

play true

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THE CODE

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REVISED



Anti-doping community continues collaborative process ahead of 2015



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Photo: WADA

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The online version of *Play True* includes the latest news and information from WADA.

Go to playtrue.wada-ama.org

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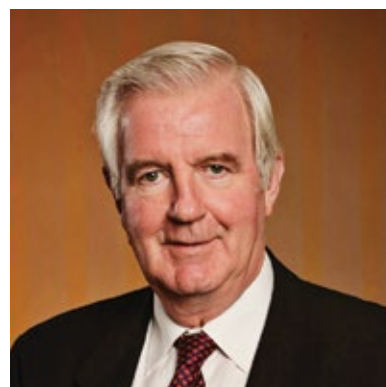
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Continued Commitment

Sir Craig Reedie, WADA President



My first six months in office have been both interesting and fruitful. Underlying all ongoing activity has been the existence of the revised World Anti-Doping Code and the obligations to bring it fully into effect by 1 January 2015.

The anti-doping program at the Olympic and Paralympic Winter Games was the responsibility of the IOC and the IPC, and it was delivered successfully with a small number of cases distracting from the outstanding sport action. WADA arranged an Independent Observer team, and their efforts were warmly welcomed by the IOC. The Outreach Program in the Athlete Villages was a great success, and many athletes used the program to increase their knowledge of the correct anti-doping measures.

The 3rd RADO Conference was held in Kuwait in January with the assistance of the Olympic Council of Asia (OCA). Every RADO was fully represented and enjoyed a program which was both helpful and demanding. The RADO program — which covers 123 countries — is crucial to the worldwide anti-doping movement, and its development was discussed in detail at the Conference.

The Annual ADO Symposium in Lausanne at the end of March attracted 340 attendees from the full spectrum of ADOs who shared experiences and opinions on a whole range of current developments. The Symposium was also chosen to host the meeting of the WADA Athlete Committee. The presence of the

athletes added greatly to the quality of the Symposium. Beckie Scott, the new Chair of the WADA Athlete Committee, made an important presentation to the Symposium and reinforced the clear obligation on all the attendees to protect the rights of the clean athlete.

WADA was also represented at the annual SportAccord Convention in Belek, Turkey. Before the IOC Executive Board meeting I made separate presentations to the Association of Summer Olympic International Federations (ASOIF), the Association of International Olympic Winter Sports Federations (AIOWF), the Association of IOC Recognised International Sports Federations (ARISF) and the members of the International World Games Association (IWGA). All the presentations were well received, and there was a particularly warm atmosphere among the range of International Federations as we presented the necessary steps to adopt the revised Code regulations into their own rules. There was an excellent discussion on the complex project of completing a “risk assessment” in order for each sport to develop their own specific test distribution plans. A high quality working group is already drafting the necessary Technical Document and is enjoying good co-operation with each of the Federations.

I have asked the governments of the world to make every effort to match the commitment of the IOC who have announced a special fund of \$10 million for new and innovative research. It would be regrettable if governments did not make the necessary effort, as

this is a unique opportunity to establish a large and substantial fund which could create a sea change in WADA's efforts to encourage innovative research projects.

The existence of this Fund was also discussed at the annual meeting of the WADA Accredited Laboratory Directors which I attended immediately after the Lausanne Symposium. As you might expect, they were excited at the prospects currently on offer and the potential for further research.

It is also clear that WADA needs to develop closer ties with governments. There is a great need for countries which have ratified the UNESCO Convention to begin turning their attention to implementing the Convention. Anti-Doping will benefit greatly from the creation of legislation, regulation or even administrative measures within governments which will allow the transfer of information to relevant authorities, and will also foster a better legislative base for their own National Anti-Doping Organizations (NADOs). WADA must also be in a better position to help all NADOs become compliant after the adoption of the revised Code.

During the presentations at SportAccord, I stated that I wanted WADA to be both collaborative and impactful. If we are collaborative, we can work closely with all ADOs to meet the challenges we face, and do so through a culture of openness and transparency. We should always be impactful and lead on issues, by instigating awareness and by educating. Our Athlete Committee can play a vital role in making all athletes

“If we are collaborative, we can work closely with all ADOs to meet the challenges we face, and do so through a culture of openness and transparency. We should always be impactful and leading on issues, by instigating awareness and by educating.”

of the issues and by leading on athlete education. WADA must also rationalise all the various education programs, and make these widely available. Directing these to young athletes, perhaps as part of school curricula, might ensure that these young athletes do not make the same mistakes that some senior athletes make today.

There is much to be done as we work toward the introduction of the new Code, but the continued commitment of both governments and the sport movement in a spirit of collaboration will allow us to meet the wish that all anti-doping programs should be robust and of the highest quality. //

// Director General Comment

The Path to a Stronger, Fairer Code

David Howman, WADA Director General



In the previous edition of *Play True* magazine five months ago, I commented on how thorough, coordinated, inclusive and transparent the Code Review process had been over a two-year period. I commented that the next phase, the implementation of the revised World Anti-Doping Code, would require an equal measure of commitment from both sport and government throughout the course of 2014.

Here, writing in this edition midway through the year, I am delighted to say that the energy shown by both sides of the anti-doping community — sport and government — in putting in place the necessary measures ahead of the revised Code's introduction on 1 January 2015, has been hugely encouraging.

Throughout the first half of 2014 I saw a tremendous level of engagement and commitment from all stakeholders. In January, the Netherlands hosted their own Implementation Seminar aimed at getting to grips with some of the crucial steps that need to be taken ahead of the revised Code's introduction. This was followed by a seminar in Japan in February, a SEARADO meeting and the Tackling Doping Conference in Britain in March, and the ADO Symposium later that month. Together, all these events signaled groups of stakeholders intent on prioritizing the various changes to the Code. There is no doubt this is a healthy sign, and bodes well for continued cooperation in the future.

I was particularly impressed by the level of support shown at the ADO Symposium in Lausanne. The event achieved a record turnout — which is testament to its continued growth year-on-year — and included a vocal, actively-engaged audience of representatives of International Federations (IFs), National Anti-Doping Organizations (NADOs), Regional Anti-Doping Organizations (RADOs) and Major Event Organizations (MEOs) who convened to discuss anti-doping strategies, as well as the implementation and practice of some of the finer areas of the 2015 Code and International Standards. Furthermore, it was pleasing to see athletes so well represented through the WADA Athlete Committee, and to see so many of them air their opinions on the revised Code.

The greatest benefit derived from all these events was that WADA was able to hear the areas of concern, and challenges faced from all stakeholders. WADA has listened and responded to these concerns. One example was during the ADO Symposium, when questions were raised regarding the practicalities of sport-specific analysis. WADA took the opportunity to explain the process to a large audience, and to allay any concerns there may have been. Discussing all aspects of the revised Code in such a major forum is a healthy process, and it is something we, the anti-doping community, do so well. Long may this approach continue.

From a WADA standpoint, we take our role of guiding and assisting signatories through this process very seriously indeed. We have a series of Model Rules and Guidelines in place to assist stakeholders in fine-tuning and aligning the rules within their own framework. Protocols offering guidance on Investigations and Intelligence published in 2011 are being updated. A Technical Document providing detail on sport-specific analysis is being issued along with a new Guideline to support the development and implementation of more effective test distribution plans. This will promote a smarter approach to testing.

We need no reminding that the clean athlete remains at the heart of all we do, and so, with that in mind, WADA has written an Athlete Guide to the Code, and has also organized some Webinars designed for athletes seeking clarification on what the new book of rules means for them. WADA will continue to provide information and tools that will help stakeholders in their efforts to level the playing field. This includes education- and values-based projects that cater not only for the athletes of today, but for the athletes of tomorrow, too.

The principle of strict liability remains a core component of the World Anti-Doping Code. WADA will continue to play its part in retaining athletes' trust in the anti-doping system by not just safeguarding the quality of anti-doping programs, but by ensuring the necessary information is available for athletes to make the right decisions, too.

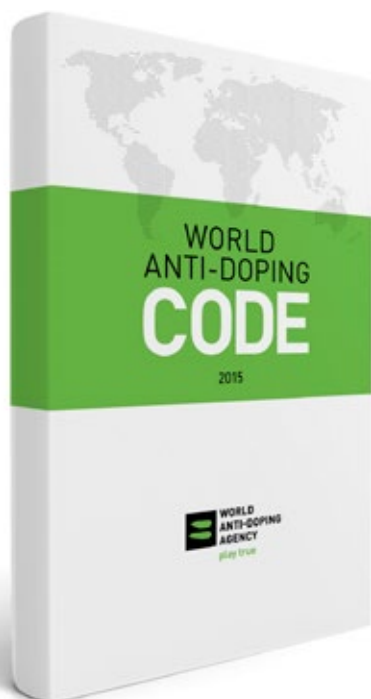
“The principle of strict liability remains a core component of the World Anti-Doping Code. WADA will continue to play its part in retaining athletes' trust in the anti-doping system by not just safeguarding the quality of anti-doping programs, but by ensuring the necessary information is available for athletes to make the right decisions, too.”

By the time of the next edition of *Play True*, we will be working under rules that include: four-year sanctions; a greater emphasis on intelligence and investigations; anti-doping rules that cover not just the athlete but also the athlete's support personnel; and 'smarter' testing that centers on a more bespoke sport-by-sport approach to testing.

2014 is all about the path we take to bring those rules into law. I encourage you all to maintain the diligent and professional approach that has so far this year been seen in abundance, and we can then be assured that we will be introducing a revised Code that will allow for significantly enhanced anti-doping practice. //

// 2015 Code and International Standards

Implementing a Stronger Set of Rules



**In the life of every organization,
there are events that set the
course for the future.**

For WADA and its stakeholders, the 2013 World Conference on Doping in Sport qualifies as such an occasion.

From 12–15 November, more than 1,000 delegates from sport, governments and the anti-doping community convened in Johannesburg, South Africa, to reach a consensus on a set of rules that would provide sport organizations, public authorities, athletes and their entourage a common point of reference for anti-doping programs.



The Conference brought to a close the third World Anti-Doping Code Review, a two-year process of open discussion and debate that extended over three consultation phases.

The result was the approval of the 2015 Code — the most comprehensive, fair and clear answer to tackling doping yet; changes to four supporting International Standards (IS); and the adoption of the Johannesburg Declaration, a formal statement signifying the renewed commitment of both government and sport to a set of rules that protect the rights of the clean athlete.

The World's Anti-Doping Code

WADA maintained a collaborative approach throughout the 2015 Code Review Process to ensure that the resulting Code would be a Code that belongs to everyone; it would be seen as the *world's* anti-doping Code.

WADA provided the online platform WADACONnect to make submission easy and accessible to all stakeholders. Whilst anyone with an interest in the Code could make a submission, the majority came from sport (including athletes), the anti-doping community, government, law, medicine, science, and academia. Of the nearly 3,986 changes submitted, 2,000-plus were pursued.

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To promote transparency, WADA created www.wada2013.org, a website devoted to the Conference. Event proceedings were broadcast onsite, with all event documentation available online. All final drafts and stakeholder interventions from each consultation phase were posted at the close of each session. This included the final draft version of the 2015 World Anti-Doping Code approved and ratified by WADA's Foundation Board on the final day of the Conference.

Of the Code Review Sessions, two were dedicated to Sports Movement Interventions and two to Public Authority Interventions. It was during these sessions that participants delivered three-minute testimonials.

Sport Movement proponents included athletes and representatives of the IOC, IPC, IFs, NOCs, INAS (International Federation for sport for para-athletes with an intellectual disability), the Commonwealth Games Federation, the Court of Arbitration for Sport (CAS) and laboratories.

Public Authority interventions were delivered by athletes, ministers, senior government officials, NADOs representing countries from around the world, and RADOs.

Speakers reiterated their overwhelming support for the principles of the revised Code, in particular advocating:

- Stronger sanctions whilst allowing flexibility.
- Greater emphasis on risk assessment and smarter testing.
- Implementation by all Anti-Doping Organizations of the revised Code and Standards in a responsible, effective way.
- Maintaining WADA's status as an independent organization.

Athletes shared poignant, personal stories and expressed their views on how best to protect clean sport.

Five-time Olympian and WADA Athlete Committee Member Cydonie Mothersill spoke in favor of the reliance on education and information in anti-doping.

"It is not only important for athletes to know their rights and responsibilities, but it is equally important that coaches, managers and agents are aware," said Mothersill. "With the implementation of the 2015 Code, they can also be held accountable, which I believe to be an important step in keeping sport clean."

THE FOURTH WORLD CONFERENCE ON DOPING IN SPORT BROUGHT TOGETHER:

- ▶ Athletes
- ▶ Ministers of Sport
- ▶ Senior Government officials
- ▶ National Olympic Committees (NOCs)
- ▶ International Sports Federations (IFs)
- ▶ Intergovernmental organizations
- ▶ International Olympic Committee (IOC)
- ▶ International Paralympic Committee (IPC)
- ▶ National Anti-Doping Organizations (NADOs)
- ▶ Regional Anti-Doping Organizations (RADOs)

“ We must, as nations of the world, create an environment that will ensure that when future generations reflect upon our times, they would point to our sports fields, courts — wherever sport is played — and say, ‘This is where honesty, integrity, honour, valor and truthfulness prevailed, and must continue to prevail. ”

- Fikile Mbalula, Minister of Sport, Sport and Recreation South Africa

“It is not only important for athletes to know their rights and responsibilities, but equally important that coaches, managers and agents are aware. With the implementation of the 2015 Code, they can also be held accountable, which I believe to be an important step in keeping sport clean.”

- Cydonie Mothersill, five-time Olympian and WADA Athlete Committee Member

Other speakers — all of whom called for stronger action in the fight against doping — included Olympic champion swimmer Kirsty Coventry, world skeleton champion and WADA Foundation Board member Adam Pengilly, Olympic gold medalist and WADA Executive Committee and Foundation Board member Beckie Scott, former Argentinean National Rugby Captain Felipe Contepomi, five-time Paralympian Todd Nicholson, and Matt Dunn, three-time Olympian and a member of WADA's Athlete Committee and the FINA Board. (See *Play True's* interview with Dunn on page 25.)

Several athletes, including Beckie Scott, voiced their support for stronger sanctions as a deterrent to potential dopers. A member of WADA's Executive Committee and Foundation Board, WADA's Athlete Committee and the IOC Athlete Commission, Scott regards the 2015 World Anti-Doping Code and Standards as “another positive step toward sport that is more clean, sport that is more fair, and sport that continues to have integrity and respect as its very essence ... at its heart. And this, above all, is what the athletes want.”

Corresponding Review and Adoption of Four International Standards

The second and third Code Review consultation phases included the review of four International Standards (IS). These Standards work alongside the Code to align anti-doping regulations globally.

During the 2013 World Conference, Draft Standards were presented in individual review sessions. Revised Standards published on the event website were then adopted by WADA's Executive Committee.

These Standards support the 2015 Code in the following areas: Therapeutic Use Exemptions (ISTUE), Protection of Privacy and Personal Information (ISPPPI), Laboratories (ISL), and Testing and Investigations (ISTI), which reflects a new Code emphasis on investigative approaches to anti-doping.

With the revised Code, the amendments to the Standards go into effect on 1 January 2015.

Evolving in a Rapidly Changing Landscape

To realize the extent of the progress made with anti-doping and the Code, it is important to remember that there was not always one set of rules in place covering every sport and every country.

The global consistency we see today results from significant advancements in anti-doping. It is now expected that certain standards are upheld and quality criteria met if anti-doping is not to fall short of what is accepted.

The first version of the Code was ratified in March 2003, more than 10 years ago, and went into force on 1 January 2004.

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“We need to help the clean athletes to ensure they are burdened as little as possible. To do so we must share information between anti-doping organizations, prioritize the right technology for all those athletes that are providing their whereabouts, and strongly sanction those who are cheating, be it athletes or any member of their entourage.”

- Claudia Bokel, Olympic silver medalist and world champion in fencing; Member of the IOC; President, IOC Athletes Commission

In 2006, WADA initiated the now familiar three-phase collaborative consultation process for the practical review and fine-tuning of the Code's provisions. Following the publication of several preliminary drafts, the revised Code was adopted by WADA's Foundation Board and endorsed by delegates at the Third World Conference on Doping in Sport in Madrid on 17 November 2007. The revised Code took effect on 1 January 2009.

Just as the 2004 and 2009 Codes addressed the issues of their time, the 2015 Code responds to current challenges, whilst continuing to provide strong, simple and fair solutions that unite all members of the anti-doping community in their vision toward tackling the scourge of doping and protecting the rights of the clean athlete.

WADA's Role in Code Implementation and Practice

With the revised Code and International Standards taking effect at the start of 2015, WADA's primary focus this year is to assist Anti-Doping Organizations (ADOs) in adjusting their rules to accurately reflect the upcoming changes.

WADA is producing materials to ensure athletes, support personnel, ADOs, governments, the CAS, WADA accredited laboratories and media are all educated on the changes taking place and what the new rules mean for them.

Model Rules

As part of its guidance role, WADA has published sets of Model Rules to be published throughout 2014. Model Rules cover all areas related to changes in the Code, and will help Signatories draft rules and amend clauses in line with the revised Code.

Athlete Guidance

Athletes are at the center of the 2015 Code. To assist athletes in their interpretation of the Code, and to help them understand what it means for them, WADA

is producing multiple targeted communications. An athlete-friendly Athlete Guide to the Code will be available as an online resource, focusing on the main areas of importance.

Technical Documents (TDs) and Protocols

To support ADOs in the implementation process, WADA is producing Technical Documents (TDs) and Protocols that address specific changes to the Code.

Examples:

- Technical Document for Sport-Specific analysis (TDSSA) — represents a move towards a more bespoke sport-by-sport approach to testing and analyses. WADA is working with International Federations (IFs) and other Anti-Doping Organizations (ADOs) to develop the minimum level of analysis for certain substances within each sport and discipline.
- Intelligence and Investigations Protocols — originally published in 2011, these protocols are being updated in order to provide current guidance to governments on changes that need to be made to their rules and regulations. This document also includes details on how the sharing of information and intelligence between ADOs, and ADOs and law enforcement agencies, should operate in practice.

Guidelines

- In addition to the Model Rules, WADA will be providing ADOs with a set of Guidelines to assist with the implementation of changes to the ISTUE, ISL, ISTI and Results Management. These will include several associated Collection Guidelines.
- The ISTI Guideline will support the development and implementation of more effective test distribution plans. This will promote a smarter approach to testing. //

“ Our ability to employ science and medicine as a tool to promote and protect the health of athletes continues to improve. Engaging private industry, public health regulatory bodies, and law enforcement organizations in a consultative role is paying dividends. WADA's Science Department is to be congratulated for its innovative approach to what was not long ago regarded as an intractable problem. ”

- Michael K. Gottlieb, WADA Foundation Board Member for the Americas
(on behalf of the U.S. Government)

2015 CODE REVIEW

3

Consultation
Phases

18

Months of
Consultation

150

Monthly Updates
to Stakeholders

314

Individual
Submissions

3,986

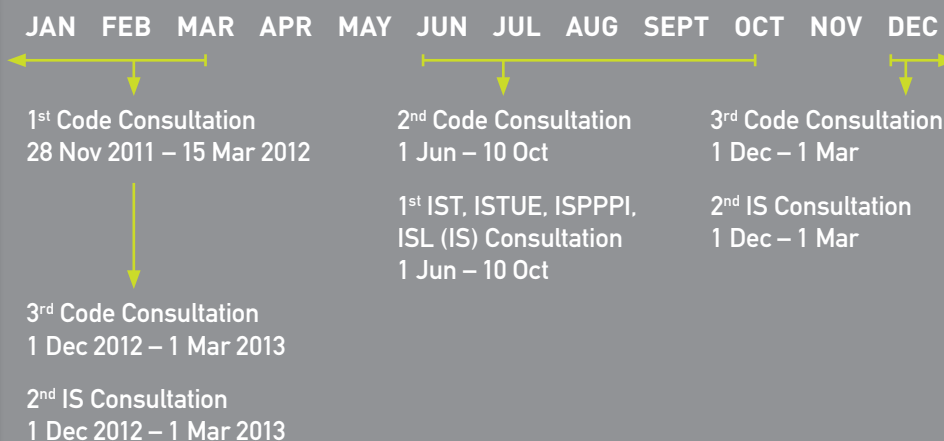
Comments
Submitted

2,000+

Changes
Made

2012 CONSULTATION PHASES

2013 CONSULTATION PHASES



“Anti-doping is a huge issue affecting all levels of all sports. We can all help provide the right safe choice for all our athletes. To all stakeholders involved in sport, speaking on behalf of athletes around the world, I ask you to do all you can to provide outreach activities, communication, education and accessible information to all your athletes.”

- Todd Nicholson, Chair, International Paralympic Committee Athletes' Council

A Strong, Fair Set of Rules

The revised Code included 2,000-plus changes, all of which encouraged a quality-driven approach to anti-doping and a renewed focus on protecting the rights of the clean athlete.

The changes supported seven themes:

Sanctions

- Athletes called for a longer period of ineligibility for intentional cheats, whilst maintaining flexibility for inadvertent, unintentional doping. Athletes were clear in their message: longer sanctions — which would include an athlete missing an Olympic Games — will act as a greater deterrent.
- For Presence, Use or Possession of a Non-Specified Substance, the period of ineligibility is now four years, unless the athlete can establish that the violation was not intentional (“Intentional” means knowing an action constitutes an anti-doping rule violation, or knowing the conduct to be risking an anti-doping rule violation, and doing it anyway.)
- The period of ineligibility for an athlete found to have No Significant Fault for an Adverse Analytical Finding involving a “Specified Substance” or a Contaminated Product may range from a reprimand to a two-year suspension.
- The window in which an athlete may accumulate three Whereabouts failures or missed tests decreases from 18 to 12 months.

Human Rights

- Stakeholders requested consideration of proportionality and that human rights be expressly stated in the Code.
- The mandatory public disclosure of anti-doping rule violations need not occur until after the final appellate decision. Under the current Code, disclosure was required after a hearing.

- Mandatory public disclosure of anti-doping rule violations is not required for Minors or Athletes who are not International- or National-Level Athletes. Furthermore, a minor need not establish how a prohibited substance entered his or her system in order to establish No Significant Fault.

Investigations

- Testing alone will not catch cheats; non-analytical methods are now considered a useful ‘bolt on’ to traditional testing.
- The role of investigations needs to be expressly stated in the Code, as should the importance of cooperation of governments and all stakeholders in ADRVs.
- Introduction of proper rules, regulations and laws by governments will assist with the sharing of information amongst ADOs.
- The roles and responsibilities of IFs, NOCs, athletes and support personnel have been expanded to require cooperation with ADOs investigating ADRVs.
- The statute of limitations increases from eight to 10 years, with recent events demonstrating that sophisticated doping schemes can take a long time to be uncovered.

Athlete Support Personnel

- Anti-doping cannot be limited to the athlete alone, but must include the coach, physician and athlete’s ‘influencers.’
- Recent doping cases have highlighted the role support personnel can play.

- Accountability assigned to these personnel through specific roles and responsibilities provides anti-doping authorities with new rules.
- IFs and ADOs are now required to automatically investigate any Athlete Support Personnel that are, a.) involved in any ADRV by a minor or, b.) providing support to more than one athlete found to have committed an ADRV.
- “Prohibited Association” addresses an athlete’s involvement with support personnel who have committed an ADRV, whether that be the possession, administration or trafficking of a prohibited substance, or another ADRV identified in the Code.

Testing and Sample Analysis

- Consistent, smart testing and sample analysis across all ADOs is needed.
- A move towards a more bespoke sport-by-sport approach to anti-doping.
- Identification of Prohibited Substances and Methods for sport-specific analysis will improve the efficiency of anti-doping programs.
- ADOs are to use these risk assessments to develop their Test Distribution Plan.

Balancing the Interests of IFs and NADOs

- Given their critical role in the fight against doping, IFs and NADOs need clear, balanced responsibilities.

- Changes include the confirmation of respective TUE authority, control and recognition.

Clearer Code

- A streamlined Code supports WADA’s effort to focus on the athlete and ensure they interpret the Code and understand what it means for them.
- Signatories are also considered in the challenge to balance competing needs for a thorough, harmonious Code alongside a Code that is shorter and less technical. //



// 2015 Code and International Standards

Johannesburg Declaration

Adopted by the World Conference on Doping in Sport
Johannesburg, South Africa, 15 November 2013

Concerned by the persistent threat that doping in sport represents, in total contradiction with the spirit of sport and to the detriment of the health of athletes;

Emphasizing the need to protect all clean athletes, to preserve the integrity of sport competitions and to ensure a level playing field;

Appreciating with gratitude the support given and active role played by the Olympic and Sports Movement, the Governments and the other stakeholders in the fight against doping in sport;

Disturbed by the fact that not only athletes, but also their entourage, including agents, coaches, medical and scientific personnel as well as other professionals, continue to be involved in doping activities;

Alarmed by the increased involvement of organized crime in doping in sport;

Grieved by the use of a wide variety of drugs, counterfeit drugs and illicit substances for non-therapeutic purposes, in particular by athletes and young people;

Emphasizing the need to encourage more investigations into doping practices as a complement to efficient testing programs;

Insisting that the sharing of information between the Olympic and Sports Movement and Governments, including National Anti-Doping Organizations, is absolutely necessary to increase the efficiency of the fight against doping in sport;

“ One of the principles of WADA is to have a harmonized set of rules for athletes and sporting organizations in all jurisdictions. Having one set of rules allows for a fair and level playing field for all athletes, in all sports, in all countries. However, this is only effective if all stakeholders implement those rules uniformly. ”

- Dr. Bob McCormack, Canadian National Olympic Committee



Stressing the need to increase and intensify the complementary and joint efforts of the Olympic and Sports Movement, National Anti-Doping Organizations, Governments, Inter-governmental and Non-governmental Organizations in the fight against doping in sport;

Convinced that new resources and partners for cooperation need to be mobilized in order to secure further scientific research to strengthen the fight against doping in sport;

Insisting that all athletes and their entourage from every country and in all sports receive the anti-doping education they deserve and require, with clear division of responsibility between stakeholders;

Reaffirming that the adoption, implementation and review of the World Anti-Doping Code are essential steps for an effective fight against doping in sport;

Recognising that the World Anti-Doping Code has proven to be an effective instrument for the fight against doping in sport;

Commending the 176 countries that have ratified the UNESCO Convention against doping in sport as of 1 October 2013 and encouraging all remaining countries to ratify such convention;

Expecting effective compliance with the UNESCO Convention and the World Anti-Doping Code through enforceable laws and rules as well as through an effective monitoring of program quality;

Expressing deep gratitude to the Government and the people of South Africa for hosting this Conference.

(continued on page 16)

“ Although we will never be able to cover every scenario, we can make every endeavor to do so now and in future revisions. As an ex-athlete, I hope all stakeholders will be able to use the new WADA Code with maximum effect to protect all clean athletes and ensure a level playing field. ”

- **Matt Dunn**, Former Olympic freestyle and medley swimmer;
Member, WADA Athlete Committee and FINA Board

The World Conference

As to the Review and Amendment of the World Anti-Doping Code

1. *Views with appreciation* the approval by the WADA Foundation Board of the revised World Anti-Doping Code (2015 Code), which will enter into force on January 1st, 2015, following a thorough, open and transparent global consultation process.

As to the World Anti-Doping Agency

2. *Commends* WADA for its remarkable, efficient and progressive leadership in the fight against doping;
3. *Confirms* its full support for WADA as the independent leader in the fight against doping;
4. *Urges* that compliance standards for anti-doping programs be raised and monitored more on quality than quantity;
5. *Endorses* the reiterated commitment by the Olympic Movement and Governments to provide equal funding (50% each) of WADA's approved annual core budget and stresses the need to seek and provide additional resources.

As to the involvement of the National and Regional Anti-Doping Organizations

6. *Requires* National and Regional Anti-Doping Organizations, to implement and be fully compliant with the 2015 Code.

As to the involvement of Governments

7. *Requires* Governments to put into place effective and enforceable legislation, regulations and procedures;
8. *Supports* the commitment of Governments to develop practices and policies to reinforce cooperation, including inter-governmental cooperation and the sharing of information, in particular with the Olympic and Sports Movement;

“ Recognizing doping as a ‘social’ issue, we would like to welcome how education and preventative measures are more focused than ever before in the new Code. All of us share the significance of the values-based education and instilling good values in young people leads to a drug-free sport. ”

- Hidenori Suzuki, President, Japanese Anti-Doping Organization



WORLD CONFERENCE ON DOPING IN SPORT

9. *Encourages* Governments of countries without a National Anti-Doping Organization to establish one or to join a Regional Anti-Doping Organization in cooperation with their National Olympic Committee.

As to the involvement of the Olympic and Sports Movement

10. *Requires* the International Olympic Committee, the International Paralympic Committee, International Sports Federations, National Olympic Committees, National Paralympic Committees and Major Event Organizations to implement and be fully compliant with the 2015 Code;
11. *Emphasizes* the need for closer cooperation at all levels between the Olympic and Sports Movement on the one hand and Governments and all other concerned parties on the other.

As to the further involvement of all Signatories and other interested parties

12. *Insists* on the need for all stakeholders to urgently intensify the fight against doping, to mobilize the required resources to that effect and to assist in providing WADA with adequate funding.

DECLARATION

The Johannesburg World Conference on Doping in Sport reaffirms that the ultimate objective of the fight against doping in sport is the protection of all clean athletes and that all concerned parties should commit all required resources and resolve to achieve that objective by intensifying the fight.

“ I strongly believe that athletes need to get involved. They need to speak up, ask questions, and show that they care about the matters which so profoundly affect them. ”

- **Beckie Scott**, Olympic gold in cross country skiing,
Member, WADA Executive and Foundation Board, WADA Athlete Committee Chair,
International Olympic Committee (IOC) and IOC Athlete Commission

Introducing ALPHA: A Fresh Approach to Anti-Doping eLearning for Athletes

Until recently, elite athlete anti-doping education centered on event-driven outreach programs providing “just-in-time” knowledge, yet research and maturity acquired in anti-doping now show that information alone will not prevent doping.

WADA has channeled this greater understanding and knowledge into what is known as the Athlete Learning Program about Health & Anti-Doping (ALPHA), a program launched at the WADA Anti-Doping Organizations Symposium in March.

ALPHA adopts a fresh approach to anti-doping education by addressing how an athlete’s attitudes shape his or her intentions, and ultimately determine doping or anti-doping behaviors.

ALPHA also approaches doping issues from a positive mindset. “Instead of telling athletes ‘Don’t do this or that,’ which can come across as negative and daunting, ALPHA provides athletes with solutions,” explains Rob Koehler, WADA’s Director, Education & Program Development. “We want athletes to understand that a number of options and actions are available to them. None involve doping and all take into consideration an athlete’s need to perform and succeed.”

In development for nearly two years, ALPHA brought together leading psychologists, behavioral scientists, education technologists, eLearning specialists, prevention specialists, as well as video testimonials from WADA’s Athlete Committee.

Athlete focus groups also contributed to the team approach, as athlete feedback was cited as central to ALPHA’s continual improvement and enhancement.

ALPHA was designed to be a state-of-the-art resource that Anti-Doping Organizations could easily implement and sustain. The program is available in English, with French and Spanish versions to follow later this year. Stakeholder demand will determine the need for further languages to follow.

Education on Doping Issues and Clean Solutions

ALPHA consists of eight sessions and takes two hours to complete. Athletes are encouraged to take the course in several stages. Progress is then saved from one visit to another.

A pre- and post-course anti-doping knowledge test and attitude survey are included to evaluate the effectiveness of the program. An ‘About You as a Person’ questionnaire measures the athlete’s level of kindness towards others. Responses can be submitted only once, and those that relate to attitude and kindness questions are anonymous.

A score of 80% or higher is required for ALPHA certification, though athletes with insufficient scores are able to repeat the program.

“Instead of telling athletes ‘Don’t do this or that,’ which can come across as negative and daunting, ALPHA provides athletes with solutions.”



ALPHA

ATHLETE LEARNING PROGRAM ABOUT HEALTH & ANTI-DOPING

Overview

- 8 Sessions
- Pre- and Post-Test Attitude Survey
- 2 Hours completion time

Sessions

- Doping Control Process
- Whereabouts
- Therapeutic Use Exemptions
- Results Management
- Medical Reasons Not To Dope
- Ethical Reasons Not to Dope
- Practical Help to Stay Clean
- Dealing With Pressure

Individual Session Components

- Instructions
- Issue
- Tutorial
- Additional Resources
- WADA Library
- Reasoning Challenge
- Solution

The Pledge*

I am an athlete who has the right to participate in clean sport. I will embrace the spirit of sport, respect my competitors, my sport and all those involved in my sporting endeavors. I will **play true** and **SAY NO! TO DOPING**.

*Athlete signature optional

ALPHA's first six sessions address the World Anti-Doping Code requirement for athletes to be educated on the following: Doping Control, Whereabouts, Therapeutic Use Exemptions and Results Management processes, and medical and ethical reasons not to dope. Sessions seven and eight offer practical help on how to stay clean and how to resist the pressure to dope.

Each session opens with a brief animated scenario depicting two athletes discussing a doping issue. An audiovisual tutorial follows this exchange. Relevant anti-doping terminology is bolded in blue, the definition appearing on mouse-over.

Each session closes with a scenario of the two athletes reviewing solutions: the tools and options available to the athlete to stay clean and never to engage in doping out of ignorance or vulnerability.

The Pledge to Play True appears at the start and finish of the program that athletes can sign to demonstrate their commitment to clean sport.

Peer-to-Peer Testimonials

ALPHA includes several candid video testimonials from elite athletes. These peer-to-peer testimonials provide a point of reference, particularly on the role of patience and failure in sporting life.

Setbacks are part of the process. WADA Athlete Committee Member Andréanne Morin speaks from experience. It took eight years for the three-time Olympian in rowing to win her silver medal.

Experiencing ups and downs with periods of training hard, but not playing well, are considered part and parcel of sport's nature.

"You just have to know you will start playing well again. It's about having confidence that you're doing the right thing," says Pedro Yang, Olympic badminton player

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“Once athletes believe a process is legitimate, they are more likely to accept it. Present the rationale behind the multiple processes involved in doping control, and athletes immediately make the connection.”

and member of the International Olympic Committee Athletes' Commission. “We all fail in sports. But it is by failing that we learn to be better.”

Legitimacy and Acceptance

ALPHA also recognizes the relation of legitimacy to athlete acceptance.

WADA's Manager, Education Léa Cléret explains: “Once athletes believe a process is legitimate, they are more likely to accept it. Present the rationale behind the multiple processes involved in doping control, and athletes immediately make the connection,” she says.

For ALPHA's interactive “Reasoning Challenge” card game, athletes validate the rationale for clean sport. Athletes are asked to shuffle the deck, then click and drag the card that they think best completes the missing piece of an “if, then” statement related to doping.

Dynamic Duos: Coach True, Play True and ALPHA

ALPHA is the latest initiative to have joined WADA's stable of eLearning tools, which includes *Coach True*, *Play True Challenge* and *Play True Quiz*.

In order to reinforce an effective cycle of anti-doping awareness and education, a combination of either the *Youth Quiz* and *Play True Challenge* (for ages 13–17), or the *Quiz* and *ALPHA* (for ages 18 and older), can be adopted.

Koehler outlines the game plan:

1. WADA's Outreach Center raises anti-doping awareness at major sports events.
2. Athletes register and take the *Play True Quiz*, providing their e-mail address.
3. Shortly after, these athletes receive an e-mail on ALPHA certification.
4. The athletes enroll, complete the program and are certified.
5. A sixth-month booster session coincides perfectly with the next event. WADA's Outreach Center performs double-duty: raising awareness and collecting data.

“ALPHA positions athletes at the center of their world,” concludes Cléret. “Athletes learn essential facts on anti-doping processes, how to handle risk situations, and are equipped with the tools they need to progress and compete clean.” //



// ADO Symposium

Record-breaking numbers attend WADA Symposium as anti-doping community looks ahead to new era

More than 340 anti-doping experts from regions across the world met in Lausanne, Switzerland on 25 and 26 March, for the 10th edition of WADA's annual Symposium for Anti-Doping Organizations (ADOs).

The theme of this year's Symposium, 'A New Era for the Fight against Doping', saw representatives from a wide range of ADOs — in particular International Sport Federations (IFs), National Anti-Doping Organizations (NADOs), Regional Anti-Doping Organizations (RADOs), and Major Games Organizers

— discuss anti-doping strategies, as well as the implementation and practice of the 2015 World Anti-Doping Code and International Standards. Participants discussed and debated ideas through a series of presentations, roundtables and break-out discussions.

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“The popularity of the Symposium continues to grow, year on year” said Frédéric Donzé, Director of WADA’s European Regional Office and IF Relations.

“This reflects not only the uniqueness of the event, but also the strong interest and willingness of anti-doping administrators to interact with each other, to share expertise, and to strengthen the level of cooperation between their organizations in order to protect clean athletes. This year’s Symposium proved to be another excellent occasion for ADOs to brainstorm strategies and to recognize the need for the anti-doping community to explore creative opportunities to work together effectively.”

“The protection of clean athletes is at the heart of everything the anti-doping community does.”

- WADA President Sir Craig Reedie

Participants were welcomed by WADA’s President, Sir Craig Reedie, and Director General David Howman, who delivered introduction speeches.

During the two-day event, anti-doping experts addressed key priorities and developments in the global anti-doping environment with an emphasis on better practice. In

particular, participants discussed ways to optimize their ongoing implementation processes, and the upcoming practice of the 2015 Code and Standards.

For much of the Symposium, the focus was on providing guidance on the practical implementation of anti-doping strategies intended to supplement current tools, including the use of investigations and intelligence, the implementation and further development of the Athlete Biological Passport, and new education tools.

Running in parallel to the Symposium, WADA’s Athlete Committee was in Lausanne to hold its first meeting of the year, and the Committee was able to participate actively in parts of the event. This was an opportunity for the Symposium participants to interact with Athlete Committee Chair Beckie Scott and Committee Member Felipe Contepomi, who shared their experiences and views.

“The protection of clean athletes is at the heart of everything the anti-doping community does,” said WADA President Sir Craig Reedie. “Having the chance to interact with these fine athlete ambassadors over the course of two days was hugely beneficial for the participants. Their ongoing input will help us all become smarter in the way we conduct our daily work to protect the integrity of sport.”

The 2015 edition of WADA’s ADO Symposium will be held on 24 and 25 March in Lausanne. //

Photo: WADA Athlete Committee congregate in Lausanne



// ABP



The Steroidal Module: Creating a Stronger Athlete Biological Passport

WADA's Director of Medical Dr. Alan Vernec explores the benefits the Steroidal Module will bring to the Athlete Biological Passport.

Background

Longitudinal profiling of an athlete's biological variables (or biomarkers of doping), has existed since before WADA was created. Although the foundations for both the Haematological and Steroidal modules have been around for many years, it was following the 2006 Winter Olympic Games in Turin when WADA recognized the need to create a robust scientific and legal framework for the longitudinal analyses. WADA, with the participation of international Federations, brought together a group of experts, and it was this which culminated in the publication of the first WADA Athlete Biological Passport (ABP) Operating Guidelines in 2009. This first version of the guidelines included only the Haematological Module.

Haematological Module

There are now more than 40 Anti-Doping Organizations running the Haematological Module of the Athlete Biological Passport program, and the sport community is beginning to see the results. There has been a 240% increase in blood doping cases, with a total of more than 300 athletes sanctioned in the period from 2008–2013, compared to the period prior to the introduction of the ABP. This is a step forward in current anti-doping practice.

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Haematological Module

40+

240%

Blood doping cases



2008–2013

300+



Athletes
Sanctioned

The [Steroidal] Module works by analyzing an athlete's steroidal variables which are collected over a period of time through traditional urine testing. The longitudinal profile is then analyzed to determine if any atypical patterns are present.

Arrival of the Steroidal Module

With the increasing success we were beginning to see with the Haematological Module, the next step was for WADA to look at introducing a new module to detect the use of exogenous steroids. The same basic principles and processes that already existed in the ABP Guidelines were applied to the evaluation of the steroidal profiles. This Steroidal Module was launched at the start of this year.

How it works

As with its haematological (blood) equivalent, the Steroidal Module is based on the premise that samples collected over time will demonstrate an athlete's normal physiological levels which are unmodified by any doping practice. The Module works by analyzing an athlete's steroidal variables which are collected over a period of time through traditional urine testing. The longitudinal profile is then analyzed to determine if any atypical patterns are present.

The ABP uses the athlete's own values rather than population values as a basis for evaluation. Most people have a Testosterone: Epitestosterone (T:E) ratio of 1:1, although there is some variation. If this T:E ratio was greater than 4:1, then the laboratory would have performed an Isotope Ratio Mass Spectrometry (IRMS) analysis to detect the use of exogenous (from outside the body) steroids. With this 'population reference' approach, only high values would result in IRMS testing. Now, however, the WADA ABP's 'intra-individual' approach can distinguish between when the IRMS test should and should not be performed. Overall, this allows for a more refined, efficient and ultimately less costly evaluation. Laboratories will enter the data, the Adaptive Model (the algorithm inside WADA's ABP in ADAMS) will then analyze this data, and if there is an atypical pattern based on the athlete's own expected values, then a notification will be sent for the laboratory to automatically conduct the IRMS.

Benefits

This more personalized approach avoids excessive IRMS for athletes with naturally high T:E ratios, cutting out any waste and reducing costs, and also ensures that those athletes with abnormally low T:E ratios, who previously could stay under the radar of the testers, are on notice that they too will be under scrutiny for possible doping.

The Steroidal Module differs from the Haematological Module in that the former does not need to be 'adopted' by ADOs. The Steroidal Module operates through existing urine testing. There is no need for additional tests or administrative work, and therefore the costs are the same as the cost of traditional testing. However, there may be occasions where the IRMS is negative even though the pattern is atypical. This would require extra evaluation by experts, whether by the ADO or via an Athlete Passport Management Unit (APMU) associated with WADA laboratories.

Both modules of the ABP should complement each other and be integrated into an ADO's overall anti-doping program. The ABP allows the anti-doping community to identify and target athletes for specific analytical testing by interpreting the data in an intelligent and timely fashion, but can also be used to directly pursue rule violations as stated in the Code.

The efficient function of the ABP — both Steroidal and Haematological Modules — is predicated on the use of the Anti-Doping Administration Management System (ADAMS), which is used by the majority of ADOs. The introduction of the Steroidal Module will allow organizations to strengthen their programs by a simple and automated use of data already collected in urine samples. The Module offers a strategic way to fight doping in sport, and will act as a strong deterrent to doping as the anti-doping community moves forward. //

// Athlete Profile

Matthew Dunn:

Setting Goals and preparing for success

Play True caught up with Matthew Dunn, the Australian former Olympic freestyle and medley swimmer, to talk about life as an elite athlete and his current involvement in promoting clean sport as a FINA Board member and member of WADA's Athlete Committee.

Matthew Dunn grew up in Leeton, a small country town in New South Wales emblematic of Australia's passion for sports. Come weekday or weekend, it wasn't uncommon for Leeton kids to participate in three or four different sport competitions.

As a young boy Matt was no different, except for having to battle chronic asthma.

On doctors' orders, Matt added swimming to his sport activities to increase the volume and capacity of his lungs.

With the nearest indoor heated pool more than 30 miles away, morning swims required waking up at 5 a.m. While his parents chatted, Matt usually fell asleep in the back seat.

Going the distance in swimming paid off, as Matt gradually became stronger. By the age of 10, he was winning multiple school competitions and, as a result, his parents encouraged him to focus on swimming and to cast other sports aside.

The once sickly child was growing up rapidly, and was well on his way to becoming the "iron man" of Australian swimming.

At what point did you become aware of doping in sport?

I suppose doping first came to light when I trained at the Australia Institute of Sport in Canberra and began to qualify for open competitions. The Australian Olympic Committee and the Australian Sports Commission were



Australia's Matthew Dunn in action at men's 400m individual medley heat of World Short-course Championships in Hong Kong, 1999. Photo: Reuters Photography

very proactive in promoting anti-doping education. We had a very good support network around us. The doctors, physiologists and coaches were also very well educated in all matters anti-doping.

Did you ever feel team pressure to dope?

Throughout my entire career I was never exposed to individual or team pressure to dope.

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“The Code is a document that really has no teeth unless the governments and federations of the world use it to its full effect. If they can do that, and are well funded and supported, then we will start to see its impact.”

Do you think the pressure to dope exists in other sports?

Certainly. Probably the most recent examples of this were the various accounts of doping pressures within cycling which culminated in the Lance Armstrong case. I've also spoken with some members of WADA's Athlete Committee about their experiences with team pressure to dope and it seems that these influences are more prevalent in certain sports. Pressure to dope may exist in swimming, but it is not something I have experienced.

You achieved a great deal in your career as an elite athlete, but likely went through times where you were frustrated or had doubts – what would your advice be to young athletes just starting to compete at this level?

Whenever I had doubts, setting goals was the priority. I would review my goals and preparation to determine where I needed to be at a certain point in time.

Towards the end of my career, I had built up a level of confidence and capacity that comes from years of training. But there are certain points when you know you are in a bad cycle.

I'd always try to do something a little out of the norm in my training or preparation in order to break the cycle. For example, coming into an Olympics, you're very focused on eating all the right food and doing all the right things. Part of breaking the cycle might actually be going out for a nice dinner or having a weekend away as opposed to overloading your mind on getting back on track.

Sometimes it's about taking a step back, readjusting your mental state and not over-thinking everything.

Given the level of athleticism in your family, any or all of your sons may grow up to be elite athletes — what would your advice to them be?

The advice I'd give them today: get the best out of yourself. If you come in last, but have done the best you could, and tried your hardest, then be happy. We'll encourage you and support you. But, if you don't try or don't put in the effort, then you're wasting your



Australian Matthew Dunn reacts to winning the final of the mens 400 metres individual medley at the Pan Pacific Swimming Championships held at the Sydney Aquatic Centre in Homebush Bay August 23. Dunn's time was four minutes 16.54 seconds. Photo: Reuters Photography/Will Burgess

time and everyone else's. This approach obviously needs to have a foundation of enjoyment, especially in the early years.

How did your rigorous training and discipline carry over to your life after sport?

It's always a difficult transition. I was quite fortunate. I kept my hand in university all the way through my career, even though my travel commitments were quite onerous toward the end. When I retired from sport, I had two strategies: there was a Plan A and Plan B. The first plan was to get some experience in the workforce. If I found something I loved within two years, I would do it. Otherwise, I'd go back to university and complete my tertiary education, which I did. The education process effectively gave me enough of a foundation and understanding to know what I wanted to do.

My advice to young athletes would be to get that foundation while they are still competing. I know this would have saved me a lot of time and energy,

Matthew Dunn:

Three-time Olympian, Four-time World Record Holder

• **1994**

Announces his arrival on the world stage at the Commonwealth Games in Victoria, Canada, defeating Curtis Myden in the 400m Individual Medley and setting a new Commonwealth record. Also wins Gold in the 200m Individual Medley and the 4x200m Freestyle Relay.

• **1996**

Representing his country at the second of three consecutive Olympic Games, Matt smashes the Australian record in both the 200m and 400m Individual Medley, finishing fourth in both finals.

• **1997**

Wins seven gold and five silver medals, and lowers the 100m and 400m Individual Medley Australian records. Later that year at the World Short Course Championships, Matt strikes gold in the 200m and 400m Individual Medley and the 4x200m Freestyle.

• **1998**

As part of 'The Fab Four' alongside Michael Klim, Ian Thorpe and Daniel Kowalski, Matt takes home the gold at the Kuala Lumpur Commonwealth Games and breaks the 4x 200m Freestyle Relay World Record.

• **2001**

Retires from competitive swimming.

• **2004–2011**

Having achieved a Master of Commerce from Sydney University prior to setting up his own real estate development company, Matt is named a member of WADA's Athlete Committee.

• **2012**

Appointed to the FINA Board of Directors.

and I would have been more comfortable in my career. But it's very difficult to educate athletes just by talking to them. They really need the context of their own life to fully understand such advice, and this will be further supported if it is part of the culture within individual sports.

What is your involvement with FINA and WADA, and why is it so important to you?

I started on the board of Swimming Australia, and was fortunate to be named on FINA's Athletes Commission and later nominated and elected to the FINA Board. FINA then nominated me to WADA's Athlete Committee, which has been a great experience, and an opportunity to give back to the sport, and potentially have some influence.

You were among the athletes who participated at the World Conference on Doping in Sport in Johannesburg — what did athlete interventions bring to the table?

Athletes collectively contributed to the endorsement and support of the new Code as well as the overall review process conducted by WADA. Particular focal

elements of this support were ensuring the protection of clean athletes and that as many loopholes as possible would be closed in order to make it difficult for any doping or potential doping from members of an athlete's entourage. It became very evident that nearly all stakeholders had similar views and that there was a very united view throughout the entire conference. The athletes' support, through the interventions at the conference, was possibly the icing on the cake prior to the formal approval of the new Code.

What changes do you see as being the most effective deterrents to doping?

The main deterrent will be the four-year sanction, which hopefully will capture many career-high events. The other big change will be capturing the entourage, which can eliminate and protect the athlete against systematic doping.

Above all, however, the Code is a document that really has no teeth unless the governments and federations of the world use it to its full effect. If they can do that, and are well funded and supported, then the Code will be a very effective tool and we will start to see its impact. //

Antidoping Switzerland: A Belief in Independence and Excellence

This article was written by **Antidoping Switzerland**

Since its inception as a Private Law Foundation six years ago, Antidoping Switzerland (ADCH) has always strived to be independent and excellent at what it does. The arrival of ADCH onto the global anti-doping stage was the result of a long and successful fight against doping in Switzerland, which had always been characterised by a firm cooperation between sport and government.

Role and Vision

ADCH's overarching vision is for athletes to pursue sporting activities in a doping-free environment. To achieve this, ADCH contributes by carrying out doping tests, providing intelligence and doping prevention activities and information, as well as applied research alongside national and international cooperation. ADCH prides itself on protecting the demands of athletes for equal opportunities, fairness and a doping-free environment in sport, whilst at the same time contributing to the credibility of sport expected by the general public.

An independent approach

At the time of founding ADCH, it was considered important to maintain a level of independence between the organisations that exercise responsibility in the fight against doping in Switzerland. ADCH is an independent

foundation under Swiss private law, the Disciplinary Chamber is an independent organ of Swiss Olympic, and the Laboratoire suisse d'analyse du dopage is affiliated with the University Hospital of Lausanne. Adopting an independent approach ensured that no one single organisation would have too much power or authority in the fight against doping. It is a model which has been considered exemplary, and has been copied by other countries. In addition, since 2010, ADCH has been certified in accordance with the ISO 9001:2008 standard and is considered fully 'Code compliant'.

ADCH: Key figures

Testing and Intelligence: ADCH is responsible for all tests — both in- and out-of-competition — among the 84 sport federations that are members of the umbrella organisation, Swiss Olympic. 2013 saw the highest ever number of tests carried out in Switzerland. Achieving

Anti-doping
in Switzerland:

A Potted History

1965

Cycling becomes the first Swiss sport to take action on doping in sport

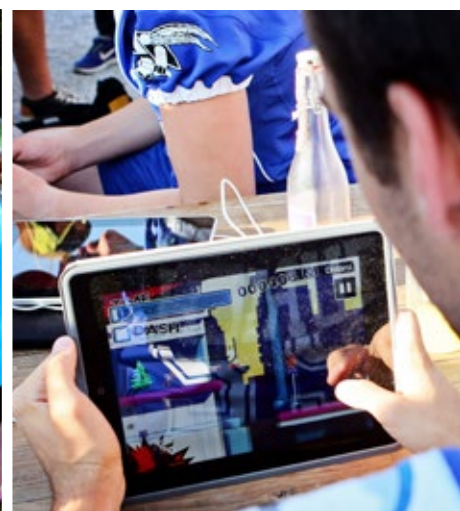
1990

The umbrella organization of Swiss Sport, the National Sport Association (now known as Swiss Olympic) issues a modern doping statute, which established an independent anti-doping commission responsible for doping tests

antidoping.ch

Antidoping schweiz · suisse · svizzera · switzerland

Photos: Antidoping Switzerland



the 3,393 tests (2,5375 urine and 856 blood tests) was only possible as a result of the Athlete Passport Management Unit (APMU) and Intelligence section's integration into ADCH's structures. Information and findings from these areas are directly incorporated into the organization's testing schedule, and, as a result, it has been possible to apply special analyses, such as those for erythropoiesis stimulating agents or growth hormones, in a much more targeted way, rather than based on empirical values. ADCH is proud to have test distribution planning that is based on risk assessment, adapted to all sporting levels and which focuses on unannounced testing.

Prevention and information

In recent years, ADCH has moved away from distributing printed information in favour of a more youth-focused digital approach.

At the start of 2012, ADCH was one of the first agencies in the world to offer a mobile app for smartphones which would allow athletes to change whereabouts information quickly and easily. Since 2008, it has been possible to check all drugs approved in Switzerland for possible doping substances online, and, since 2011, by using a mobile app for smartphones. At the end of 2012, the app was provided with a simple reader for recognizing the barcode on the medication package. Approximately 37,000 enquiries are made each year, with almost two thirds coming through the mobile app. In addition, the ADCH website underwent a complete relaunch, and at the same time was programmed for 'mobile-first'.

On 1 July 2013, the fifth anniversary of ADCH, another worldwide first was showcased: a mobile prevention game for young people called 'Born to Run'. The game was developed jointly with the other German-speaking NADOs from Germany and Austria,

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2002

The Independent Disciplinary Chamber for Doping Offences commences its work and is the tribunal of first instance for all Swiss doping cases

2008

Antidoping Switzerland is founded

2013

A new sports law comes into effect, enabling — amongst other areas — the exchange of information between state authorities such as customs and Antidoping Switzerland

something which significantly reduced the costs for each Anti-Doping Organization.

Since 2010, ADCH has been represented at grassroots-level sports events through its own outreach programme. Here, the aim is to ensure that those athletes not at elite level are fully aware of the doping regulations and that commonly available medications may contain forbidden substances. The purpose of this is also to highlight ADCH's information channels to the athletes.

Applied research and development

ADCH supports innovative projects in the field of applied research and development. Take, for example, the development of detection methods for SARMS, HIF-1 and the long term metabolites of stanozolol, or the development of the dried blood spot method for possible use in doping analyses. Alongside these projects, ADCH carries out regular surveys concerning the problem of doping in sport among the general population, athletes and sport federations. In each case, these results serve to check the effectiveness of the strategy, the processes and the development of information and preventative measures.

National and International cooperation

ADCH has always sought national and international cooperation with organisations that share similar aims. For this reason, there are cooperation contracts in place with a number of International Federations (IFs) and National Anti-Doping Organizations (NADOs). The partnerships with the German-speaking agencies of Germany and Austria, as well as with the US Anti-Doping Agency (USADA), are worth noting. With USADA, many years of cooperation have led to innovative solutions in paperless doping controls and in the development of software for interpreting the biological profiles of athletes.

Future Challenges

The next major challenge for ADCH is the implementation of the revised World Anti-Doping Code within the respective rule structures. This process — the Code Implementation phase — will present different challenges, especially with ensuring that the wording of the revised Code corresponds to that of the Swiss legal system. Together with WADA, the task will be to find solutions so that the Code can be implemented in the spirit for which it was intended.

Another major challenge is the stagnating finances of ADCH. Currently, there is no expectation that the financial contributions of the partners (FOSPO and Swiss Olympic) will show a marked increase over the coming years, even though, with the introduction of the revised Code in 2015, ADCH will need to be prepared for additional responsibilities and challenges. //

Fundamental Values of ADCH

Autonomy

Our work is impartial, unbiased and objective.

Respect

Our dealings with others are characterised by dignity, equality and trust.

Reliability

Our activities and dealings are transparent, measurable and comprehensible.

Responsibility

We identify with our work, stand by our achievements and decisions, and constantly strive to improve.

Innovation

We develop and encourage innovative, practicable and implementable solutions and models.

Team spirit

We promote a productive and pleasant working atmosphere, strive to achieve excellence in what we do and acknowledge good performance.

ADCH in Numbers

ADCH's annual budget

CHF 4.8 million

Number of staff

14 in the office (11.3 full time equivalents), 5 professional full time DCO/BCO, 35 part time DCO/BCO

Number of domestic tests in 2013

2,785 (2012: 2,551):

- Urine 2013: 2,055 (2012: 1,752)
- Blood 2013: 730 (2012: 799)

Number of tests paid for by third parties in 2013

608 (2012: 589)

Sanctions in 2013

17 (2012: 14)

Seizures of doping compounds by customs in 2013

approximately 300 mailings

2013 Website traffic

123,400 visits

2013 Website downloads

174,000

2013 Medication database enquiries

37,500

// The WADA Interview

Edwin Moses:

The Importance of Education

Following his appointment as Chair of the Education Committee earlier this year, *Play True* sat down with two-time American 400m hurdles Olympic Gold medalist Edwin Moses to hear his thoughts on anti-doping, and where he believes he can make an impact.

You were recently appointed Chair of WADA's Education Committee — what does that appointment mean to you, and what can you achieve in the coming months and years?

I've been involved in anti-doping as long as anyone, going back to the 1980's. I have been very vocal on the subject throughout my career; that hasn't changed to this day. For the meantime, I hope to be able to learn more about the Education Committee, that's my immediate task; to figure out what the main issues are and then to use my experiences and perceptions to see how things could be improved.

It is, first and foremost, important to learn about the politics and discover who the main players are and, importantly, what kind of issues have been on the table over the last couple of years.

How important a role does education play in informing athletes about the dangers and consequences of doping?

It is important. You see it every time there is a major case involving an athlete and a substance that they were unaware of. Even in countries with education programs in place, there should be more due diligence done by the athletes; there are still too many cases in which an athlete pleads ignorance. If this is still the case in some of the major countries, then it is going to be a problem in other parts of the world that do not have the same awareness of anti-doping.

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information to give to the athletes. Personally, I am surprised by the fact that 25 years on it still seems to be one of the major stumbling blocks, not because the programs don't exist but because the athletes don't take advantage of the information available. There has to be a way to get them to understand that “this is your responsibility”.

You say that 25 years on we still face problems despite the programs in place — is that because we are not finding the right solutions, or will this always be a problem we are faced with?

A great part of the problem is the athletes themselves. If you are in a sport like my sport — track & field — and you're out there earning significant money and have people working with you such as physical therapists, masseurs and coaches, and you have access to electronic devices which can easily download all of the information instantly, then the case of pleading ignorance should not be as acceptable as it was during the pre-digital era when we had to circulate a piece of paper around the world. Athletes have to begin to take more responsibility because strict liability is a fundamental principle of the Code.

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Edwin Moses: Career Highlights

1955

Born in Dayton, Ohio, USA

1976

Olympic Champion in 400m hurdles at Montreal Games, securing a world record of 47.63 seconds

1983

Becomes a member of The Athletics Congress, actively monitoring in-competition athlete drug testing program

1984

Wins second Olympic gold medal in hurdles at Los Angeles Games

1987

Secures his 122nd consecutive victory before being beaten by fellow American Danny Harris

1988

Bronze medalist in 400m hurdles at Seoul Games

1989

Alongside fellow members of The Athletics Congress, created and designed first significant out-of-competition drug testing program

1994

Inducted into the U.S. Track and Field Hall of Fame

2000

Elected Chairman of the Laureus World Sports Academy

2012

Nominated Chair of U.S. Anti-Doping Agency

2014

Appointed Chair of the World Anti-Doping Agency's Education Committee

When I was an athlete I knew what things not to take, what things to be aware of, and there was nowhere near the level of supplements that there are today. Different types of supplements. Supplements that can be tainted, supplements with known illegal substances in them that you can buy over the counter, those things just did not exist.

Does the sheer number of supplements available today make it more difficult for an athlete?

I think that athletes are making a mistake if they are trying to be aware of what is in every single substance. It is easier just to say "no". You just have to say "no" instead of taking the "I didn't know" approach. You cannot have it both ways.

Where does your interest in anti-doping come from? Was an anti-doping culture ingrained in you from the very start?

The 1976 Olympics in Montreal. At that Games, I saw women competing that were more manly than me. I had never seen that before; the beards, the moustaches, the deep voices. The American team, especially the women, just got completely shut out during that Olympics, there was no contest. That's when it became apparent that if you took substances you could definitely win. Something had to be done.

I was fortunate. I was the only American man to win an individual gold medal in Montreal, in an individual track & field event. To win a single gold medal in one event would be unheard of today. I think between 1976 and the early 1980's I saw things evolve: more athletes began to experiment with drugs. It became common knowledge; the athletes used to talk about who was on 'it' now and you could see the differences in performance. I just never thought it was right. I think someone has to take responsibility for making sure that no one's son or daughter starts using substances, anabolic steroids, growth hormones, whatever it is in order to dream of going to the Olympic Games or to be on an international team. I just think that is plain wrong.

Where do you think you have made an impact in anti-doping over the years?

After the Ben Johnson scandal in 1988, in track & field in the United States there was a group of about six, seven or even more of us who began to design out-of-competition drug testing programs. There was only one other one that existed in the world at that time, which may have been in Germany, but we started with a blank piece of paper. As athletes, we got the approval to start it within an organization called The Athletics Congress

Photo: WADA



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(TAC). We designed, implemented, funded and operated the first significant out-of-competition program around 1989 or 1990. From there, the program was adopted by the United States Olympic Committee (USOC) and initially around 12 other federations because it was voluntary. I was the chairman of the committee that put the program together in track & field, which had an influence on me being named chairman of the Committee on Substance Abuse, Research and Education for the United States Olympic Committee. Where there was substance abuse, we did the research, the education and the testing, hiring the drug control officers and managing the whole process. That’s how I got started.

When you see where we are today in anti-doping, how far do you think we have come?

We foresaw an organization like WADA because of the way we had to do business at the time. For example, when I was the Chair of the USOC Committee on Substance Abuse, Research and Education, we had what we called “The Big Six” federations, all of their Executive Directors and committee members, as well as medical doctors and ethicists and a few outside people. The politics would be an obstacle, along with the difficulty of marketing and policing your own sport. We talked then — especially with Doctor Donald Catlin — about the fact that there needed to be a completely independent agency that did the same thing that we were doing. We were talking about this in the late 1980’s, early 1990’s. I had been to labs all around the world, going back to Doctor Donike, in Germany, in 1982–1983. I was very vocal about anti-doping throughout my whole career, which didn’t make me too popular, as there were lots of athletes doing it [doping]!

Do you find athletes today are more vocal about anti-doping than they were in the 1970s and 1980s?

I think it is still difficult for an athlete to be vocal about anti-doping. In some sports a culture of doping exists and it is extremely difficult to speak out against that. You would become persona non grata in your sport. It’s like seeing a crime; people don’t want to be witnesses, they don’t want to get involved. It’s easier to say nothing, but they know what is going on.

Why do you think some athletes still go down the path of doping today?

There is more to it than just money. That was the original reason that we believed athletes would dope, but it is fame and fortune, too. By winning a couple of big competitions, all of a sudden you’re talking about sponsorships, you’re talking about social media, you can develop your own brand very, very quickly. The “ego” of it all and the kind of lifestyle that you can have because of all of that success — that is a reason. As a successful athlete, you have your own entourage, travel, and can be famous; it’s like having your own reality TV show! All of that combined can be an overwhelming draw, especially if you do something that you see as innocuous that can have a serious effect on the outcome of the competition. I see the whole doping issue not so much as something that is punitive, but instead it is about maintaining the credibility of sport. Sometimes it is necessary to protect the athletes and the sports from themselves, when there would be no natural incentive to do so.

There is a conflict of interests. An innate conflict. The athletes need the federations, and the federations need the athletes. For financial reasons, some of the ethics will get left behind unless you have a strong leader at the top, or someone who really believes that the integrity of the sport is more important than maintaining the reputation of any one athlete or federation. //

Hold the Back Page!

The sport of cycling continued under the new direction of UCI President Brian Cookson, with the establishment of the **Cycling Independent Reform Commission (CIRC)**. Following UCI-WADA agreement on its terms of reference in February, the commission began its work into historical problems relating to cycling. At the heart of the Lausanne-based commission is the appeal for testimony from witnesses in order to help “confront the sport’s past”. The commission, now five months into its work, is being chaired by Swiss politician Dick Marty, with German anti-doping specialist Ulrich Haas and former Australian Army Officer and United Nations war crimes investigator Peter Nicholson as Vice Chairmen.



Messrs Marty & Cookson appeal for testimony to help #CIRC’s investigation into cycling’s past tinyurl.com/p97ua16

World Cup Pilot For Strict New Doping Rules

Tougher tournament regulations will see blood and urine samples kept for 10 years and are being hailed as a “major deterrent”.

With the beautiful game’s showpiece competition the FIFA World Cup currently underway, **Brazil** — which is firmly in the sporting spotlight as the 2016 Olympic Games approaches — has been the subject of much media discussion in recent months. Following the revocation of Brazilian laboratory Ladetec’s accreditation last August due to non-compliance with WADA’s International Standard for Laboratories, much was made of the contingency plans that would need to be put in place for the doping control process at the World Cup. Football governing body FIFA’s doping control program for the competition involves all blood and urine samples taken during the tournament to be transported to the WADA-accredited Lausanne laboratory in Switzerland. Allaying any concerns, FIFA confirmed the robust measures being implemented for the tournament would consist of a total of more than 500 tests taken pre- and in-competition. Ladetec is expected to move into its new premises at the end of June, and, once equipment has been reinstalled and personnel put in place, the process for reaccreditation can begin.

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

The Black Sea Resort of **Sochi** was at the center of the media lens at the start of the year, as the XXII Olympic Winter Games got underway. Both Olympic and Paralympic Winter Games were widely deemed to be a success amongst international media. Throughout both Games, WADA mandated an Independent Observer (IO) Team to monitor anti-doping practices, and ran Athlete Outreach programs in the Athlete Villages. In their post-Games reports, the Olympic and Paralympic programs were commended for their focus on quality-driven approaches. The Olympic Winter Games anti-doping program was said to be “the most collaborative to-date” whilst the Paralympic program was praised for its “smart approach” to selecting competitors for testing.



WADA: Jamaica's anti-doping programme back in order.

Jamaica has remained in the public eye throughout 2014 as a result of interest in a number of doping cases including three of its high profile track and field athletes, Veronica Campbell-Brown, Sherone Simpson and Asafa Powell. The country, which has also been subjected to intense media scrutiny of its anti-doping practices, undertook a review of its anti-doping program, and put in place a new Board and governance structure. Furthermore, a partnership between the Jamaican Anti-Doping Commission (JADCO) and Canadian Centre for Ethics in Sport (CCES) was established, aimed at ensuring high quality anti-doping programs in the future.

Almost 15 months after **ASADA** initiated an investigation into organized crime and drugs in Australian sport, and following reams of paper and reels of film dedicated to comment and speculation on the possible outcome, ASADA is expected to announce cases imminently.



Hold the Back page! would like to credit the following media outlets, from which press clipping images have been used: *The Jamaica Gleaner, Sky News and CBC*

Calendar of Events

With the Olympic and Paralympic Winter Games in Sochi, an ADO Symposium and Code Implementation Meetings, WADA has had a busy time on the road since the start of 2014, participating in a series of global events. Here is a snapshot of WADA's recent activity, and a glance at what lies ahead for the second half of the year.

EVENT	DATE	LOCATION
PAST		
WADA at Netherlands Implementation Seminar	15 – 17 January 2014	Vaals, Netherlands
RADO Conference	21 – 24 January 2014	Kuwait City, Kuwait
WADA at Japan Implementation Seminar	27 – 28 January 2014	Tokyo, Japan
Sochi 2014 Olympic Winter Games – Athlete Outreach and Independent Observer Mission	7 – 23 February 2014	Sochi, Russia
Sochi 2014 Paralympic Winter Games – Athlete Outreach and Independent Observer Mission	7 – 17 March 2014	Sochi, Russia
WADA Athlete Outreach at South American Games	7 – 18 March 2014	Santiago, Chile
WADA Accredited Laboratory Directors Meeting	28 – 29 March 2014	Portugal
WADA at Korea Implementation Seminar	5 – 6 April 2014	Seoul, Korea
WADA at SportAccord	7 – 11 April 2014	Antalya, Turkey
WADA at 2nd African Youth Games	22 – 31 May 2014	Botswana
WADA at Asia/Oceania Region Intergovernmental Ministerial Meeting	2 – 3 June 2014	Jeju, Korea
FUTURE		
WADA at Commonwealth Games – Athlete Outreach and Independent Observer Mission	23 July – 3 August, 2014	Glasgow, Scotland
2014 Youth Olympic Games	16 – 28 August 2014	Nanjing, China
Asian Games – Athlete Outreach and Independent Observer Mission	19 September – 4 October 2014	Incheon, Korea
WADA at TUE Symposium	23 – 24 October 2014	Paris, France