

play true

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AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

Prevention through Education

Ensuring effective mechanisms of delivery
for values-based messages



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Nobody is above the rules of sport

The Hon. John Fahey, AC, WADA President

// Message

Much has happened in the world of anti-doping since I commenced my responsibility as WADA President in 2008, but I think it fair to say that the last six months have been as busy and as satisfying as any I can remember.

Sport was front-page news for both the right and the wrong reasons in the second half of 2012, with the Olympic and Paralympic Games in London providing so many wonderful sporting moments, and the Lance Armstrong case dominating the more recent headlines since charges were brought by the United States Anti-Doping Agency (USADA).

There is a dichotomy of feelings when a star athlete is caught doping; any celebration — because they were rightly removed from competition — is tempered by the knowledge that the performances that brought so much joy to fans were not clean.

For some, the much-publicized case of Armstrong falls into this latter category. It is important, however, to remember that the impact of the charges brought against him far outweigh the understandable disappointment of some of his fans.

Let us not forget that Armstrong master-minded the biggest doping fraud in the history of sport, assisted by professional co-conspirators. I applaud USADA for the highly-professional manner in which they exposed this decade of systematic cheating.

By bringing Armstrong to account, USADA has shown that no-one is above the rules of sport, that no-one — no matter how well connected or powerful they seem to be — is beyond the reach of the world's anti-doping authorities.

Of course I am disappointed that such a well-known athlete managed to get away with cheating for so long, but the case has also shown the increasing effectiveness of non-analytical anti-doping investigations.

As well as reminding us all of the true meaning of sport and the terrific social impact that it can have, London 2012 also presented an opportunity for the world's anti-doping community to step up its activities to provide clean athletes with the doping-free stage they so much deserve.

In terms of anti-doping, London 2012 set the bar for future Olympics. WADA was encouraged with the efforts of the Anti-Doping Organizations to increase testing ahead of the Games, the UK Anti-Doping Agency did a very thorough job with pre-Games testing, and there was impressive cooperation between all the anti-doping bodies to help ensure London was as drugs-free as possible.

“By bringing Armstrong to account, USADA has shown that no-one is above the rules of sport, that no-one – no matter how well connected or powerful they seem to be – is beyond the reach of the world's anti-doping authorities.”

We know that doping athletes have ways to evade detection, and that is why intelligence sharing and non-analytical investigations will continue to play a greater role in the activities of the world's Anti-Doping Organizations. This is reflected in the second draft of the 2015 World Anti-Doping Code (Code), which gives WADA a certain amount of authority to implement investigations.

I am confident that the ongoing Code Review Process will further strengthen the Code and I thank our signatories and all interested parties for the many submissions that have been made.

One question I have been asked many times recently is whether or not the Armstrong scandal could happen in this day and age? I think it very unlikely, at least to the same extent. Not because it is nowadays impossible for doping athletes to beat the system, but because we now have more in our armoury to prevent such long-term, systemic abuse.

A decade of developing anti-doping activities has made us stronger, and we have the growing support of more and more partners, as was evidenced by the ground-breaking conference 'New Partnerships for Clean Sport' with the pharmaceutical industry in Paris last November.

Doping is not the sole responsibility of sport. Governments and other sectors accept this and I foresee more united effort to stem the abuse of substances.

I am hopeful also that the Armstrong case might serve to shift the moral landscape when it comes to doping. Cheating exists in all areas of society, and doping exists in all areas of society – and especially in sport. But just because it happens regularly we must not excuse it – it is still fundamentally wrong, and it is very much against the rules of sport.

We must never lose sight of this, or let the distinction between right and wrong become blurred in this challenging age. For this reason WADA continues to put more emphasis on education to maximize the potential it has to direct athletes away from doping behaviour.

This is the last year of my term as WADA President and I am confident that together we can continue to make progress in our collective efforts to rid sport of those who cheat to gain an unfair advantage.



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Code Review makes testing more efficient and effective

David Howman, WADA Director General

// Message

The World Anti-Doping Code (Code) is the document that brings harmonization to the global anti-doping community, and following the initial successful review in 2006–2007 WADA is again dedicating significant time and resources into conducting a further review.

An important milestone in this process was reached last November when WADA's Executive Committee guided the completion of the second draft of the proposed 2015 Code.

WADA serves as the secretariat for the process but it is our stakeholders that make the recommendations and I was encouraged by the feedback we received in the second round of consultations.

The anti-doping community can only be as strong as the document that guides us, so I am confident that through this process we will all be able to enhance anti-doping practices worldwide when the revised Code comes into force on January 1, 2015.

Of course there is still some way to go before the final version is approved at the World Conference on Doping in Sport in Johannesburg later this year, but already I can see solid progress in several areas. The strengthening of sanctions for serious breaches and the maintaining of flexibility in the sanction process are important result management matters.

Another aim of the Code Review is to ensure that testing is more effective and more efficient. It is important that the conduct of testing programs is based on good information and best practice.

There has been some interesting debate with regards to the criteria for inclusion on the List of Prohibited Substances and Methods, and I expect more during the next round of consultation.

Also in the present draft there is an increased mandate given to WADA in respect of investigations. While this is not intended to turn WADA into an investigatory body, it is an indication that this work is important, indeed vital, to assist WADA in its regulatory function of monitoring and compliance. Situations where signatories are failing to act on available information and evidence, thereby failing to discover evidence of doping, can be directly furthered by WADA.

This latter development is a component of WADA's role that I believe is very important to enhance. WADA is built on a model that is unique in the world of sport and government, and one that works effectively. But it does have its limitations in terms of our ability to influence certain situations, and I think the authority to activate investigations will allow WADA to be more effective.

When WADA was established back in 1999, anti-doping was based solely on testing and analysis, and WADA has put in place testing processes and guidelines which we believe can be effective if they are adopted and practiced efficiently by our stakeholders.

But these analysis-based processes are not fool-proof, and revelations from the Lance Armstrong doping scandal have again shown us that. It may be harder these days to beat the system than it was a decade ago, but I remain concerned by what is possible if you have the unscrupulous desire and support of people whose aim is to defraud others.

Testing and analysis will always be the bedrock of anti-doping, but the Armstrong case has also shown us that anti-doping must further embrace intelligence gathering and investigations.

Another outcome of the November Foundation Board meeting is that WADA will be operating under the same funding in 2013 as it did last year and in 2011, so we need to be realistic about what more we can hope to do. Money is scarce the world over but we will look to continue developing partnerships that can support our activities, and we hope last year's pharmaceutical conference in Paris will deliver opportunities in this regard.

We may not have an Olympic Games this year but there are a number of events that will mean our resources are again fully utilized, including the World Games, the Asian Youth Games, the Francophone Games, and the World Conference on Doping in Sport, which WADA is hosting in November.

It will be the fourth World Conference for WADA, another significant milestone for the anti-doping community and, with the approval of the 2015 Code, one which will shape the anti-doping landscape for a number of years to come.



“When WADA was established back in 1999, anti-doping was based solely on testing and analysis, and WADA has put in place testing processes and guidelines which we believe can be effective if they are adopted and practiced efficiently by our stakeholders.”

Increasing the role of education in prevention



WADA's Director of Education and Program Development, Rob Koehler, examines the growing importance of education and the delivery of values-based messages in the prevention of doping in sport.

The Lance Armstrong case has reinforced what educators have been saying for years. If you have a problem — whether it is in the field of health, crime or traffic laws — you need to ensure comprehensive detection and the ability to investigate is in place.

However, experts from these same fields will tell you that the most effective way of reducing a problem is through information, education and most importantly prevention.

Information outlining why the rules are in place and how they will ensure a better or safer community should be provided to the population. The key to success is to ensure an understanding of why rules are in place and communication of what those rules mean.

In terms of anti-doping education, it is important that those concerned — athletes, coaches, officials, parents — are aware of their roles and responsibilities and what the consequences of breaking these rules are. Whether it is harmful to one's health, against the rules, against the spirit of the game, and finally whether or not it is cheating.

When it comes to prevention, a more crucial and long-term strategy is needed. Individuals need to be provided with options and alternatives, in order to empower them with sound decision-making skills that, when faced with a situation to break the rules, a moral process is triggered. Perhaps more importantly,

it is imperative that moral decision-making is constant and does not waiver. Prevention programs do not have an immediate effect; they take time, sustained commitment and resources.

Looking at the World Anti-Doping Code (Code), most of it deals with detection, a small percentage addresses the provision of information, and an even smaller percentage covers prevention. This could point to an explanation of why we have not been as successful as we could be in the fight against doping in sport.

The key to success is to ensure an understanding of why rules are in place and communication of what those rules mean.

A lot more focus needs to be placed on prevention. In addressing the imbalance and putting more focus on prevention, we may achieve greater success with our efforts to rid sport of doping.

Cheating in society

As mentioned earlier, doping is cheating. Sport is not the only arena where cheating is taking place in our society — lawyers inflating billing, doctors accepting cash and gifts from pharmaceutical companies in return for prescribing medications, corruption in the finance industry, tax evasion or simple cheating on ones taxes, or students and academics plagiarizing.

(continued on page 8)

Children experiment with cheating — whether it is while playing simple games or sports — and have a consistent need for a moral compass. However, young children will “call” each other out when cheating. The last thing a child wants to be known as in school is a cheat.

Many parents enroll their children in sport to advance their skills and keep them out of trouble, to teach them structure and discipline, to follow the rules, and because sport reinforces moral development. But does it? A study examining moral values of 11–12 year old athletes and non-athletes revealed that while not surprisingly the two groups were very similar, a follow-up study of the same students six years later showed the non-athlete students had a stronger value set.

So what does that tell us about what we learn from sport, or about those involved in the administration of sport? Is the win at all cost mentality really what is being reinforced?

The owners of professional ice hockey clubs in North America are trying to manipulate the salary cap. In fencing, some athletes are taught to untie their laces in order to take a breather in the middle of an epee, when taking a break at this time is against the rules of the sport. During the London 2012 Olympics, badminton players and coaches were found to be throwing matches to manipulate their draw. In all sports, changes to equipment based on new technology are used to try to gain an edge in performance that is not based on physical merit or sporting talent.

Are all of these just parts of the game, are sport and society condoning the efforts of those who work the rules of the game and push the boundaries to their maximum? Are they reinforcing the belief that it is necessary to cheat or take short cuts?

“Everybody else is doing it, so I have to.”

Arguably sport is a microcosm of society. Bribery, corruption, trafficking and match-fixing are unfortunately part of both sport and society. It was once believed that sport was above these risks — this is no longer the case. For many involved in sport, there is far too much to gain from engaging in these behaviours to avoid them.

In North America, it is suggested that approximately one percent of the population is rich, the upper middle class is shrinking and the lower class is growing. The case could be made that the same categories exist representing the different athlete populations. Very few athletes are millionaires, some live a middle-class life but the majority barely gets by financially.

As in society, individualism is becoming more and more prominent as the stakes get higher and there is a need to self promote. Why not cheat if the rewards are so high? Everyone is doing it, right? The reality is that what some athletes used to make in total career earnings, some are now making in under a year. Sport was not always a multi-billion dollar industry.

The inherent need to self-promote is clearly part of society and potentially now part of sport. This generation is often referred to as the ‘Me Generation’ — where self comes first, always being told to “be yourself”, “believe in yourself”, “it doesn’t matter what people think of you”.

For the ‘Me Generation’, there are higher expectations to succeed and have the best in all aspects of life. It is not important how you get there, just as long as you get there.

Moral disengagement

In his report ‘A National Investigation of Psychosocial Factors Facilitating Doping in Body Builders’, Dr. Ian Boardley demonstrates how moral disengagement can explain an athlete’s rational for engaging in doping behaviors.

He has identified six main areas: moral justification, where athletes find ways of thinking it is not that bad; euphemistic labeling, where athletes refer to drugs with other names — for example using ‘juice’ instead of steroids — to avoid the stigma; advantageous comparison, implying that it is acceptable to engage in certain high risk behavior because one is not engaging in others, for example saying it is ok to take steroids because you do not smoke or drink alcohol; displacement of responsibilities, indicating that “everybody else is doing it, so I have to”; diffusion

“It is not as bad as people say.”

of responsibility, “if everyone is doing it, it must be right”; and distortion of consequences, thinking that “it is not as bad as people say”.

If we look at government and sport leaders the question can be asked, what are the incentives for exposing doping, bribery, corruption or match fixing? Would it not be true that strong leaders should embrace the opportunity to expose such evils, moving away from “self” and looking after the community? Sport could have a positive influence on society.

It is submitted that education is the key to overcoming these problems. However, in order for education to be effective, it must start with parents, teachers, young people. Currently, most anti-doping organizations target their education initiatives at the elite athlete population. While more difficult to prevent doping through education with this below-elite-level population, it can be done.

In order to reach these target groups, we need to take a unified approach. There is a military mantra that reads ‘Unity of effort and unity of object’. ‘Unity of effort’ requires a number of people or groups to come together, while ‘unity of object’ requires those groups to have the same goals.

Mechanisms of delivery

Many different stakeholders need to be engaged in anti-doping in order to be successful. WADA cannot do it alone. We need the help of the International Olympic Committee (IOC), governments (in order to reach schools and get into the communities), UNESCO, International Federations (IFs) and National Anti-Doping Organizations (NADOs).

Existing mechanisms of delivery in addition to schools — such as sponsors, television and radio broadcasters, print and visual media — need to be harnessed to raise awareness; starting at the top.

When considering a way forward, more emphasis needs to be placed on having governments embrace the message of clean sport by supporting the provision of information, education and prevention programs, and by providing access to schools.

WADA is committed to working with partners to develop material and tools; however, it is important for this material to be customized to ensure that it is relevant to the local community. This is where NADOs need to work with their governments to leverage each organization’s area of expertise.

Even at international level we must use existing mechanisms to ensure that the messages are shared and that tools are used. For example, when reaching schools through UNESCO’s Associated School Project Network, and the influence of the IOC and IFs on those who are following them and buy into their activities. There is the need for a global program with a local approach.

For the ‘Me Generation’, there are higher expectations to succeed and have the best in all aspects of life. It is not important how you get there, as long as you get there.

From information to education

While there is a clear difference between the provision of information and the provision of education, there is also a clear need for both approaches in the fight against doping in sport. There will always be a need for ‘just in time’ answers to questions. Is this substance prohibited? How do I apply for a TUE? Where do I submit my whereabouts information?

Providing information through leaflets, factsheets and making the answers to these questions easily accessible is key to helping athletes avoid inadvertently doping.

But to prevent the possibility of doping even entering the realms of possibility for an athlete, or the athlete entourage, values-based education programs need to be provided.

The aim of such programs is to not only increase knowledge and change attitudes, but to reinforce positive values that shape decision making.

Prevention through Education

// Editorial

With increasing emphasis being put on 'prevention' in the fight against doping in sport, education programs continue to play a central role in WADA's overall anti-doping strategy.

Play True Generation Programme

The Play True Generation Program provides a framework for young athletes, their coaches and entourage to be leaders in promoting and ensuring clean sport.

During multi-sport, multi-national sports events, the goal of the Play True Generation Program is to provide young athletes with an opportunity to learn more about anti-doping while associating anti-doping with something positive — a reminder that the anti-doping community is there to protect their right to compete clean.

To date the program has been present at the following events:

- 2008 & 2011 Commonwealth Youth Games
- 2010 African Youth Games
- 2010 & 2012 Youth Olympic Games
- 2012 South American School Games



Education Curriculum

WADA continues to support and find new ways of engaging Anti-Doping Organizations (ADOs) around the world in planning, implementing, evaluating, and monitoring their education programs for doping-free sport.

Over the past few years, WADA has noted a marked change in the willingness of ADOs to engage in more substantial education programs. As a result, the Education Department has begun looking at what stakeholders need in order to support and guide this shift from simply providing factual information to wider education programs.

Universities Project: The Education Committee first recommended in 2009 that WADA work with universities to ensure that future practitioners/professionals are exposed to anti-doping messages as part of their tertiary education.

The Education Department began work on this project in 2010, exploring different partnerships, including with the International University Sports Federation (FISU) and the International Council of Sport Science and Physical Education (ICSSPE).

WADA met with FISU and the 2015 Gwangju Universiade Organizing Committee in September 2012 to create a working group and plan for the development of a first year university course on anti-doping.

The project will include the development of an eTextbook for students and teaching aids for professors, including presentations and assessment tools. During the pilot phase of the project, the tools will be implemented within up to five universities from FISU's network.

WADA will serve as project manager and content developer for the project.

Education Symposia

The anti-doping education survey conducted in 2011 called for an increase in education awareness in Africa, Asia, Oceania and the Americas (specifically in the Caribbean and Latin America), and requested that WADA takes a more active role in promoting education by working with individual regions. To this end, WADA's Education Department has begun to co-host regional education symposia in these areas.

The purpose of the symposia is to provide a mechanism for officials directly involved in education to share their expertise and experiences to further develop models and resource materials for use by all ADOs within a given region. The overall goal is to establish mechanisms to implement effective anti-doping education programs.

WADA continues to support and find new ways of engaging Anti-Doping Organizations around the world in planning, implementing, evaluating, and monitoring their education programs for doping-free sport.

The first symposium took place in Africa (Johannesburg) in November 2011. Over 60 participants representing almost 40 African countries attended the two-day event.

While initial plans sought to hold two symposia in 2012, this proved difficult due to competing priorities, including the Olympic Games.

A symposium for the Asian Region was held in October 2012, in Shanghai, China. It was co-hosted by the China Anti-Doping Agency (CHINADA) and gathered more than 50 participants from 24 countries. WADA President John Fahey attended the official opening and gave participants an overview of the Agency.

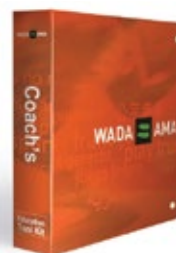
Planning has started for a symposium for Latin American countries for April 10–11, 2013. The symposium will be held in Montevideo, Uruguay and will be co-hosted by the Uruguayan Government.

Education Tools

library.wada-ama.org

Coach's Tool Kit // The Coach's Tool Kit is intended to be used by anti-doping organizations, coaching associations and universities to be integrated into existing coach education curriculum or used as a stand-alone face-to-face workshop. The Tool Kit contains specific modules for coaches of elite-level athletes and for coaches of young or recreational-level athletes.

// Languages: English, French and Spanish.



Doping Control Officer Training Tool Kit // The Tool Kit contains material to assist with the facilitation of a DCO training workshop, including details on all aspects of the doping control process, a presentation and practical and theoretical evaluation tools, as well as a manual for the trained DCOs.

// Languages: English and French.

Program Officer's Tool Kit // The Tool Kit provides basic information related to anti-doping and is intended to be used by sports administrators in building their local anti-doping education programs. The Tool Kit contains a series of ready-to-use PowerPoint presentations and factsheets related to the Code and the International Standards.

// Languages: English, French and Spanish.



Sport Physician's Tool Kit // The Sport Physician's Tool Kit is intended to help sport physicians develop anti-doping education programs which can be adapted and customized to suit local cultures, conditions and resources. The Tool Kit contains, PowerPoint presentations, articles and case studies.

// Languages: English and French.

Teacher's Tool Kit // The Teacher's Tool Kit contains a series of lesson plans and activity ideas that can be used by teachers to educate young people about the issue of doping in sport in the formal education system.

// Languages: English, French and Spanish.



Supporting WADA's education programs are an array of tools that are readily available to WADA stakeholders.

WADA has created these tools to support the need for 'just-in-time' information and to support values-based education programs. Through its Digital Library (library.wada-ama.org), WADA has also provided a means for making these tools easily accessible for its stakeholders.

Digital Library // The Digital Library provides stakeholders with access to all of WADA's tools to be used for anti-doping education programs, including Tool Kits, leaflets, videos, games, e-learning tools.

// **Languages:** Platform in English and French; tools available in a variety of languages.



CoachTrue // CoachTrue is a computer-based anti-doping learning tool, which allows coaches of elite-level and recreational-level athletes to increase their knowledge of anti-doping and gain a better understanding of their roles and responsibilities in creating an environment of clean sport for their athletes.

// **Languages:** English, French and Spanish. Coming soon: Polish, Romanian and Russian.

Play True Challenge // Play True Challenge is a computer-based simulation that allows athletes to explore the temptations of doping without personally suffering the ill-effects.

// **Languages:** Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Russian, Portuguese, and Spanish.



Choose Your Own Adventure Story Books (Track Star and Always Picked Last)

// WADA has partnered with Chooseco, the publishers of the Choose Your Own Adventure series of children's books, to publish two anti-doping and sport values themed books. The objective is to provide the reader with the ability to explore decisions about doping, both good and bad, without suffering the real life consequences. The books put the reader in the position to take multiple choices resulting in multiple endings.

// **Languages:** English and French.

Dangers of Doping Leaflet // This leaflet, specifically targeting young people 14–18 years of age, addresses why doping is a concern beyond being against the rules of sport, including the risks associated with using supplements, as well as the health consequences associated with specific substances (including steroids, EPO, stimulants, hGH, masking agents, marijuana and narcotics).

// **Languages:** Arabic, Chinese, Czech, English, French, German, Greek, Portuguese, Russian, and Spanish.





The *spirit of sport* and anti-doping policy: an ideal worth fighting for

Professor MJ McNamee of Swansea University in the UK argues that the 'spirit of sport' is an important component of the fight against doping in sport.

// Editorial

In conferences concerning doping and anti-doping over the last few years there has been some criticism of the notion of the 'spirit of sport' which – among other things – is at the heart of anti-doping policy.

These discussions can be distilled into two questions: firstly, what is the spirit of sport; and, secondly, how can it be used in anti doping policy? Answers typically take the form of it is too vague a concept, and that it has no use for anti-doping policy.

In this short essay I want to indicate why both of these responses are neither robust nor right, and why the concept is worth fighting for and keeping at the core of the World Anti-Doping Code (Code).

**Professor MJ McNamee,
Swansea University, UK**

What kind of problem is 'vagueness'? In philosophical journals much ink has been spilt on the idea of conceptual vagueness and this is not the place to systematically survey that literature. Consider, however, some everyday concepts to see how problematic they really are in terms of vagueness.

When does dawn break? Is it when the penumbra of light breaks the horizon? Or when the first edge of the sun appears? Or is it when the whole of the sun's globe is in sight? Well suppose we say 'the latter is too late'. But are we in a position to say with absolute precision which of the former *the* right meaning? Both seem to be in as good a position as the other.

So the choice is to a certain extent arbitrary; we must come to agree on our judgments about it. Take a more common example: a color spectrum. On that spectrum when does yellow become ochre? Or, when does orange become red? There is no sufficiently determinate place that allows us unequivocally to give *the* right answer to these questions regarding color words.





Does this mean that there is no *right* answer? No. Does that mean we ought to avoid the use of color predicates? Again, no. Does it mean that we must make agreements in judgment and in practice? Yes. And, of course, we do this all the time. When we want to paint a room in the house we go to the store and get color cards from different paint brands, we see what they are called, how they compare, and so on. And we reach a decision for a specific purpose: how it will suit the furniture; how it contrasts with the curtains; whether it will reflect enough light, and so on.

How does this point relate to the criticisms regarding the concept of the spirit of sport and its importance for anti doping? Well, first, conceptual vagueness is hardly unique and is something we overcome in practical situations every single day. What must be considered are the purposes to which we wish the concept to be put and then to specify them precisely.

This is one aspect that has not been done with sufficient clarity to date and is properly a job for

WADA, as it proceeds through its consultative phases for the 2015 Code. I shall indicate how this might better be done below.

Secondly, when people simply assert that what the *spirit of sport* means is simply a subjective matter, they are simply wrong. One cannot move from the fact that there is an open-texture to the concept so that there are genuine disputes about its meaning, to the conclusion that everyone has their own concept, which is as valid as the next person's.

“In philosophical journals much ink has been spilt on the idea of conceptual vagueness and this is not the place to systematically survey that literature.”

The philosopher Ludwig Wittgenstein demolished this view in the last century. First, he argued that we cannot simply understand language and meaning as a private phenomenon, there are social rules to each

(continued on page 16)

“It is my belief that we cannot understand the notion as a mere description of sport, but rather as an ideal. If we think of it in this way, then we will be faced by heterogeneity; sports just are played differently across the world.”

which are necessary. If we each invented our own private meanings how would we ever communicate with each other intelligibly?

The second thing he pointed out was that concepts need not have “essences”. Words like game, sport, education, and so on have many meanings that overlap. They don’t simply have an essence that we can distill as the “real” meaning. This is as true of the *spirit of sport* as it is for the whole of our natural languages. Some scientific discourse avoids this problem by simply prescribing a definition: for example, they might say ‘for the purposes of this study we take X to mean Y or Z’. Of course the trouble is then that we sometimes cannot easily compare scientific studies because they define the phenomena they are studying. But the ‘contestedness’ of a concept does not lead to its meaning being relative to every language user or culture. This last insight is particularly important for anti-doping policy.

There are three points that will help anti-doping personnel answer these potential criticisms as unjustified. It can be argued that the spirit of sport is an idea that is interpreted in several ways (just like the concept of ‘sport’ itself). So what some critics of the ‘spirit of sport’ criterion say is that the values that WADA lists simply do not *define* the concept.

The Code lists the following: Health; Excellence in performance; Character and education; Fun and joy; Teamwork; Dedication and commitment; Respect for rules and laws; Respect for self and other participants; Courage; Community and solidarity.

Here is the first point then: what the Code says is that these *characterize* the spirit of sport. I think this is an important conceptual difference and not just word-play. Why? Because whether intentionally or not the Code does not claim to *define* the *spirit of sport*. It offers a looser account: a characterization.

Secondly, critics complain that the opposite of (at least some of) the values listed are actually what we witness in sport: illness and injury; cheating and disrespect; cowardice; egoism and so on. One does not need to be a sociologist or psychologist of sport to know that it is true that these negative values and vices do arise in sport everywhere just as their opposites do.

That is to say, sports are about human vices *and* virtues, but also that benefits *and* risks may also arise in playing them. And that is little more than saying that sports are human practices and humans are both good and bad. We find the same vices in arts, education, finance, politics and so on. So what?

Thirdly, and closely related, the objection that vices and negative values arise in sports is not an overpowering objection for what I shall propose is a misunderstanding of the function of the *spirit of sport* criterion.

It is my belief that we cannot understand the notion as a mere description of sport, but rather as an ideal. If we think of it in this way, then we will be faced by heterogeneity; sports just are played differently across the world.

Nevertheless, the values and virtues listed characterize sport at its best: this is what we *ought* to aim for; these are the positive things that have defined sports at their best since *their* modern re-invention and institutionalization in the 19th century.

This, in short, is what anti-doping stands for in large part: to defend an ideal account of sport; one which we can be proud of; which can be a properly educational vehicle; which can be a genuinely positive social force in the world.

And that is why the *spirit of sport* is an ideal worth defending, and worth retaining at the heart of anti-doping policy.

Strengthening the World Anti-Doping Code

The second draft version of the 2015 World Anti-Doping Code (Code) was presented to WADA's Executive Committee in Montreal last November, preceding the launch of the last round of stakeholder discussion.

The third Code Consultation Phase (Dec. 3, 2012–March 1, 2013) is the final opportunity for interested parties to make recommendations that could further strengthen the document that unites the world's anti-doping community.

Throughout the two-year process that was launched in late November 2011, WADA's stakeholders have been able to make recommendations to change the Code using *WADAConnect*, a specially-designed tool on WADA's website that allows them to reference specific articles of interest.

Notable among the suggestions that were incorporated into the second Code draft version were recommendations to increase sanctions for serious doping violations, and for making it easier for Anti-Doping Organizations (ADOs) to implement those sanctions.

Also included is a change made to the criteria for inclusion on the List of Prohibited Substances and Methods, an article allowing ADOs to adopt different testing menus, and a provision that gives WADA the authority to instigate investigations.

Running in conjunction with the Code Review is a review of the International Standards - the important technical documents which support the Code. These were also presented to WADA's Executive Committee and Foundation Board.

"We had more submissions during the second phase — 107 compared to 91 in the first phase — and these were made up of 1,350 comments, a clear indication

that our stakeholders have played an active part in the process of revision," said Rune Andersen, WADA Director, Standards and Harmonization.

"The Code Drafting Team was again tasked with assessing every comment, the strength of opinion on certain aspects of the Code, and the viability of incorporating suggested changes into the next version. That process also involved detailed discussion and as much consultation as possible."

Another significant change between Code draft versions one and two related to the proposal to eliminate the B sample from the testing process. This was almost universally rejected by WADA's stakeholders and the relevant section retained as is.

"Elimination of the B sample was put forward in the first consultation phase and included into Code version one," explained Mr. Andersen.

"But there clearly was a change of opinion and we were left in no doubt what our stakeholders wanted - the B sample reinstated. This is how the process works, we welcome consultation and that is why the Code reflects the wishes of the anti-doping community."

Following conclusion of the third Consultation Phase, a third draft will be tabled at WADA's Executive Committee and Foundation Board meetings in May 2013.

The Code Drafting Team will then embark on a three-month editing process, before final drafts of both the Code and the International Standards are tabled at the Executive Committee meeting in September.

Two months later, the 2015 Code will be approved by WADA's Foundation Board during the World Conference on Doping in Sport in Johannesburg.

Major changes to 2015 Code

DRAFT VERSION TWO

1. Proposal to eliminate B sample rejected, and a return to A and B sample requirements as per 2009 Code
2. Sanctions increased to four years for serious doping violations
3. Substance or method now needs to be performance enhancing for inclusion on the List
4. WADA empowered to instigate investigations



Felipe Contepomi:

Rugby's Anti-Doping Ambassador

Play True talks to former Argentina rugby skipper Felipe Contepomi about his love of sport and his desire to keep it drug-free through his work with WADA's Athlete Committee and the International Rugby Board's anti-doping program.

Felipe Contepomi's numbers speak for themselves – a professional player for nearly 15 years, capped 78 times for Argentina's national team, the Pumas, and since last June his country's all-time leading points-scorer.

A genuine star at international level, Felipe is considered one of the best fly-half-cum-centres of his generation and has been at the forefront of Argentina's rise to become a power on the world rugby stage.

Born and raised in Buenos Aires, Felipe grew up in a sporting family. His mother and sister excelled at hockey, while his father and twin brother Manuel also wore the light blue and white hoops of 'Los Pumas'.

Contepomi senior represented Argentina in the Sixties, while sons Manuel and Felipe were in the same squads for the 1999 and 2003 Rugby World Cups. Felipe's international career also took in the 2007 and 2011 tournaments in France and New Zealand.

Having played a key role in the Pumas' third-place finish in 2007, Felipe's contribution was recognized by his nomination that year for the IRB's International Player of the Year award.

Felipe plays for Parisian club Stade Français, having joined them in 2012 after stints at French Top 14 rivals Toulon, Irish provincial side Leinster and English club Bristol.

A qualified doctor, Felipe is married with two daughters, and speaks Spanish, English and French. He was appointed to WADA's Athlete Committee in 2012.

Play True: The IRB launched its anti-doping website and awareness campaign 'Keep Rugby Clean' in 2009, for which you are an ambassador. What is your role with the IRB?

Felipe Contepomi: The IRB is making the rugby community aware of the importance of keeping their sport clean, and of not allowing cheaters to be part of it. As a contact sport, rugby is based on honesty and loyalty, and that should also apply to behavior on and off the pitch. My role as an ambassador is to help the IRB to bring this awareness to all levels of the sport.

PT: During the 2012 Junior World Rugby Trophy, players observed Keep Rugby Clean Day - do you think enough effort is being made to educate young rugby players?

FC: There's always room to do a bit more, but overall in the last few years the IRB has been reaching out to young players to educate them and make them aware of the risks and consequences of cheating. The effort definitely is there.

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Felipe Contepomi
(Action Images/Reuters)



// Athlete Profile



“As a contact sport, rugby is based on honesty and loyalty, and that should also apply to behavior on and off the pitch.”

Contepomi in action for his club Stade Français (L) and for the Pumas (Action Images/Reuters)

/// Athlete Profile

PT: One of the major components of IRB's Keep Rugby Clean initiative is educating players about the dangers of performance-enhancing drugs (PEDs). Do you think enough emphasis is put on the health risks of taking PEDs?

FC: Rugby has two main problems, in my opinion. To some degree it is still a social sport and therefore social drugs can be a problem. The other is PEDs, some of which are consciously taken and others which are given by the entourage as supplements. That's why education of the risks and consequences of what can and cannot be taken is crucial.

Sometimes ignorance or ambition leads to young players taking substances that can cause health problems – both immediate and long term. That's why the IRB's educational programs aim to help these players make wise decisions on what they should and should not take.

PT: Rugby is a tough sport, physically - did it ever cross your mind to use prohibited substances to help you recover from your injuries?

FC: Personally, I've never even taken supplements, but nowadays a lot of players take supplements, or products for recovery. What is important is to try to make them understand that there are methods to recover that do not necessarily involve taking supplements, not to mention prohibited substances.

PT: As a doctor, have you ever been in a situation where a teammate has asked you to prescribe him prohibited substances?

FC: No, and probably no teammate will ever ask me, knowing my views on cheaters. I think people who want to cheat, look for help from doctors who are prepared to help them dope and know exactly what they are doing.

PT: Your twin brother Manuel also played professional and international rugby - did you ever discuss PEDs with him?

FC: We've never discussed them much because we think very similarly in our way of preparing and competing.

PT: You have been playing rugby for some 20 years, for club sides in Argentina, Ireland, England and France. Have you noticed any progress regarding anti-doping education throughout this time?

FC: Definitely, there has been huge progress. Before, anti-doping was an unknown subject and many players probably still don't know enough about it. But there has been progress.

Even now, when nearly 90 per cent of players take some sort of supplement, players start getting more involved in what they are given and are more aware of the different issues around anti-doping.

PT: You have two young daughters, aged six and three - are you concerned about what the world of sport will be like for them?

FC: I am definitely concerned, but not scared. Sport is a great thing for youngsters to be involved in, and it's for all of us to try to keep it that way or even to make it better.

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

FC: I hope to contribute as much as I can to keeping this magic thing called sport as clean as possible, and help to make sure that those magical moments of sporting glory are owned by hard working, gifted athletes and not cheaters.

Paris Pharmaceutical Conference enhances cooperation



France Minister for Sport, Ms. Valérie Fourneyron (C), with (L-R), Council of Europe Deputy Secretary General, Ms Gabriella Battaini-Dragoni, IOC President, Jacques Rogge, WADA President, John Fahey, Deputy Secretary General UNESCO, Getachew Engida

WADA is hopeful that a ground-breaking international conference in Paris last November will result in further valuable support from the pharmaceutical and biotechnology industries in the fight against doping in sport.

Representatives from governments, the anti-doping community and the respective industries gathered at the French Parliament House to explore ways to enhance anti-doping and restrict the misuse of licensed and unlicensed medicines.

‘The International Conference on the Pharmaceutical Industry and the Fight against Doping: New Partnerships for Clean Sport’ successfully laid the foundations for increased cooperation between the various parties.

It was hosted by the Ministry of Sports, Youth, Non Formal Education and Voluntary Organizations of France, and co-organized by the Council of Europe, UNESCO and WADA.

French Minister for Sport, Ms. Valérie Fourneyron, welcomed more than 250 international participants to the Conference, which was also attended by the Council of Europe’s Deputy Secretary General, Ms. Gabriella Battaini-Dragoni, UNESCO Deputy Director General, Mr. Getachew Engida, IOC President, Dr. Jacques Rogge, and WADA President, Mr. John Fahey.

Opening the morning session Minister Fourneyron declared “this symposium marks a pivotal moment for acknowledging the pressing need for as much collaboration as possible between the pharmaceutical industry and anti-doping authorities.

“The extent and pace of advances in cooperation between partners who have to meet both individual and collective interests will depend on our collective ability to respond adequately to a certain number of issues.

“I am convinced we will be able to find positive answers and that, in the future, this symposium will

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be a seminal step in bringing together two worlds that are not always accustomed to working together, but whose collaboration will be key to building and enforcing cleaner sport in the future.”

Participating were representatives from the International Federation of Pharmaceutical Manufacturers Association (IFPMA), the Biotechnology Industry Organization (BIO) and some of the leading pharmaceutical companies worldwide.

Doping in sport is an ongoing issue that in recent years has become a problem for wider society, and the Conference looked at ways to develop further partnerships between the pharmaceutical industry and anti-doping authorities to help stem the rise.

Respective agreements already exist between WADA and F. Hoffmann-La Roche Ltd, GlaxoSmithKline, and the IFPMA, and the conference examined the practical aspects of such collaborations and possibilities for further cooperation.

“A crucial part of WADA’s strategy is to develop partnerships with organizations that have the expertise to help find solutions, as well as having a vested interest in stopping the abuse of substances,” said Mr. Fahey.

“I am excited by the potential of such cooperation and applaud the responsible efforts of the pharmaceutical industry as it looks to limit the abuse of its products. This debate is of great significance to the anti-doping community.”

An obvious and proven means of the pharmaceutical industry assisting the anti-doping community is by identifying and sharing information on substances in their pipelines that have doping potential.

Such information has proven to be extremely valuable in helping the early development of detection methods, as was the case when WADA contributed to the sanctioning of a number of athletes who took the prohibited substance CERA at the 2008 Beijing Olympic Games.

CERA, a third-generation erythropoiesis-stimulating agent, was developed by Roche, which collaborated with WADA so that a test could be developed for the analysis of athlete samples from Beijing.

The Conference consisted of two sessions, during which there was an examination of the societal and economic risks of doping, and the impact it can have on the health industry.

“I am excited by the potential of such cooperation and applaud the responsible efforts of the pharmaceutical industry as it looks to limit the abuse of its products. This debate is of great significance to the anti-doping community.”

Representatives also looked at the mutual benefits of bilateral collaboration for WADA and the industry and ways to raise awareness among pharmaceutical companies that have not yet been engaged in the fight against doping in sport.

Other means of contributing to the anti-doping cause – such as a framework for future cooperation between WADA and the health sector, and possible funding for relevant anti-doping research – were also discussed.



France Minister for Sport, Ms Valérie Fourneyron, addresses the Conference



Mr Philip Thomson, Senior Vice President, Global Communications, GlaxoSmithKline



Western Cape Minister for Cultural Affairs and Sport, Dr. Ivan Meyer (R) and WADA Director General David Howman

Western Cape continues support for WADA

WADA signed an agreement with the Western Cape Government's Department of Cultural Affairs and Sport that guarantees continued support for WADA's Regional Office in Africa.

The agreement was signed between the Western Cape Minister for Cultural Affairs and Sport, Dr. Ivan Meyer, and WADA Director General David Howman at a ceremony in Cape Town.

"Our partnership goes back to 2005 and today's signing confirms our commitment to WADA's aim to tackle doping in sport and spread the message of ethics and fair-play," explained Dr. Meyer.

"Recent incidences of doping within sport highlight the importance of the work that WADA does. It also creates the opportunity for WADA to muster all its resources, strengthen partnerships and tackle the problem of doping with renewed vigour."

As well as hosting WADA's Africa Regional Office in Cape Town, South Africa will also host WADA's

World Conference on Doping in Sport in Johannesburg in November 2013.

"WADA could not have achieved the kind of successes in promoting anti-doping in the African region had it not been for our hosts here in South Africa. Their commitment, dedication and generosity are much appreciated and respected," said Mr. Howman.

"As one of our Executive Committee Members representing Africa, South Africa remains a valuable partner of WADA, the extent of which transcends their support to hosting our office here in Cape Town.

"In November 2013, South Africa will host the World Conference on Doping in Sport in Johannesburg and we are confident that South Africa will deliver a successful and unforgettable event."



WORLD CONFERENCE
ON DOPING IN SPORT
JOHANNESBURG
2013
NOVEMBER 12-15



The 2013 World Conference on Doping in Sport at the Sandton Conference Center runs from November 12-15.

Play True Generation at South American School Games

WADA ran a series of education programs at the South American School Games in Brazil designed to enhance the anti-doping knowledge of a 2,000-strong group of athletes, coaches and teachers.

The Nov. 29–Dec. 6, 2012 event in Natal on the north-eastern coast of Brazil featured athletes from 12 countries and WADA operated its *Play True Generation Program* to educate the competitors and their entourage about the dangers of doping.

WADA Education Manager Jennifer Sclater and Edna Serra from WADA's Regional Office in Montevideo, Uruguay headed a team of anti-doping experts from the host nation, from Costa Rica and from Chile.

The team used the *Play True Challenge* tool to interact with athletes and the *Who Wants to Play True* tool to educate coaches and teachers.

“Having WADA's *Play True Generation Program* at the South American School Games provided WADA with an opportunity to reach out to students, their

teachers and coaches in a way we have not done before,” said Rob Koehler, WADA Director, Education and Program Development.

“In Natal, we were for the first time concentrating on delivering anti-doping education through classroom activities. The experience allowed us to test our tools, like the *Play True Challenge*, with a new group of young athletes.”



Play True Generation Program was launched at the inaugural Youth Summer Olympic Games in Singapore in 2010, having been piloted at the 2008 Commonwealth Youth Games in Pune, India and the African Youth Games in Rabat, Morocco.

It was also operational at the 2011 Commonwealth Youth Games on the Isle of Man, and the Winter Youth Olympic Games in Innsbruck, Austria last year.



“Having WADA's *Play True Generation Program* at the South American School Games provided WADA with an opportunity to reach out to students, their teachers and coaches in a way we have not done before.”

Doping film wins documentary award

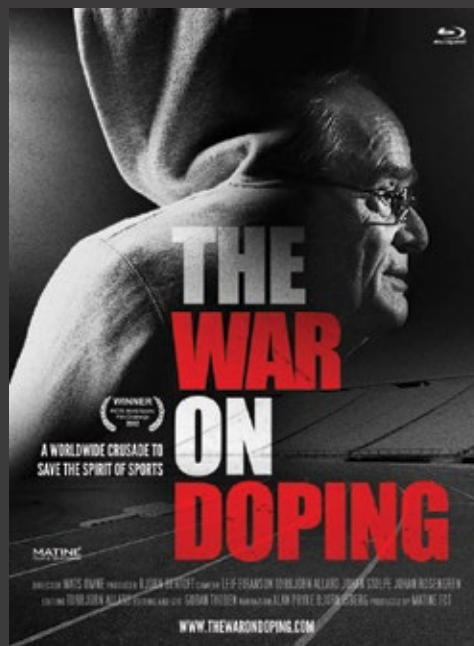
A film tracing some of the biggest doping scandals over the last 40 years won a best documentary award at the Fédération Internationale Cinéma Télévision Sportifs (FICTS) World Sports Film Festival 2012 in Beijing.

The War on Doping follows Prof. Arne Ljungqvist, WADA Vice-President and Chairman of the IOC Medical Commission, over a three-year period in the build up to the London 2012 Olympic Games.

The documentary explores the subject of doping controls, examines the war against doping and speaks to a variety of people affected by the issue, including scientists, lawyers, special agents, athletes and sponsors.

“The War on Doping portrays the true picture of the troublesome history of the anti-doping work back in the era of the cold war, and the progress that has been made since then, despite occasional set-backs,” explained Prof. Ljungqvist, an IOC honorary member and a former Olympic high jumper.

“Without knowing the history one cannot understand why we are where we are today, and will have difficulties in designing the right strategy for the future.”



The film looks back at some of the most infamous cases of doping in recent history, including Canadian sprinter Ben Johnson at the 1988 Seoul Olympic Games, women's swimming at the 2000 Olympic Games, and the BALCO scandal in the United States.

Producer Bjorn Bertoft of independent production company Matiné Film & Television attended the FICTS festival in Beijing to collect the award.

Say NO! to Doping at Floorball World Championships

The International Floorball Federation (IFF) adopted WADA's *Say NO! to Doping* awareness campaign at the 2012 World Floorball Championships in Switzerland.

The IFF has been utilizing the anti-doping program since 2010, and the championships in Berne and Zurich was the ninth floorball event to include a *Say NO! to Doping* campaign.

It was run in cooperation with Swiss Olympics' *Cool & Clean* doping prevention program, and allowed local organizers of the event to show their support for clean sport.

“We all love our sport and the fight against doping is a fundamental part of competitive sports,” said Daniel Bollinger, Secretary General of the Swiss Floorball Association.

“I appreciate the new *Say NO! to Doping* campaign and the collaboration with *Cool & Clean*. The fight is against dishonesty,

but it also emphasizes the importance of health and the credibility of sport.

“It is important to pull together, to inform people about the dangers of doping and to educate everyone on this topic.”

During the event players and spectators had the chance to play WADA's *Play True Quiz*, a learning tool that offers prizes based on the participant's anti-doping knowledge.



“It is important to pull together, to inform people about the dangers of doping and to educate everyone on this topic.”

SEA RADO benefits from DCO exchange

Members of the South East Asia Regional Anti-Doping Organization (SEA RADO) experienced the benefits of the Doping Control Officer (DCO) Exchange Program as DCOs from Myanmar and Singapore assisted at the 2012 All Indonesian Games.

The exchange was co-ordinated by Lembaga Anti-Doping Indonesia (LADI) — Indonesia’s National Anti-Doping Organization — in conjunction with SEA RADO, and resulted in an effective sharing of resources and expertise.

DCOs Dr. Phyo Wai Win from Myanmar and Singaporean Mr. Zaher Bin Wahab assisted at the September 15–21 event in Pekanbaru, and worked closely with Mr. Budi Utomo Wibowo from LADI.

“During my time at the Games, I was deployed to conduct doping tests at several venues – including weightlifting, judo, fencing and basketball,” explained Mr. Bin Wahab.

“I was also able to share my experience with the other DCOs. As one of the two invited international DCOs who could communicate in basic Indonesian, I was asked about the differences in testing procedures between our two countries.

“It was important for me to answer their queries as many had just completed their training in June 2012 and they were taking part in what was their first in-competition testing”.

The SEA RADO is composed of 11 nations from the region and has its headquarters in Singapore.

RADOs contribute to London 2012 anti-doping program

The Regional Anti-Doping Organizations (RADOs) were well represented at the Olympic and Paralympic Games in London.

Doping Control Officers from the Gulf States and Yemen RADO (Kuwait, Qatar, Saudi Arabia and Oman), Central Asia RADO (Kazakhstan), South East Asia RADO (Malaysia and Philippines) and the Caribbean RADO (Trinidad and Tobago, Antigua and Barbuda) were selected by the London Organizing Committee (LOCOG) to be a part of the doping control team at both Games.

In addition, representatives from the Caribbean RADO (Suriname), Africa Zone IV RADO (Cameroon) and the Africa Zone V RADO (Kenya) served as members of WADA’s Athlete Outreach Program.

RADO representatives brought a unique perspective to their various roles and the experience gained during the Games was transferred back to their respective countries and regions for all to benefit.

