA will put a particular emphasis on Youth Programs in the coming months and years. WADA has already launched a pilot project working with the Ministries of Education of Mexico and Singapore, and is in discussion with the Ministries of Education of Argentina, Oman and Uganda, with the goal of ▶

developing a model for implementing anti-doping material at a school level and ensuring it is part of the educational curriculum.

Several other projects involving young athletes are currently being developed. In particular, WADA is looking at how best to mobilize youth and make anti-doping learning captivating and fun through avenues including social media.

WADA has also launched the Play True Generation Program, which will reach its full implementation at the 2010 Youth Olympic Games in Singapore.

“The Play True Generation is a generation of athletes, coaches and support personnel who believe that clean sport is one of the fairest and most powerful tools for positive change and growth,” says John Fahey. “By launching this initiative, we want to encourage tomorrow’s champions to be the catalysts for a strong movement against doping and to embrace the values of clean sport.”

Information Sharing

In order to counter the seemingly unlimited supply and availability of doping substances, particularly through the Internet, WADA will put a growing emphasis on appropriate sharing of information between law enforcement agencies and anti-doping organizations. This type of information sharing is critical since law enforcement and government agencies possess both investigative and inquisitorial powers to gather evidence in relation to the source and supply of banned substances, and hence can provide information to sport.

As demonstrated by a number of recent high profile doping cases and investigations, the sharing of information between law enforcement and anti-doping organizations can be crucial in exposing anti-doping rule violations that have not been detected through testing. For example, in Australia, the proportion of athletes and support personnel banned as a direct result of the Australia Sports Anti-Doping Authority’s (ASADA) enhanced investigations and intelligence work

rose to 38% of the total number of anti-doping rule violations in 2008–2009.

In this area, WADA is partnering with Interpol. The French Government recently seconded an officer to the Interpol headquarters in Lyon, France, to serve as the liaison between WADA, its stakeholders, and the various Interpol bureaus and police departments around the world. In addition, WADA is finalizing protocols to facilitate evidence gathering and information sharing between governments and sport.

Finally, WADA is working with UNESCO to persuade governments to have laws in place that allow police intervention in combating the manufacturing, supply and possession of doping substances on their territories.

Scientific Research

It is essential for the anti-doping community to strive to anticipate new doping trends and develop detection means before new doping substances or methods are made available to athletes. With this objective in mind, WADA has significantly advanced its cooperation with pharmaceutical and biotechnology companies in recent years. This cooperation will continue to expand, including with national and international drug agencies.



“The establishment of WADA marked a new era in the global fight against doping. It is my deep conviction that the importance of WADA will even increase in the future. In order to create an even tighter doping control system to protect the athletes’ fundamental right to participate in doping-free competition, even more cooperation is needed. On one hand this applies to the collaboration between WADA and the International Sport Federations as well as the National Anti-Doping Organizations. On the other hand WADA should work towards a more effective prosecution of the entourage of athletes by governments.”

Thomas Bach
President, German Olympic Sports Confederation
International Olympic Committee Member

“WADA has significantly advanced its cooperation with pharmaceutical and biotechnology companies in recent years. This cooperation will continue to expand, including with national and international drug agencies.”



WADA's research activities produce results across a wide range of disciplines, and the Agency has significantly advanced its cooperation with pharmaceutical and biotechnology companies in recent years. In 2008, as part of the anticipatory strategy WADA pursues in this field, the Agency attracted 60 specialists from 16 countries to its Third Gene Doping Symposium in Saint Petersburg. A number of participants are shown here (above).

WADA will keep up its anticipation work in the field of gene doping. In particular, WADA will continue to ensure that athletes are aware of the dangers associated with experimental technologies and to warn those who may choose to ignore them that they will be caught.

WADA will continue to enhance current detection means and fund reactive research to ensure that quick response is made scientifically to any new substance or method that is being used by cheating athletes.

In addition, as doping practices continue to become more sophisticated, WADA will further develop and refine the Athlete Passport, which involves monitoring a selection of an athlete's biological parameters over a period of time, ideally throughout his or her career, to detect abnormal variations. As more anti-doping organizations implement this type of strategy, it will allow anti-doping programs to become more sensitive and effective in detecting cheating. ▶

“ From its inception, WADA was and remains a great concept, with its mission to bring all the parties directly involved in a coordinated effort to fight against doping in sport. An important part of its mission is to educate and advise athletes. But even more vital in my view is its role of encouraging its two sets of constituencies — governments and sport, with their different perspectives, agendas and contexts — to work together. A future goal must be greater coordination and cooperation between National Anti-Doping Organizations and International Federations.”

Francesco Ricci Bitti
President, International Tennis Federation, Italy
WADA Executive Committee Member



“The Play True Generation is a generation of athletes, coaches and support personnel who believe that clean sport is one of the fairest and most powerful tools for positive change and growth.”

Smart Testing

The detection and deterrence of doping through testing is only one part of the global fight against doping in sport, but an important one. It is therefore crucial that out-of-competition testing be conducted, as much as possible, in a smart, targeted and cost-efficient way. WADA will continue to encourage anti-doping organizations to do so in order to increase chances of catching cheats through testing, and to become cost-effective in their programs. Quality of test distribution will be emphasized.

The Athlete Passport will contribute to better target testing by indicating an athlete's abnormal variations. As demonstrated by a number of doping cases in 2009, the Passport as an additional tool significantly helps refine testing strategies.

Monitoring Anti-Doping Practice

As the monitor of the global fight against doping in sport, WADA reviews anti-doping organizations' rules to ensure that they are compliant with the World Anti-Doping Code.

The consequent step for WADA is to monitor the practice of these rules, in order to ensure that anti-doping programs worldwide are conducted in an effective and Code-compliant way. This will, for example, include ensuring that anti-doping organizations conduct proper and rigorous out-of-competition testing. This will also include aiding, through WADA's Development Program and other means, further developing anti-doping capacities in regions of the world where no quality anti-doping programs are in place, or in countries



Young athletes at the 2008 Youth Commonwealth Games in Pune, India.

where new National Anti-Doping Organizations have been established.

WADA will also continue to meet with North American Major Leagues to encourage them to adopt Code-compliant anti-doping programs.

Resources

The fight against doping in sport, like in any other field, has a cost, and requires adequate funding to ensure the success of its activities and projects. Given the considerable means of some cheats and their facilitators, there is a need for WADA to look at potential sources of additional resources.

Consequently, WADA will continue to seek and build partnerships and alliances with organizations and experts within as well as outside the anti-doping community, and to find ways of maximizing the use of available funds, such as opportunities to use existing research grants from public and private sectors. ■

More Testimonials Available in French

For more testimonials, please consult the French version of the magazine (opposite).



“WADA has utterly changed the anti-doping work at all levels, influencing everyone from athletes to politicians. A strong WADA has been of vital importance for the credibility of the anti-doping work globally. After implementing the revised World Anti-Doping Code, a natural next step would be to evolve from the implementation of rules and regulations to the operational implementation of comprehensive anti-doping policies.”

Anders Solheim
CEO, Anti-Doping Norway