

play true

ISSUE 1 - 2012

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

The Code in Review

Moving ahead through stakeholder consultation
and the Code Review Process



THE WORLD ANTI-DOPING AGENCY

info@wada-ama.org
wada-ama.org
facebook.com/wada.ama
twitter.com/wada_ama

HEADQUARTERS

800 PLACE VICTORIA - SUITE 1700
P.O. BOX 120
MONTREAL, QC
CANADA H4Z 1B7
TEL: +1 514 904 9232
FAX: +1 514 904 8650

AFRICAN REGIONAL OFFICE

PROTEA ASSURANCE BUILDING
8TH FLOOR
GREENMARKET SQUARE
CAPE TOWN
8001 SOUTH AFRICA
TEL: +27 21 483 9790
FAX: +27 21 483 9791

ASIA/OCEANIA REGIONAL OFFICE

C/O JAPAN INSTITUTE OF SPORTS SCIENCES
3-15-1 NISHIGAOKA, KITA-KU, TOKYO
115-0056 JAPAN
TEL: +81 3 5963 4321
FAX: +81 3 5963 4320

EUROPEAN REGIONAL OFFICE

MAISON DU SPORT INTERNATIONAL
AVENUE DE RHODANIE 54
1007 LAUSANNE, SWITZERLAND
TEL: +41 21 343 43 40
FAX: +41 21 343 43 41

LATIN AMERICAN REGIONAL OFFICE

WORLD TRADE CENTER MONTEVIDEO
TOWER II, UNIT 712 - 18TH FLOOR
CALLE LUIS A DE HERRERA 1248
MONTEVIDEO, URUGUAY
TEL: + 598 2 623 5206
FAX: + 598 2 623 5207

EDITOR

TERENCE O'RORKE

CONTRIBUTORS

SYLVIANE DUVAL
NATHALIE LESSARD
JULIE MASSE
JENNIFER SCLATER
STACY SPLETZER
RICHARD YOUNG

DESIGN AND LAYOUT

ANTHONY PHILBIN COMMUNICATIONS,
MONTREAL

PHOTOS

ACTION IMAGES/REUTERS

The information published in the *Play True* magazine was correct at time of printing. The opinions expressed are those of the authors alone and do not necessarily reflect the opinions of WADA.

Reproduction of articles of the *Play True* magazine is encouraged. For permission, please send your written request to the WADA Communications Department at media@wada-ama.org. *Play True* magazine must be credited in any reproduction.



// Editorials



01 Better Practice and a new way forward for WADA

WADA President John Fahey explains the significance of the recent Compliance Report and looks forward to signatories contributing to anti-doping practices through the Code Review Process.



02 A period of adjustment as WADA adapts to new challenges and conditions

WADA Director General David Howman outlines the thinking behind 'Better Practice' and how WADA is adapting its approach to help enable anti-doping programs become more effective and more efficient.





// contents

Visit **ePlay True** for bonus material

The online version of *Play True* magazine includes profiles, interviews and extra material.

Be sure to visit *ePlay True* at wada-ama.org/playtrue

// Cover Story

03 Code Review Process Underway

How WADA is looking to refine the World Anti-Doping Code to meet the changing needs of the world's anti-doping community.

04 Code Collaboration

The Code Review in review: An interview with Richard Young, lead drafter of the original World Anti-Doping Code.

// Features

WADA completes Compliance Report	09
South Africa hosts first..... of three education symposia	10
Play True Challenge wins award	10
Digital library for education tools	10
Better Practice	11
Interview: UKAD's Gabriella Re	13
New Athlete Committee members	15
Athlete Profile: Katarzyna Rogowiec.....	17
Athlete Committee calls for more blood	19
sampling and EPO testing	
Japan and Russia to host Athlete	19
Committee meetings	
Educational tool kit for sport physicians	20
WADA addresses Family Physicians Conference	20
Outreach: Strong awareness focus in 2011	21
Say NO! To Doping	23
Enhanced electronic Play True	25
Japan to continue Asian RADO funding	25



Better Practice and a new way forward for WADA

The Hon. John Fahey, AC, WADA President

WADA's Foundation Board meetings are always important occasions, but the one on November 20 represented a significant milestone as the Agency presented its long-awaited Compliance Report.

The report signified the conclusion of three years of hard work and gave us a meaningful yardstick as to where the world anti-doping community stands in regards to reaching the standards of the Code.

It also marked the start of a new chapter for WADA, a chapter that will see the Agency refine anti-doping programs for the anti-doping community and focus on what we have termed as 'Better Practice' over the next few years.

It is important that WADA evolves with the times in order to meet the challenges presented by an ever-changing world, and in particular the growing sophistication of those who dope and those who help them dope.

Compliance monitoring was a hugely important task mandated to WADA by its stakeholders. It was one that was necessary in order for all signatories to put in place rules and programs that have allowed WADA to develop a global approach to fighting the problem of doping in sport.

We are pleased by many of the results, but also we are under no illusions that much still needs to be done and that we must continue to encourage our stakeholders to reach better levels.

WADA is not responsible for penalizing organizations or countries who have been deemed non-compliant. Rather, WADA's role is to continue working with them in a bid to get them over the line as quickly as possible.

The conclusion of the Compliance Report also coincided with the launch of another hugely important activity for the Agency, the second review of the Code.

Over the next two years, WADA will gather recommendations for changes to the World Anti-Doping Code and review them in close consultation with our stakeholders.

It is important that WADA evolves with the times in order to meet the challenges presented by an ever-changing world, and in particular the growing sophistication of those who dope and those who help them dope.

Following several drafts and long periods of discussion and consultation, any revisions to the Code will be presented at the World Conference on Doping in Sport in Johannesburg in November 2013.

Fundamental to the Code is the concept of consultation and stakeholder feedback. It is important to remember that the Code represents the wishes and needs of the world anti-doping community as a whole.

All WADA signatories, as well as athletes, are able to make recommendations, and the new online tool 'WADACONnect' will be vital in this regard. Indeed, we accept submissions from any interested person.

In 2012, the spotlight will be very much on the Olympic and Paralympic Games in London. WADA will continue to do its very best to represent the rights of clean athletes across the world and work with signatories to ensure effective pre Games testing is carried out.

There will always be athletes who want to cheat, but I am confident it is becoming harder for them to do so.



A period of adjustment as WADA adapts to new challenges and conditions

David Howman, WADA Director General

For any organization to be successful it must react to change and adapt to new challenges. WADA is no different in this regard, and as a result the Agency will experience a period of adjustment over the next few years.

WADA's way forward does not represent radical change, more a practical response to developments within sport, economic conditions across the world and the needs of the anti-doping community.

As we look forward, it must also be remembered that WADA was created only 12 years ago, and that anti-doping practice is developing quickly.

WADA has had two distinct periods: the formative years, after the Agency was established and ensuring that all sports and countries signed on to the Code; and the maintenance years, when the Agency was ensuring that all signatories had put in place anti-doping rules and regulations.

The next chapter for WADA will be one of 'Better Practice', where we will be focused—among all our other activities—on assisting signatories to make their rules and programs more efficient in catching doping cheats. Anti-doping practices need to become more effective as the challenges become more sophisticated.

This will include testing programs and getting evidence in other ways. We need to continue persuading authorities worldwide to establish regulations so they can properly extend the ways to better anti-doping, including the task of combating trafficking and distribution of prohibited substances. Further, the athlete entourage must be targeted and sanctioned where appropriate.

Money, or rather the lack of it, is never too far from the headlines at the moment, and in November

WADA was given a zero per cent budget increase for the year ahead.

This is by no means an ideal situation in light of the growing costs involved with advancing anti-doping programs and practices. But we appreciate the economic climate in most parts of the world and will continue to be as fiscally prudent as we always have been.

London 2012 gets ever closer and as usual WADA will have a strong Outreach presence at both the Olympic and Paralympic Games. While we will be developing Better Practices for the anti-doping community, Outreach and education will remain a core part of our activities.

We have now introduced the new 3.0 version of ADAMS providing a more efficient Whereabouts function for athletes, and we look forward to further developments with the Athlete Biological Passport.

Finally, we have commenced the second review of the Code and International Standards. This two-year

It should be remembered that the Code is an internationally unique achievement that WADA and our stakeholders can be rightly proud of, and I am pleased that it continues to work appropriately.

process is covered in more detail later in this magazine and we welcome contributions from all our signatories and their athletes.

It should be remembered that the Code is an internationally unique achievement that WADA and our stakeholders can be rightly proud of, and I am pleased that it continues to work appropriately.

However, we must all adapt to changing times and as we discovered in 2006-2007, revisions due to practice and experience are important to improve our efforts.

Code Review Process Underway

WADA has launched a two-year review process for the World Anti-Doping Code that will reach a conclusion at the World Conference on Doping in Sport in Johannesburg, South Africa next year.

Under article 23.6 of the Code, WADA is mandated to manage the Code's evolution and any changes that are required, and invites all athletes, governments and signatories to participate in what is a highly-consultative process.

Building on the experience WADA has gained from earlier reviews, the Code Review Process allows a practical assessment of the Code's provisions and further enhancement of anti-doping programs.

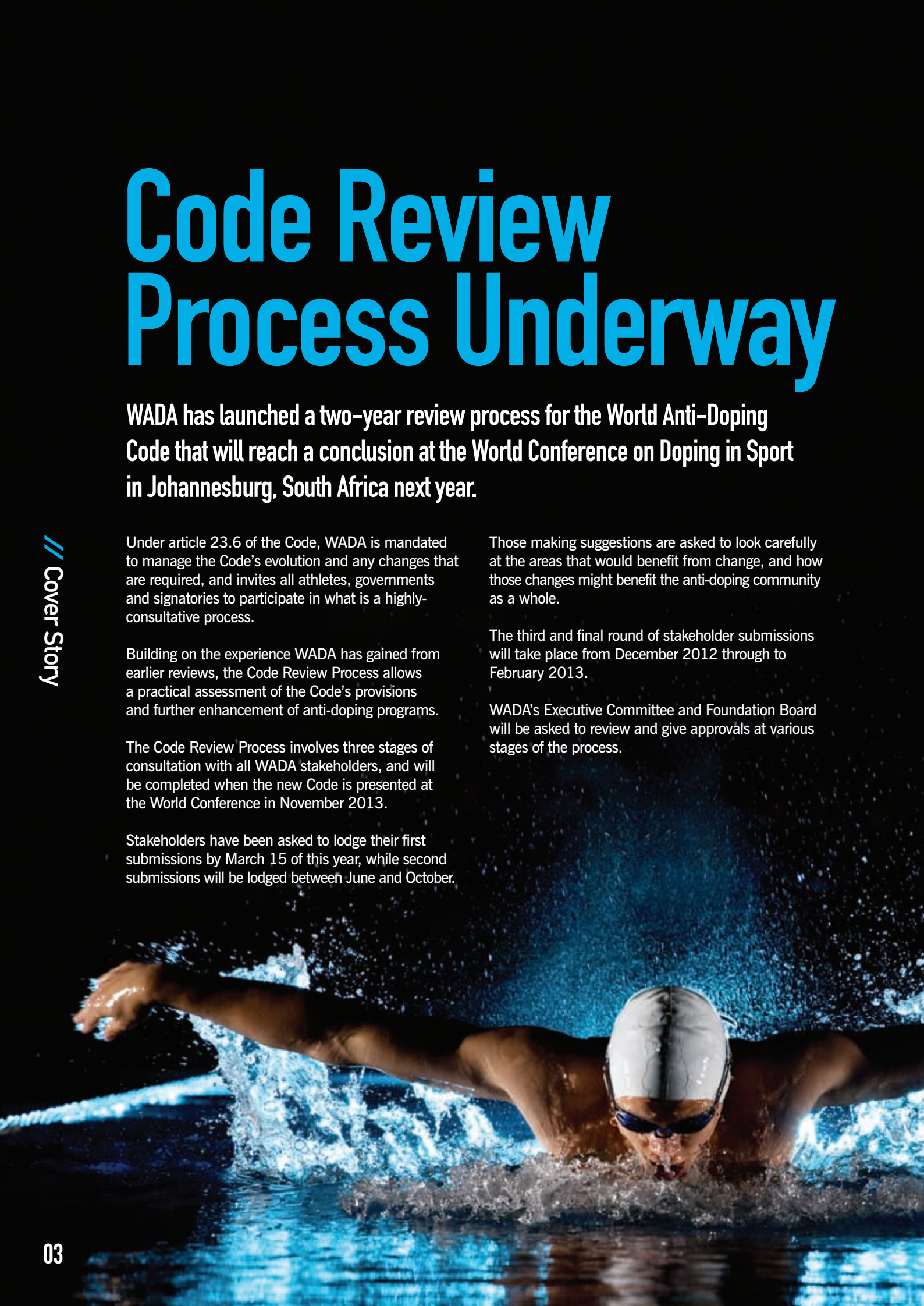
The Code Review Process involves three stages of consultation with all WADA stakeholders, and will be completed when the new Code is presented at the World Conference in November 2013.

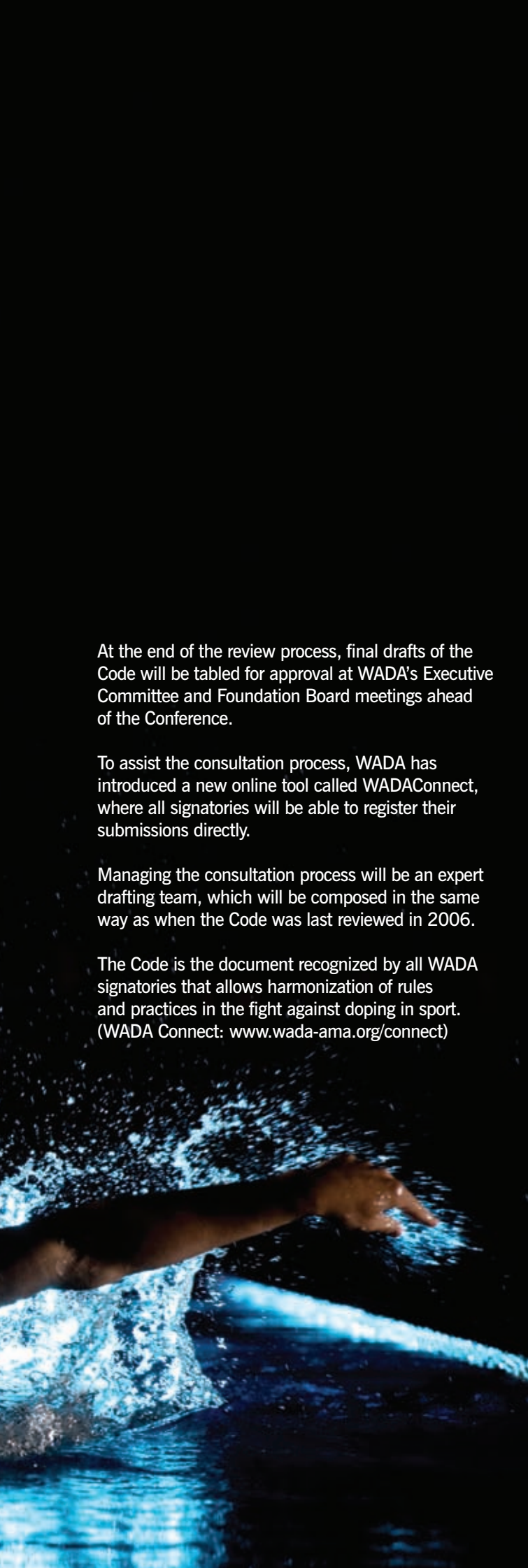
Stakeholders have been asked to lodge their first submissions by March 15 of this year, while second submissions will be lodged between June and October.

Those making suggestions are asked to look carefully at the areas that would benefit from change, and how those changes might benefit the anti-doping community as a whole.

The third and final round of stakeholder submissions will take place from December 2012 through to February 2013.

WADA's Executive Committee and Foundation Board will be asked to review and give approvals at various stages of the process.





At the end of the review process, final drafts of the Code will be tabled for approval at WADA's Executive Committee and Foundation Board meetings ahead of the Conference.

To assist the consultation process, WADA has introduced a new online tool called WADACONnect, where all signatories will be able to register their submissions directly.

Managing the consultation process will be an expert drafting team, which will be composed in the same way as when the Code was last reviewed in 2006.

The Code is the document recognized by all WADA signatories that allows harmonization of rules and practices in the fight against doping in sport. (WADA Connect: www.wada-ama.org/connect)

Code Collaboration

WADA embarked on another review of the World Anti-Doping Code in November last year — Richard Young talks about the process, the 2009 revision and what to expect this time round.

When the initial World Anti-Doping Code was signed in Copenhagen in 2002, every signatory was confident that they and their organization had contributed in some way.

Richard Young, Partner at Bryan Cave HRO and lead drafter of the text, also knew that differences of opinion persisted. Nonetheless, everybody bought in, knowing that the Code was a living document, and would be reviewed periodically.

Indeed, it was revised in 2009 after a two-year review process, and WADA has just launched a second review process that will culminate in a new revision effective in 2015.

When WADA approached Young about drafting the initial code, he already had experience writing anti-doping rules for several different national and international sport organizations. He mistakenly assumed that the drafting process would be plain and fast sailing.



(continued on page 05)

// Cover Story

(continued from page 04)

“It was a big wake-up call,” he remembers. “I learned that the process is as important as the written words. We listened very hard and listened a lot, because that’s how you get good ideas and valuable buy-in from the athletes and people who work with the Code every day.”

In total 204 countries have come together to accept the Code and because they have such different backgrounds and means, WADA must be sensitive to avoid imposing requirements that only a few countries can satisfy.

Instead, the rules must be practical enough to work in the field and around the world and they have to fit the circumstances. For the 2009 revision, for example, flexibility in sanctions for specified substances was one of the hot topics.

Common sense

“When the public reads in the newspaper that a nice kid gets banned for two years for a mistake in taking a cold medication, it undermines the credibility of the system,” Young explained.

“That’s really important. We needed to build in more common sense.”

So the 2009 Code allowed more flexibility in imposing sanctions, depending on the degree of the athlete’s fault.

The standard two-year sanction could be increased up to four years for “aggravating circumstances”—such as intentional doping or trafficking—and decreased to a warning where a “specified substance”, such as a stimulant found in a cold medicine, was taken unintentionally.

Negotiating the 2009 Code’s fine print took “literally hundreds” of face-to-face meetings with individuals, athlete groups, international federations and others.

Negotiating the 2009 Code’s fine print took “literally hundreds” of face-to-face meetings with individuals, athlete groups, international federations and others.

The project team also received feedback and spoke at dozens of meetings and conferences. As well, there were windows of opportunity for comments before and after the drafts and redrafts.

“We read every single comment,” said Young. “The trick was to sift through the material, figure out what the best ideas were and how to make them work in the field.”

Next up

For the 2015 edition, Young anticipates lively discussions around flexibility in length of sanctions, the right of organizations to impose their own additional eligibility rules, and athlete whereabouts.



“Whereabouts is bound to come up,” said Young. “It’s a burden on athletes, but they recognize that out-of-competition testing is key to catching cheaters and maintaining a level playing field.”

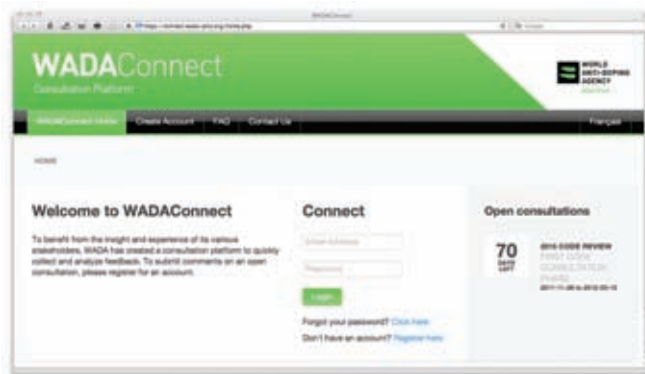
“You can’t do that without good whereabouts information.”

WADA will follow the now well-rehearsed process of 2002 and 2009 in terms of drafts and opportunities for feedback. The first window for comments opened with a letter sent on November 28, 2011 asking all stakeholders to suggest improvements based on their experience with the 2009 Code.

A second consultation will run June-October 2012, and the third will run December 2012-February 2013, after each of two drafts has been released.

The final draft will be presented at the Fourth World Conference on Doping in Sport in Johannesburg, South Africa in November 2013. The International Standards will also be reviewed as new Code concepts develop.

New this time round is the opportunity to make formal recommendations via the internet using a new online tool: WADACONnect.



www.wada-ama.org/connect

WADA developed and launched this tool to allow signatories to easily register their opinions—a process the Agency actively encourages—and also to give a voice to individuals who may not be able to attend meetings or otherwise provide their comments.

Young, however, prefers face-to-face communication. “There’s no replacement for getting out and talking to people,” he said. “Conversation is what maximizes the opportunity for input.”

The 2007–09 Code Review in Numbers

MEETINGS/CONSULTATIONS HELD



COMMENTS RECEIVED



ORGANIZATIONS/ GROUP MEETINGS

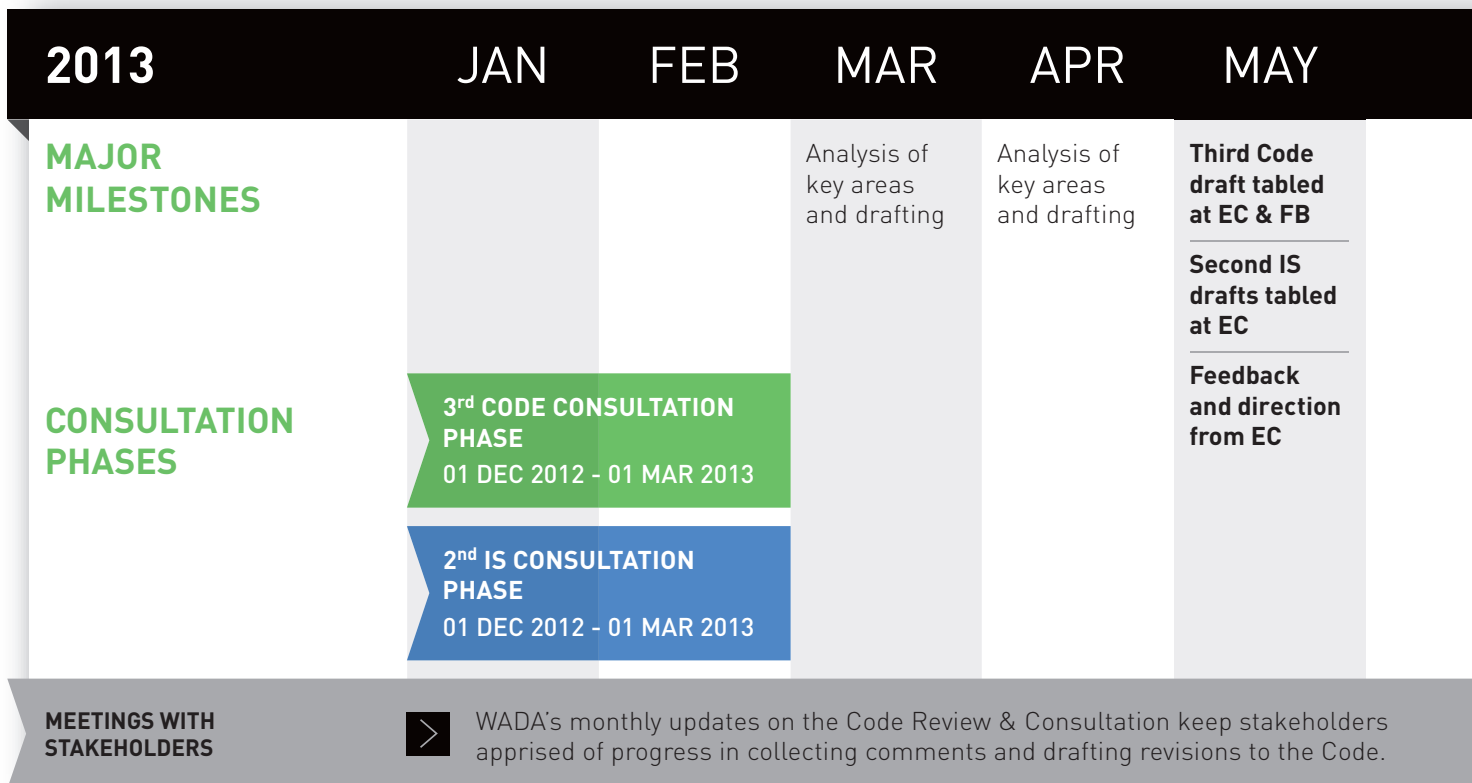
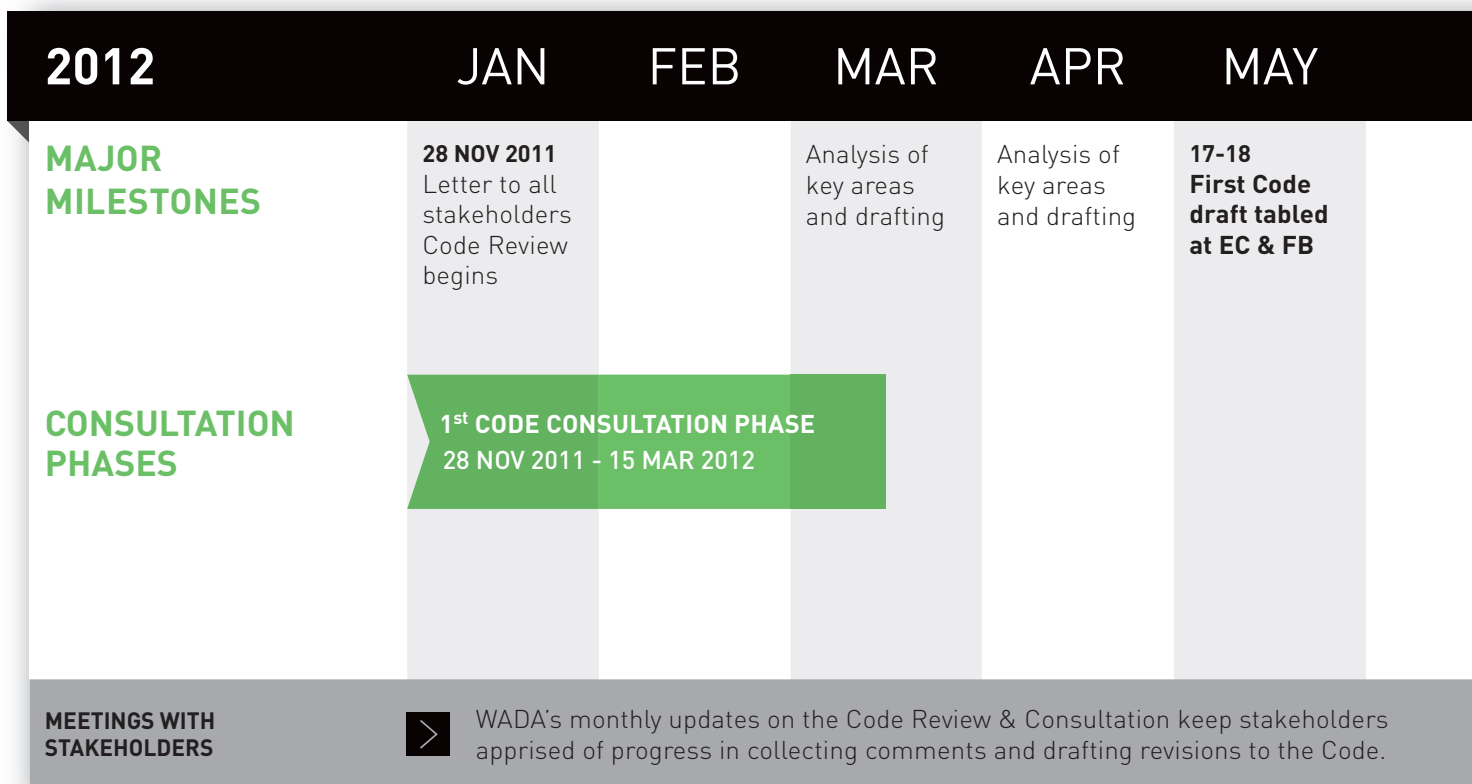
Stakeholder meetings



DRAFT VERSIONS

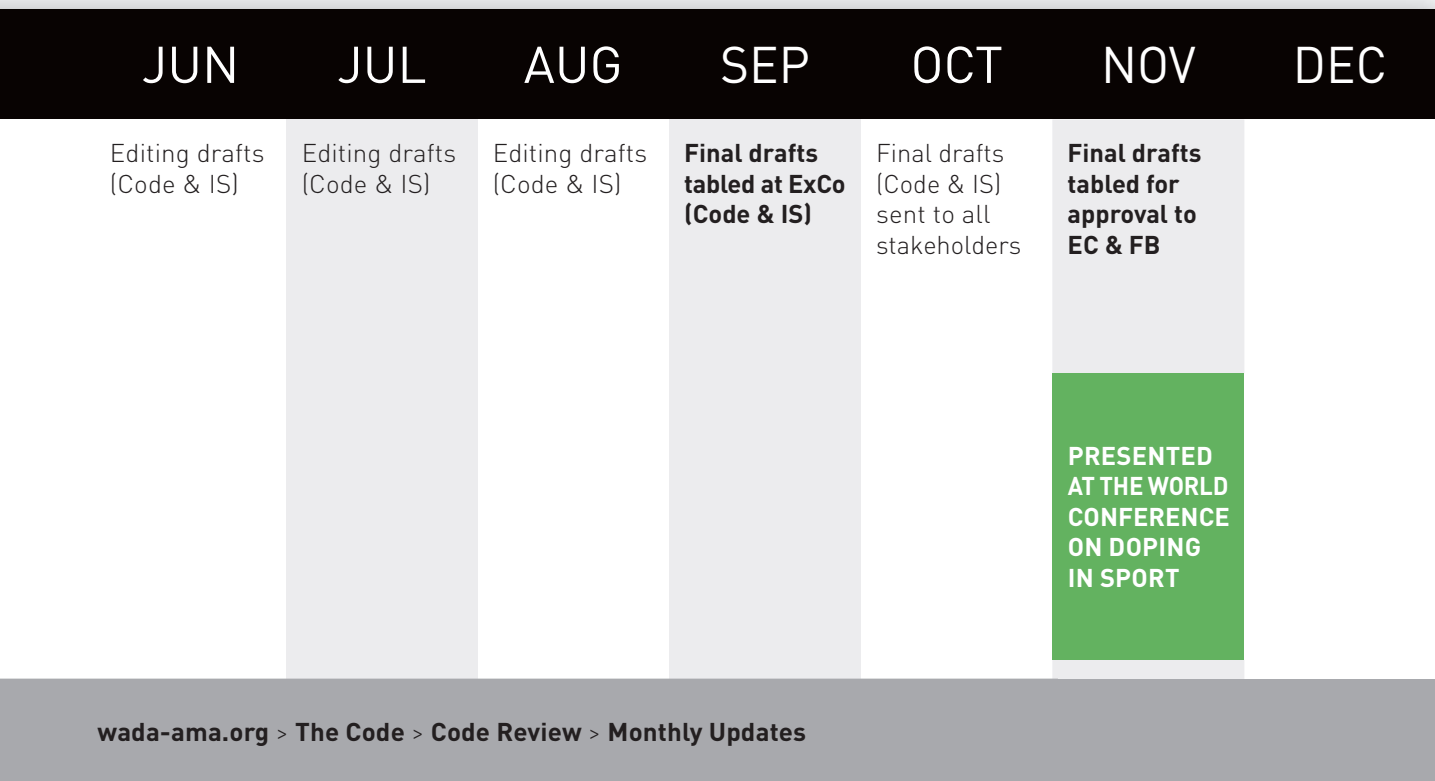
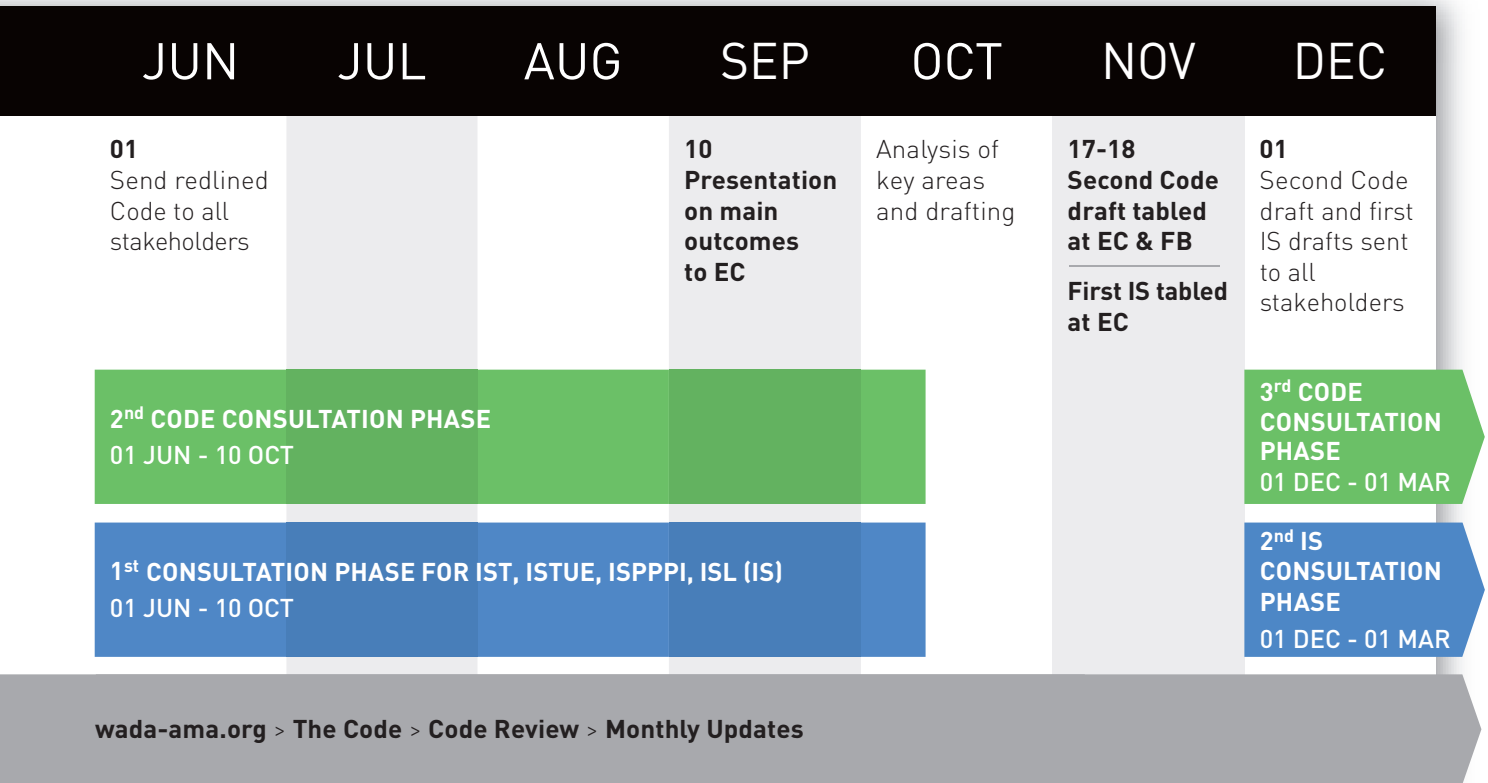


CODE REVIEW PLAN



FB Foundation Board
EC Executive Committee

IS International Standards
IST International Standard for Testing



ISTUE International Standard for Therapeutic Use Exemption

ISL International Standard for Laboratories

ISPPPI International Standard for Protection of Privacy and Personal Information



WADA completes Compliance Report

// Compliance

WADA completed one of its most critical tasks of recent years when it delivered its long-awaited Compliance Report at a Foundation Board meeting in Montreal last November.

The Report had been compiled over a three-year period and offers a crucial benchmark for all WADA signatories in terms of compliance to the World Anti-Doping Code.

Compliance monitoring has been an important part of WADA's long-term strategy, with each signatory asked to meet certain criteria in terms of anti-doping programs and regulations: the rationale being that only when these two elements are in place can they properly address the practical challenges of anti-doping.

"WADA was mandated to compile the relevant information and then deliver a report to its Foundation Board so it was able to properly assess the progress made in the last few years," explains Rune Andersen, WADA Director of Standards & Harmonization.

"It was a long and thorough process, and although we are all aware that improvements still need to be made, WADA and its stakeholders are now in a position to properly gauge where and how those improvements must come about."

The Regional Anti-Doping Organizations (RADOs) played a crucial role in helping many of the smaller signatories reach the required standards, and with WADA will continue to assist those who have not yet been declared compliant.

"Delivering the Report was a major task for the Agency, and obviously we must continue helping certain organizations to improve their rules and programs," added Mr. Andersen.

"Compliance will remain a priority but we also will be looking to use resources in a more practical way by creating more anti-doping models that organizations can tailor to their needs—no matter their size or funding."

Despite the work still required by many organizations, more promising were the compliance results of the International Federations (IFs) that are signatories to the Code.

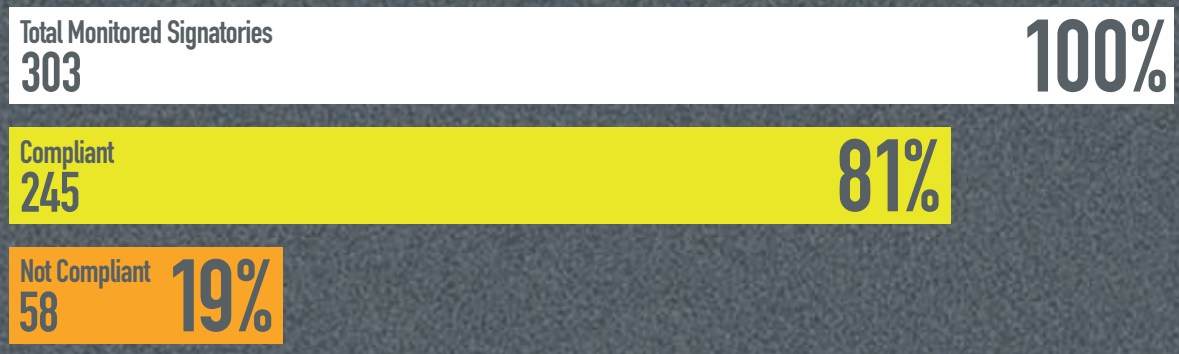
There was 100 per cent compliance for the 35 Olympic IFs, and 100 per cent compliance for the 32 IFs that form the Association of IOC Recognized International Sports Federations (ARISF).

Furthermore, progress is also being made with other SportAccord members, with 19 of the 24 signatories reaching compliance.

Compliance Status of Monitored Signatories

(as of November 2011)

303 Signatories: 99 IFs + 204 NADOs



South Africa hosts first of three education symposia

Sixty participants from 37 African countries assessed their anti-doping education needs and received guidance on education programs when they attended WADA's Education Symposium in Johannesburg.

The November event was co-hosted by the South African Institute for Drug Free Sport (SAIDS) and was the first of three education symposia WADA will be staging in different parts of the world over the next 12 months.

As well as providing a platform for anti-doping education experts to share ideas and experiences, the Symposium provided information needed for Anti-Doping Organizations to implement effective education programs.

"Education is a powerful tool in the fight against doping in sport, and the Symposium allowed us to better understand the needs of the region and to share our knowledge with those in the field in Africa," said WADA Director of Education and Program Development Rob Koehler.

"Our overall goal is to establish mechanisms to implement effective anti-doping education programs so that all athletes, especially the next generation coming through, can be fully informed of the risks involved in doping."

The Symposium was made possible in part by the support from SAIDS and its commitment to assisting the fight against doping in sport across Africa.

Held in English and French, the Symposium offered working sessions for participants to commence development of anti-doping education programs.

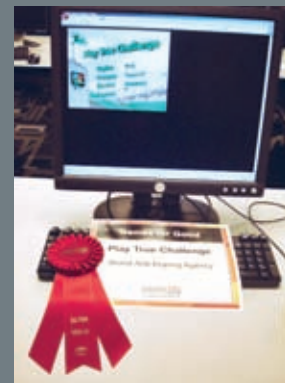
Play True Challenge wins award

WADA's Play True Challenge won a silver award in the 'Games for Good/Non-Profit' category at the Serious Games Conference in Seattle last year.

Play True Challenge is a computer-based simulation game developed with Web Courseworks that allows young athletes and young people to explore the types of decisions they may be faced with in regards to doping and the consequences of these decisions.

"WADA is very pleased with the recognition that Play True Challenge has received from the Serious Game Conference and the educational gaming community," said Rob Koehler, WADA's Director of Education and Program Development.

"We would like to thank Web Courseworks for working with us in the development of this interactive game and learning tool. Play True Challenge is a key tool in educating young athletes and young people in general around the world about the health, social and sport consequences of doping."



Digital library for Education tools

WADA's Education Department is set to launch a Learning Objects Repository in a bid to assist stakeholders in how best to use WADA's education tools.

The results of a survey of 597 WADA stakeholders in January, 2011 revealed that while the education tools were highly-valued, there appeared to be some difficulty in accessing them.

The Repository, which will be accessed via the WADA website, will be free to use and will allow stakeholders to develop their education material by pin-pointing tools available for the target groups they wish to reach.

Roaring Development, a leading library service organization based in Salt Lake City, Utah was selected to create the tool.

Better Practice

Shifting emphasis from a macro to **micro** level

// Feature

Following presentation of the Compliance Report last November and its acceptance by the Foundation Board, WADA is embarking on a series of activities designed to improve the effectiveness of testing amongst its signatories.

Labeled 'Better Practice', this direction is being designed to assist Anti-Doping Organizations (ADOs) of all sizes to make better use of their resources, and will include creating programs to be cost effective and cost efficient.

The Compliance Report, which was approved after three years of monitoring, was a critical task for WADA and one which will not be "complete" until all signatories are compliant to the World Anti-Doping Code.

Compliance monitoring focused on ensuring that ADOs had compliant anti-doping programs subject to Code-compliant regulations that allowed these programs to function.

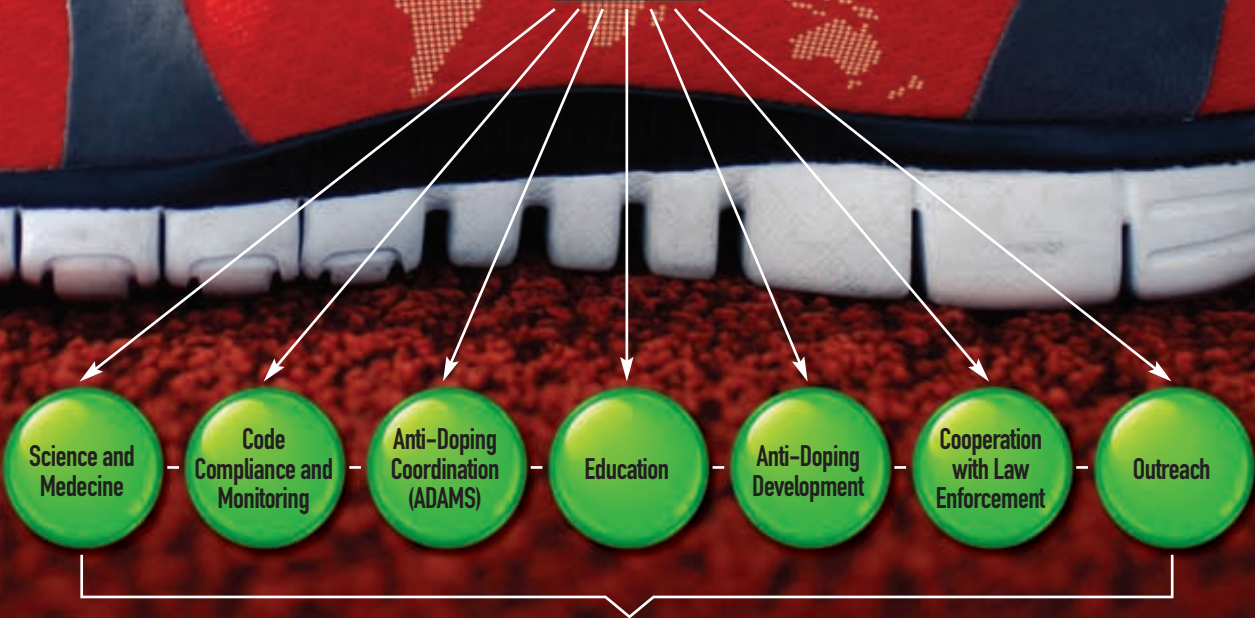
WADA now wants to ensure that the programs are effective.

"The Compliance Report was a huge undertaking and crucial to WADA's long-term strategy of helping signatories fight doping on a practical level but also within a globally-recognized structure," explained WADA President John Fahey.

"WADA is now in a position where it can dedicate more resources to helping ADOs—whether they are National Anti-Doping Organizations, International Federations, Major Games Organizers or Regional Anti-Doping Organizations (RADOs)—properly develop their anti-doping programs.

"This is the next phase in WADA's evolution. It is 12 years since WADA was created and we see this as very much part of the natural evolution of the Agency."

A project team within WADA is currently working on the fine details of 'Better Practice', and how it will be activated with ADOs.



International Federations // National Anti-Doping Organizations // Regional Anti-Doping Organizations // Major Games

Intelligence enables more effective use of resources

UK Anti-Doping's **Gabriella Re** discusses her agency's recent adoption of National Intelligence Model principles

// Interview

When was the UK Anti-Doping Intelligence function created?

The Intelligence function forms part of the Operations directorate at UK Anti-Doping (UKAD). It was created in January 2010 and was fully staffed with seven members as of July 2010. To be successful, a flow of information in and out of the unit has had to be established. To formalize how information can and will be shared with external partners information sharing agreements have been developed.

Key partners in the UK include the Serious Organized Crime Agency (SOCA), United Kingdom Border Agency (UKBA), the Medicines and Healthcare Products Regulatory Agency (MHRA), along with sport specific agencies such as WADA, Anti-Doping Organizations and National Governing Bodies of Sport (NGBs).

What is the main aim and what processes does it follow?

UKAD adopts the principles of the National Intelligence Model (NIM). The NIM is a business model used by law enforcement, and increasingly by other partners in the UK (including intellectual property rights organizations, animal protection agencies and public regulatory bodies), to ensure that the business takes decisions based on effective and efficient collection, recording, analysis, dissemination and retention of information.

It is used to prioritize issues and allocate resources to deal with them. For example, the outcomes of intelligence are to support UKAD in developing effective testing strategies and informing education programs.

The Intelligence team acquires in-depth knowledge into doping activities through managing information from a wide-range of sources. Information coming into UKAD is submitted to the NIM process. It is cross-referenced with existing data and will be subject to further research and analysis before action is taken or it is disseminated to relevant parties such as government agencies and sport partners.

How did UK Anti-Doping get started and what is the set up and background of the team?

UK Anti-Doping was established in December 2009 having successfully demonstrated to the British government that to undertake case management, and to address all of the anti-doping rule violations under the World Anti-Doping Code, it was necessary for the UK's National Anti-Doping Organisation to be independent.

I was recruited as Head of Intelligence at UKAD in January 2010 with the responsibility of setting up an intelligence function in line with the National Intelligence



Gabriella Re
UKAD Intelligence Officer



Model. My experience in intelligence amounts to over 7 years, including establishing a regional intelligence unit for 19 local trading standards departments in the South East of England, working for Surrey Police and for the National Anti-Fraud Network.

As Head of Intelligence I am supported by two intelligence researchers, an intelligence officer, two intelligence analysts and an intelligence coordinator. The team has a range of experience—some from a law enforcement background and others from anti-doping administration—thereby striking a balance between sport and anti-doping, and of working in an intelligence team and to the principles of the National Intelligence Model.

What tools do you use?

UKAD has an intelligence and case management system which promotes a joined up approach to information across the organization. Analytical software such as i2 notebook, a worldwide product, which delivers an analysis and visualization capability to support the analysts in quickly turning large sets of information into high-quality and actionable intelligence, along with software to geographical map information to assess trends and patterns is used by the Intelligence team.

Is intelligence gathering the way forward for NADOs?

The focus on information sharing as a way of tackling doping reflects an international move towards more intelligence-led methods of detection. UKAD has a well resourced Intelligence function but that is not to say that ADOs with limited or no dedicated resources cannot start to use information in a similar way.

The important thing is to set up a system that allows information to be captured from across the organization. Encouraging staff to assist with building up the

information on a sport, athlete, etc., whether it be from something they have seen or heard whilst on an education session or at a test, or information in the local newspaper or on the internet, ensures everybody is involved and takes collective responsibility.

Simply gathering information from the doping control reports, and collating all known information from across the organization around a sport, is a way to start using the information we all have at our disposal in a more intelligence-led way. Such a process will identify what information is missing and in turn allow proactive approaches to be identified to fill the gaps.

“The focus on information sharing as a way of tackling doping reflects an international move towards more intelligence-led methods of detection.”

If you had one message to athletes and others involved in doping, what would it be?

Intelligence allows an organization to use and direct resources effectively to gain results. An intelligence based approach ensures that information is collated and analyzed to paint a clear picture of the problem and identify the best possible way of making the biggest impact to resolve it - this means that athletes should not only expect to see different testing strategies being applied but athlete support personnel should be aware that the ability for action to be taken against them has also increased remarkably.

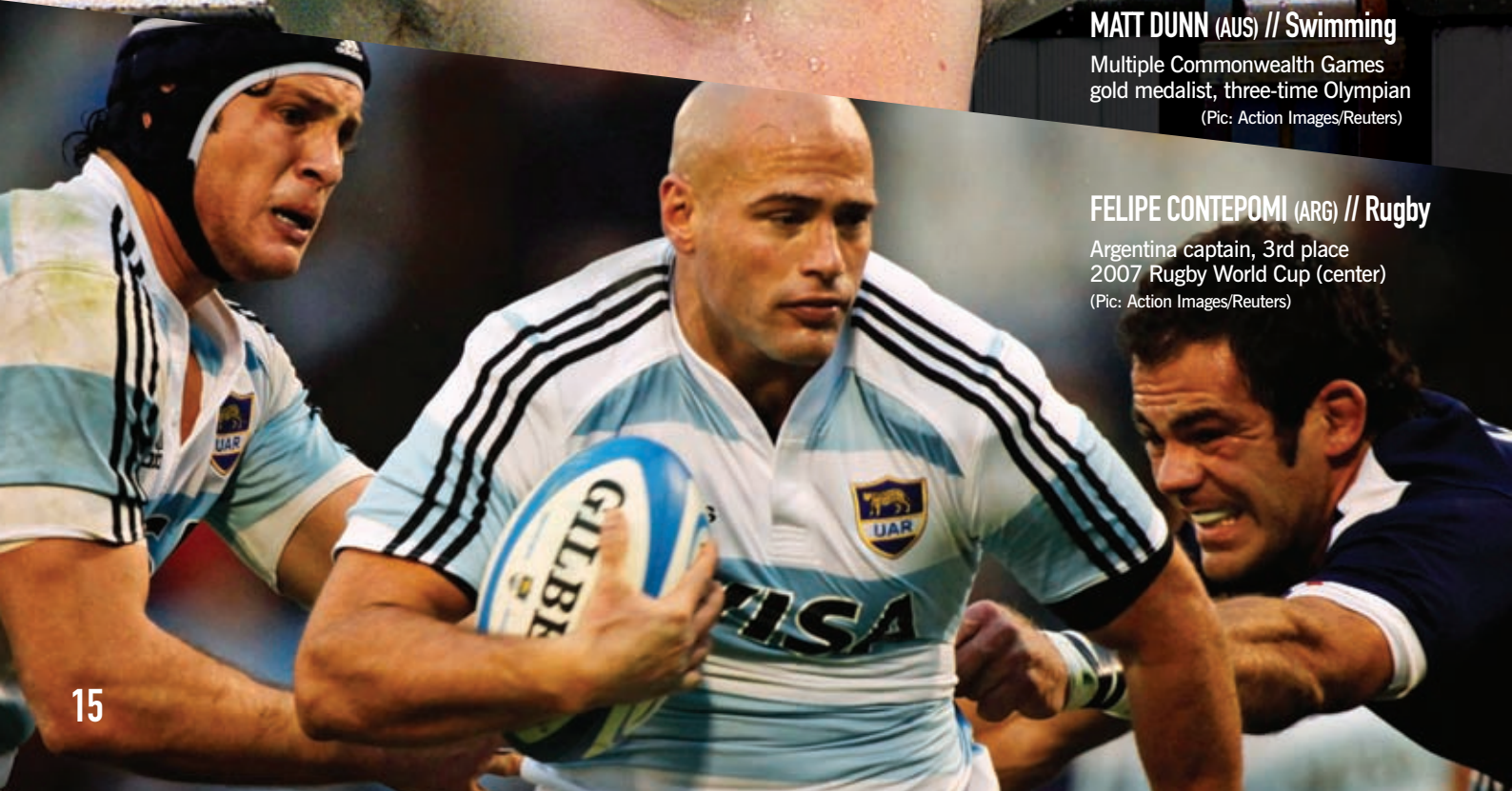


TANIA CALLES (MEX) // Sailing
Gold medalist 2003 Pan America Games,
three-time Olympian

New Athlete Committee



MATT DUNN (AUS) // Swimming
Multiple Commonwealth Games
gold medalist, three-time Olympian
(Pic: Action Images/Reuters)



FELIPE CONTEPOMI (ARG) // Rugby
Argentina captain, 3rd place
2007 Rugby World Cup (center)
(Pic: Action Images/Reuters)

KENNY EGAN (IRL) // Boxing

Silver medalist 2008 Beijing Olympic Games
(Pic: Action Images/Reuters)



Members

WADA's Athlete Committee is comprised of 19 current and former athletes, and is chaired by Russian ice hockey legend Vyacheslav Fetisov.

The following athletes joined the Committee on Jan. 1, 2012.



ANNELIES VANDENBERGHE (BEL) // Korfball

2nd place 2005 and 2009 Korfball World Games



NINA KEMPEL (USA) // Cross-country Skiing

19-time US champion, four-time Olympian



ADRÉANNE MORIN (CAN) // Rowing

Silver medalist women's eight 2010 and 2011 World Championships (center)

(Pic: Action Images/Reuters)

Competition drives temptation

Poland's **Katarzyna Rogowicz** overcame an accident as a young child to become world biathlon champion and a twice Paralympic medalist. She talks to *Play True* about her responsibilities on the WADA Athlete Committee, and explains how the temptations to dope are very real in Paralympic sports.

Play True: At what age did you become interested in sport and realize you had a special talent?

Katarzyna Rogowicz: It was while I was at primary school. I was multi-sport talented and I suppose I first realized it aged 14 after winning the school table tennis cup. I was at a small-town school with around 200 children in eight classes. I was fast, and I had no problems with breathing. I liked and played any kind of sport—football, volleyball, running, alpine skiing.

PT: What are the specific challenges that you have had to overcome because of your disability?

KR: There are a lot, and they start when I wake up in the morning. I can't brush my teeth or comb my hair without a special bracelet to help me hold the toothbrush or comb. I can't do up my zipper without a special hook. It is hard to wear.

I can't spread butter on a piece of bread without a special kitchen tool. Every life activity takes me a longer time to complete.

But the biggest challenge in not having hands is to ask for help.

PT: How big an issue do you think doping is in Paralympic sports?

KR: With the growing level of competitiveness, it has become a bigger problem, and it is growing. There are the same rules accompanying sport disciplines as in Olympic sports. So, for example, there is more chance of doping in power lifting than there is in archery.

PT: Is doping discussed amongst the athletes?

KR: It was not discussed among my friends when I started my career in 1999, but with every year the athletes are better educated. WADA and the IPC do a good job with the Outreach programs that accompany big sport events.

PT: How would you define your role as a WADA Athlete Committee member?

KR: Most of us know that there are many different angles from which to view the same thing. On the Athlete Committee, we watch from different points and our particular point of view is not the only one and not

necessarily the best and proper one. That's why I am on the advisory

body of the Committee. I am involved in the work to give a different perspective on the decision-making process.

PT: In your experience, are Paralympians just as likely to dope as able-bodied athletes?

KR: The decisions athletes take on whether or not to dope depend first of all on how an athlete was brought up and what values system they have been given. The key is to learn about it through education. It doesn't depend on an athlete's ability or disability.



Katarzyna at the Vancouver Paralympics medal ceremony (Pic: Action Images/Reuters)





PT: Would you say Paralympians are at greater risk of doping because of medication they may already be taking for their disabilities?

KR: Yes and no. The situation is comparably easy when you have treatment. You are conscious about doping, and your doctor—if you have medical help—knows you as an athlete, too. In this kind of situation it is not very hard, because you know about the Therapeutic Use Exemption (TUE) process and it all usually works okay.

But every athlete can take medication which is on the Prohibited List. It doesn't matter if an athlete has a disability or not.

PT: What about access to performance enhancing drugs—are they readily available to Paralympians?

KR: I am afraid the answer to that is, yes they are. We live in the age of internet and global communication. World media is also responsible for a lot of bad influences and education.

PT: Classification is vital to Paralympic sports: does doping make this even more complicated?

KR: No, I don't think so.

“The key is to learn about [anti-doping] through education. It doesn't depend on an athlete's ability or disability.”

PT: Are you aware of other means in Paralympic sport to gain an advantage, such as boosting?

KR: Boosting (intentionally raising blood pressure in order to stimulate energy and endurance) is the only one I know about, and these days it is taken care of well. I don't know any others.

PT: Are you able to spread the anti-doping message amongst fellow athletes as much as you would like or should there be more forums for this?

KR: In my opinion, the national level is the most important level in the process. It is crucial to cooperate with them in order to be more effective in reaching the sport associations and athletes.

Athlete Committee calls for more blood sampling and EPO testing

Members of WADA's Athlete Committee have called on Anti-Doping Organizations (ADOs) across the world to increase the amount of blood samples and to also conduct more tests for erythropoietin (EPO).

Both issues were top of the agenda at the last meeting of the WADA Athlete Committee in Colorado Springs in October, where it was unanimously agreed that there is an urgent need for more blood collection and more analysis for EPO in order to catch the "sophisticated dopers".

During the meeting the athletes were also given an update on the Anti-Doping Administration and Management System (ADAMS) and the upcoming improvements to the Whereabouts module.

"Athletes have approached me and asked for more blood tests to be carried out so that the Athlete Biological



Passport can be applied to winter sports such as cross-country skiing and biathlon," said WADA Athlete Committee member Sara Fischer, a two-time snowboarding Olympian and winner at five World Cups.

"They want more blood taken in order to catch the sophisticated dooper, and also to prove to others that they are competing as clean athletes. If ADOs increased the blood sampling then they would be following the wishes of athletes."

New Zealand's former Olympic windsurfing champion Barbara Kendall was in agreement with her fellow Committee member.

"Now the systems and programs are in place it is time to get more efficient and serious about the type of tests being conducted," said Ms. Kendall, a five-times Olympian and also a member of the IOC Athlete Commission.

"EPO and hGH is where it's at, it's what the sophisticated dopers are using and we must make sure that we make testing more intelligent so that we can target these cheats. More blood needs to be collected, and more urine samples need to be tested for EPO."

The Athlete Committee was also given a presentation on the review process for the World Anti-Doping Code, updates on WADA's Outreach programs and models, and the 'Say NO! To Doping' campaign.

The meeting was hosted by the IOC and US Olympic Committee.

Japan and Russia to host Athlete Committee meetings

Japan and Russia have generously agreed to host WADA's Athlete Committee meetings in 2012.

The first meeting will be held in Tokyo (February 20–21) to coincide with the 10th anniversary celebrations of the Japan Anti-Doping Agency (JADA), while St. Petersburg will be the venue for the second meeting (September 19–20).

"WADA values highly the contribution of all members of its Athlete Committee and we are delighted that

Japan and Russia have agreed to host the meetings in 2012," said WADA Director General David Howman.

"We are fortunate again to have some highly-respected new members joining our Committee this year.

"They will bring with them a wealth of experience gained from competing at the top level of their sport, and will also be important in terms of helping to deliver WADA's anti-doping messages."



Educational tool kit for sport physicians

WADA has produced a new tool kit to help sports physicians develop anti-doping education programs which can be adapted and customized to suit local cultures, conditions and resources.

The ‘Sport Physician’s Tool Kit’ is available via the WADA website and will serve as an important aid for doctors across the world in their efforts to enhance knowledge of the risks involved in doping in sport.

It was produced in collaboration with a number of specialists in sport and medicine, whose expertise ranges from gene doping to medical ethics.

“Physicians have an ever-increasing role to play in sport across the world and they now have a comprehensive manual to understand the anti-doping process,” said WADA Medical Director Dr. Alan Verneec.

“Education is a crucial element in WADA’s fight against doping in sport, and we are confident the Tool Kit will

assist physicians in their efforts to ensure that athletes and their entourage make the right decisions.”

The Sport Physician’s Tool Kit includes sections on ethics in medicine, the health consequences of doping and the doping control process. There is also a chapter dedicated to the Prohibited List and Therapeutic Use Exemptions.

The remaining sections focus on the Athlete Biological Passport, gene doping, and a series of practical issues and case studies to stimulate dialogue between experts using the Tool Kit for training professionals.



“Physicians have an ever-increasing role to play in sport across the world and they now have a comprehensive manual to understand the anti-doping process.”

WADA addresses family physicians conference

WADA Medical Director Dr. Alan Verneec gave a presentation designed to help family physicians better understand the process of anti-doping at the Family Medicine Forum in Montreal, Canada in November.



Dr. Verneec (pictured) addressed the importance of anti-doping from a health and ethical viewpoint, before focusing on the safety implications of anti-doping, the List of Prohibited Substances and Methods, and Therapeutic Use Exemptions (TUEs).

His presentation also advised physicians on the dangers of inadvertent doping, especially with regards to the use of supplements and medicines, and explained the concept of strict liability for athletes.

“Family physicians clearly have a role to play in the health and wellbeing of many athletes so it is important that we keep them fully informed of the processes involved in anti-doping,” said Dr. Verneec, whose vast experience in working with athletes includes three Olympic Games as physician for Team Canada.

The three-day event at the Palais des congrès de Montréal was hosted by the College of Family Physicians of Canada.

Strong awareness focus in 2011

The second half of 2011 proved to be an especially busy time for WADA's Outreach and Education teams as they delivered their unique brand of anti-doping awareness to four multi-sport events on three different continents.

WADA had an Outreach program for the first time at the All Africa Games in Maputo, Mozambique in early September, while there was an Education team in

Douglas on the Isle of Man later that month where the Play True Generation was in operation for the second time at the Commonwealth Youth Games.

The Pan American Games in mid-October was the next event on WADA's Outreach schedule, and this was followed by similar activities a month later at the Parapan American Games, also in Guadalajara, Mexico.



All Africa Games

Attending the All Africa Games was an important first for WADA, and its Outreach activities were successful in raising anti-doping awareness amongst many of Africa's finest athletes and a wide range of coaches.

Joining Stacy Spletzer, WADA's Senior Manager Athlete Relations and Communications, in the Outreach booth was a team of anti-doping experts from across the continent.

The team was boosted by Portuguese marathon legend Rosa Mota, who was on hand to offer the experience gained from a decade competing as an elite athlete.



Commonwealth Youth Games

The Play True Generation program was first launched at the 2010 Youth Olympic Games in Singapore, and it again proved popular at the fourth edition of the Commonwealth Youth Games.

Leading WADA's activities on the Isle of Man was Education Manager Jenifer Sclater, who used the opportunity to raise awareness of the dangers of doping in sport to the 1,000 athletes aged between 14 and 18, who were competing in seven different sports.

Play True Generation was also in operation at the first Winter Youth Olympic Games in Innsbruck, Austria in mid-January.



3

Pan American Games

The 2011 edition represented the third time WADA has had an Outreach presence at the Pan American Games, although for the first time the WADA team included representatives from Suriname and Panama.

As was the case at the All Africa Games, the Say NO! To Doping soccer challenge again proved a hit with athletes visiting the Outreach booth.

Members of the Outreach team were also pleased to note that athletes competing in Guadalajara had a better understanding of the dangers of doping than athletes at the two previous Pan American Games.

Overall, the Outreach program left a strong anti-doping impression on many of the 5,000 athletes who were competing in Mexico.



4

1. The hugely-popular Rosa Mota with athletes at the All Africa Games // 2. Young athletes complete the Play True Challenge at the Commonwealth Youth Games // 3. Competitors at the Pan American Games show their support for Say NO! To Doping // 4. WADA's Outreach team in Guadalajara // 5. The Outreach booth proved a great success at the Parapan American Games



5

Parapan American Games

WADA broke new ground when it sent an Outreach team to the Parapan American Games in Guadalajara for the first time.

It was the fourth edition of the event, but the first opportunity WADA had to reach out to many of the 1,500 athletes who were competing.

The WADA team was impressed by competitors' eagerness to learn about anti-doping, and heartened by the support the Outreach program received from the International Paralympic Committee (IPC).

SAY NO! TO DOPING

WADA puts great emphasis on awareness campaigns designed to alert athletes and the general public against the dangers of doping in sport.

Last year, a number of significant campaigns—all based on WADA's 'Say NO! To Doping' model—were launched, with London 2012's 'Win Clean' initiative leading the way.



Olympic athletes told to 'Win Clean' in London

Athletes who might consider doping were warned to stay away from the 2012 Olympics and Paralympics at the launch of the 'Win Clean: Say No To Doping' campaign in London last year.



The campaign is a partnership between UK Anti-Doping, the London Organizing Committee for the Olympic and Paralympic Games, the UK Department of Culture, Olympics, Media and Sport, and WADA.

WADA's Director of the European Regional Office and International Federations Relations, Frédéric Donzé, joined UK Minister for Sport and the Olympics Hugh Robertson, LOCOG Director of Sport Debbie Jevons, and UK Anti-Doping Chief Executive Andy Parkinson at the launch in Trafalgar Square.

"Every country and every athlete has a responsibility to help us prevent doping ahead of, and during next year's Olympic and Paralympic Games," said Mr. Robertson.

"In the UK we have adopted an intelligence-lead approach to tackling doping with sophisticated strategies, techniques and education programs in place. Win Clean: Say No To Doping underlines that there is a zero tolerance approach."

FIS launches 'Clean as Snow'

The International Ski Federation (FIS) launched 'Clean as Snow' at its Nordic World Cup event in Finland late last year as it joined the list of WADA stakeholders to adopt the anti-doping awareness model 'Say NO! To Doping'.

FIS is the 14th International Federation to incorporate 'Say NO! To Doping' into its overall anti-doping program, and will look to spread the message to all skiers and snowboarders over the forthcoming winter season.

"WADA puts great emphasis on anti-doping awareness and we have encouraged all sports federations to build their own campaign by using the 'Say NO! To Doping' model," said WADA Director General David Howman.

"Awareness is key to spreading the anti-doping message and communicating the dangers of doping to everyone involved in sport, especially the next generation of athletes."

'Clean as Snow' was launched with the support of the FIS Athletes' Commission, and athletes at the FIS event in Ruka were asked to show their support by sharing anti-doping leaflets and signing a branded glass pane in the finish area (see picture above).

The 'Clean as Snow' logo will also be added to all FIS training bibs during the 2011–12 season.



WTC's anti-doping campaign at 'Dip-n-Dash' in Hawaii



WADA's Frédéric Donzé and former weightlifting champion Pyrrhos Dimos



UK Minister for Sport Hugh Robertson at the launch of Win Clean

Anti-doping campaign for IWF

The International Weightlifting Federation (IWF) targeted competitors from more than 100 countries at its world championships in Paris in mid-November with its 'Lift CLEAN and Jerk' anti-doping campaign.

The IWF was supported in its efforts by former weightlifting champions Pyrrhos Dimas of Greece and Ms. Pawina Thongsuk of Thailand.

“WADA puts great emphasis on anti-doping awareness and we have encouraged all sports federations to build their own campaign by using the ‘Say NO! To Doping’ model.”

Athletes and their entourage who visited the IWF outreach centre during the world championships were able to take part in an anti-doping quiz, while WADA's 'At-A-Glance Series' was available in English, Russian and Spanish.

WTC: 'Ask Me Why I Am True'

The World Triathlon Corporation (WTC) used a 'Dip-n-Dash' event at its Ironman World Championships to send a strong anti-doping message to the next generation of competitors.

The 'Ask Me Why I Am True' initiative encouraged young athletes at the event at Kailua-Kona Pier in Hawaii to ask the question so they could articulate their commitment to clean sport.

It is part of the WTC's wider awareness campaign called 'I Am True', which was recently expanded to include more outreach programs aimed at professional and age-group tri-athletes.

WTC outreach programs were in operation at the Dip-n-Dash event and also at the World Championships a few days later, which was also staged at the Kailua-Kona Pier.

Championships a few days later, which was also staged at the Kailua-Kona Pier.

The WTC awareness initiatives are a crucial part of the Ironman governing body's comprehensive anti-doping program launched in 2009.

Enhanced electronic Play True

// WADA News

WADA has enhanced the electronic platform for *Play True* magazine.

The electronic magazine will supplement the current WADA website by providing additional insight into the Agency's day-to-day activities and developments within the anti-doping community worldwide.

"The electronic version of *Play True* is another important step for WADA's overall communications strategy and gives the Agency—and its stakeholders—another platform on which to deliver its anti-doping message," said WADA Director General David Howman.



"The fight against doping in sport is a constant challenge and this new *Play True* will enhance WADA's ability to communicate with the anti-doping community and create a forum to facilitate debate around an issue that continues to threaten sport."

As well as regular news items, the electronic *Play True* will include features on anti-doping and profiles of individuals, experts and athletes involved in the fight against doping in sport.

WADA stakeholders will also have the opportunity to submit content and use it as a portal for anti-doping issues which they want to highlight.

Japan to continue Asian RADO funding

WADA and the government of Japan signed an agreement that continues Japanese funding for Regional Anti-Doping Organizations (RADOs) in Asia.



Mr. Howman and Mr. Okumura

The agreement was signed in late September at Japan's Ministry of Education, Culture, Sports, Science & Technology (MEXT) and announced at a press conference in Tokyo.

The funding will continue to assist RADOs with the development of anti-doping programs, and provide

funds for WADA to help with the training of anti-doping officials in each region.

"Japan has supported WADA's international activities since its establishment," said Mr. Tenzo Okumura, Minister in charge of Sports at MEXT.

"Especially, we have been encouraging Asian governments to ratify the UNESCO International

Convention against Doping in Sport, and to promote compliance with the World Anti-Doping Code and its implementation.

"In addition, Japan has provided assistance to Asian RADOs in cooperation with WADA since 2008. It is very significant that we sign today the partnership agreement for the assistance to RADOs to strengthen our cooperation."

There are five RADOs in Asia working across 36 countries, with particular emphasis on compliance to the World Anti-Doping Code.

The RADO program brings together countries with similar geographical interests, and helps develop Code-compliant programs that encompass testing, education and general awareness of anti-doping issues.

The concept of sharing resources through RADOs has decreased the individual responsibility of smaller countries and National Olympic Committees.

Japan has provided assistance to Asian RADOs in cooperation with WADA since 2008.