

For WADA, outreach means providing necessary information about doping and its consequences, not just to athletes, but to coaches, officials, and all those who want the eradication of the improper use of drugs in sport. The program aims to raise awareness while ensuring that athletes are involved and part of the solution.

WADA's Athlete Outreach Program is carried out at major multi-sport events, such as the Olympic and Paralympic Games, and other regional events.

At these major events, a team composed of anti-doping experts and retired athletes from around the world deliver the program, which is set up in a highly visible location during the event. The Outreach Team interacts with athletes and their support personnel who visit the Outreach Center, providing one-on-one discussion about the dangers and consequences of doping.

Interaction with athletes at major events is designed to be both informative and fun. A quiz about anti-doping, available in numerous languages, allows participants to test their knowledge on anti-doping and be rewarded for their efforts. At some events, participants can sign a "Pledge to Doping-Free Sport"—a banner that is displayed at the booth throughout the event. Athletes are also encouraged to take home anti-doping education materials, available in a multitude of languages.

Given the overwhelming success of the Athlete Outreach Program, since its launch in 2001, WADA created the Athlete Outreach Model for stakeholders involved in delivering the anti-doping message to athletes around the globe. Stakeholders tailor the Model to meet sport-specific and national needs.

WADA also launched its Anti-Doping Quiz "Link Program." This program provides an avenue for organizations around the world to link their Web sites, for free, to WADA's Anti-Doping Quiz, thus allowing more athletes and officials to receive this information.

In addition, WADA founded in 2005 an Athlete Committee, composed of current and former international athletes who represent the voice of the clean athlete. Athlete Committee Members provide feedback on WADA programs and speak out on issues that are important to clean athletes.