

**Presentation to ANADO
By WADA Director General David Howman
Colorado Springs, November 4, 2010**

Mr. Chairman, Friends and Colleagues,

Thank you for inviting me again to address your annual workshop.

It certainly creates an opportunity for us to share ideas with you, but more importantly for us to learn from you and receive good practical ideas as we all go forward.

In that regard I recognize that ANADO is at a “crossroads” with important decisions that you all are taking over these days in Colorado Springs.

I certainly wish you well in those changes as WADA will benefit from your having a strong collective body; one which has an ability to impart shared knowledge and experiences to us, and others. Regular improvement of the Code and International Standards will be aided by ANADO submissions. The Code will be reviewed again in 2012, culminating in a World Conference to be convened in a city to be determined by the Board this month. Any revisions will take effect from 1 January 2015. If ANADO can do this for its members then it will enhance the processes and protocols put into place to fight doping in sport.

The Sport Movement now has several such collective bodies and all work reasonably effectively and efficiently in providing such a collective voice.

I have refrained on this occasion from using an electronic presentation. Although repetition is a well known method for ensuring that ideas and concepts eventually take hold, this is not an occasion for repetition. Many of you have seen my WADA presentations over the years and while the content does change, familiarity breeds

contempt and therefore I am resorting to another power of persuasion, oral advocacy.

To report on general WADA activities is reasonably easy. Most of you will have had access to my reports over this year, and also to papers that we assiduously prepare for our Executive Committee and Foundation Board meetings. Papers for our November meeting have already been disseminated from Montreal and I anticipate that some of you at least will have copies. My reports give regular updates on activities and some of the issues we are facing at WADA. Our regular Departmental reports give more detail as to the activities undertaken and anticipated; and Finance indicates where we are at with our budget.

We all know that the fight against doping in sport has reached the stage where science alone will not eradicate cheating or even detect it. Sample collection and analysis is getting more expensive. The rules appear to be getting more complicated. Laboratory directors and scientists in general continue to be conservative. Indeed it may be suggested that some err in favor of not returning adverse results for fear of the legal process and the time required to give evidence under attack. The cheating athlete on the other hand is becoming better at cheating.

What has become more apparent is that the mode of collection of evidence need not be simply nor solely through the historic means of testing. Indeed we have already moved far from being reliant only on such processes, to the discomfort and concern of many, but to the developing success of gathering evidence against those who have cheated with impunity. To be hosted here by USADA who have been to the forefront in exercises involving inquiries, commencing of course with BALCO but continuing to this day, is important and I know there will be good discussions on where other evidence gathering can lead us all.

One only has to remind people that Marion Jones competed for 7 years, was tested on many occasions, was never found to have an adverse analytical finding but

cheated throughout. She insisted she was a clean athlete, "look at how many times I have been tested!!". She even wrote it in her book and sued those who suggested otherwise. It was only the investigation process that led to her lying and the eventual charge of perjury against her where she confessed all.

Investigations now should form an integral part of any effective and efficient anti-doping program. There are of course ways and means of obtaining evidence through such inquiries. It need not engage an anti-doping organization in its own investigation work. There are many bodies also funded by government, already in place, not needing money from you but needing strong laws to act on. There are many models and many ways of skinning a cat. We have been working on various protocols for the sharing of evidence gathered by investigations, and will progress this in 2011.

I have been asked to set out some of the priority activities that WADA is presently engaged in. In setting them out I am also aware of the various challenges that we currently confront. In no particular order they include:

1. The continuing and increasing engagement of the underworld in providing prohibited substances through trafficking and distribution. The incentive to do so remains high as of course in many parts of the world this is legal activity and the returns on initial investment are vast.
2. The increasing and encroaching black market. While we have good and proper arrangements and agreements with the regulated pharmaceutical industry, part of the reason for that is to ensure that evidence of the black market supply is provided to the regulators. At present it is anticipated that at least 25% of the world's pharmaceutical products emanate from the black market. They are hence unregulated, non sanitary and potentially dangerous. On the other hand, they are readily available through the Internet.

3. The increasing sophistication of cheating at the high end of sport. Some might say the sophistication has increased since the advent of WADA. Some might say that it has increased even further through the introduction of the biological passport. Whatever the genesis, the fact of the increasing sophistication is undoubted. From micro dosing to manipulation, the clever doper, aided and abetted by clever entourage members, continues to evade detection through the analytical process. And we continue to be haunted by the impunity with which many treat human growth hormone.
4. The continuing vexed issue of costs (legal costs, testing costs, research costs, transport of samples costs and others) which does not need any further clarification or explanation. However are we all providing value for service? Are the returns, based on a corporate model justifying the expenditure? This whole area of value for money is one I realize you will be discussing, but deserves scrutiny and answers. What is the real prevalence of doping? We have for years suggested 1-2% but recent studies suggest double digits. More work needs to be done in this area.
5. CAS.

Faced with these challenges we pursue our regular activities but have looked carefully as to how these might be prioritized. We have identified the following current priorities:

1. **Compliance.** This is one of the foundations of our regulatory function at WADA. We have a compliance report to be delivered to our Foundation Board for approval in November 2011. We are providing a "dummy run" report to the Board this November. Many of the signatories, including many NADOs are not yet compliant. There is work to be done over the coming months, particular in the area of practice of anti-doping programs. The key elements are testing, result management, TUE processes, and education.

2. **RADOs.** This project has been extremely successful. I pass on my gratitude to those of you who have assisted us in various parts of the world. We now must make sure that each RADO can be maintained and sustained. Our testing program going forward will concentrate on tests being done by the RADOs so that all the training that they have had will be put to proper practice.

3. **Biological Passport.** This project which was of course piloted by UCI has reached a situation where it must be advanced and enhanced. Our team is looking very closely at the experiences and information gained from the UCI program. There is more pressure from sport in particular to only include anti-doping activities if they are proven to be cost effective and efficient. Without dwelling on the economic situation, which as I have said already is of course obvious to everyone, it is also appropriate to look at the benefits of programs and rationalize from there the importance of such programs. The next months will spent in looking at the passport and its advantages. While on this topic, I should mention blood collection. We are quite disappointed at the scarcity of samples collected for the purpose of blood analysis. We are aware of the issues relating to collection and transport of blood. However, going forward we must look at ways and means of ensuring that there are a certain number of blood samples collected in any anti-doping program. You all know that some of the prohibited substances and methods can only be detected by blood analysis; these are all serious substances and very serious methods. Blood doping has been around for decades. Are we stopping it? Certainly it does not help if we are not even collecting blood.

4. **ADAMS.** This clearing house is a cornerstone of our work. It is one demanded of us by the Code and is one which requires the involvement of all athletes. In brief, we now have ownership of the ADAMS hardware and software. We are developing it with the benefit of experience and input from stakeholders, so that it becomes the global system. I realize that there are a few here who have different systems and want their systems to be

compatible with ADAMS. For security reasons this is not easy. From a priority workload on ADAMS perspective, it is not as high as others.

5. **Key countries.** Those of you who have been able to read my regular Director General's Report will have noticed that we have a group of targeted countries where their national anti-doping agencies have yet to be established, or are in their infancy. All are strong sporting countries, some are to host important events. This list currently comprises Russia, Brazil, India, Jamaica, Turkey and Nigeria. The activity remains a priority for us.

Moving to something more controversial. How can the fight against doping in sport be enhanced? How can we provide incentives to anti-doping organizations to actually detect the cheating? Some have mentioned to us that it may be better if, for example, the French national anti-doping agency were mandated to test in Germany and the Germans in France, and so on. The point of that piece of devil's advocacy is to isolate and emphasize the fact that there is perhaps no incentive for a national anti-doping agency to detect cheating, rather, there is incentive to paint a picture that their particular country is clean, and it is those across the border or across the seas where the problem exists. What can we all do to incentivize?

There are some who say all our education goes to those who wish to be educated. The bad guys just ignore it.

A similar scenario exists at the sport level. Sport however is subject to national programs where at national anti-doping agency level, testing can take place of those who are within international competence.

What ideas do you have for ensuring there is some incentive to detect those who are cheating? This is not intended to be a sleight nor a direct or veiled criticism. It is a reality and one that we all must confront.

What have we all learned over the last 5 or 6 years? Have we developed or are we entrenched in ways that are historically cemented? Where is the lateral thinking? Where are the energetic leaders?

The protection of the integrity of sport is one of the cornerstones of our activities. It is quite obvious now that sport's integrity is being challenged in other areas. Illegal betting, bribery and corruption are the major challenges. When one realizes that the money that is obtained by the underworld in trafficking prohibited substances is then "laundered" by the use in the illegal betting sphere, then the link between all four is seen. How will sport and how will governments react to these challenges remains to be seen. It may well be that WADA provides a model for expansion, enhancement or replication. Whatever occurs requires some thought. However bribery of doping control officers is not unknown. Others have already attempted to corrupt individuals connected with the accredited laboratories.

Finally, can I speak also about the entourage. We still do not really have an appropriate and consistent way of ensuring that the athlete entourage, when responsible for aiding and abetting, persuading and supplying, can be sanctioned. We must continue to search for ways and means of globally achieving this.

Thank you.