play true

ISSUE 1 - 2011

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

Tried, Tested and True

Profiling the Global Network of WADA Accredited Anti-Doping Laboratories

WORLD ANTI-DOPING AGENCY

THE WORLD ANTI-DOPING AGENCY
info@wada-ama.org
www.wada-ama.org
www.facebook.com/wada.ama
http://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
WADA COMMUNICATIONS DEPARTMENT

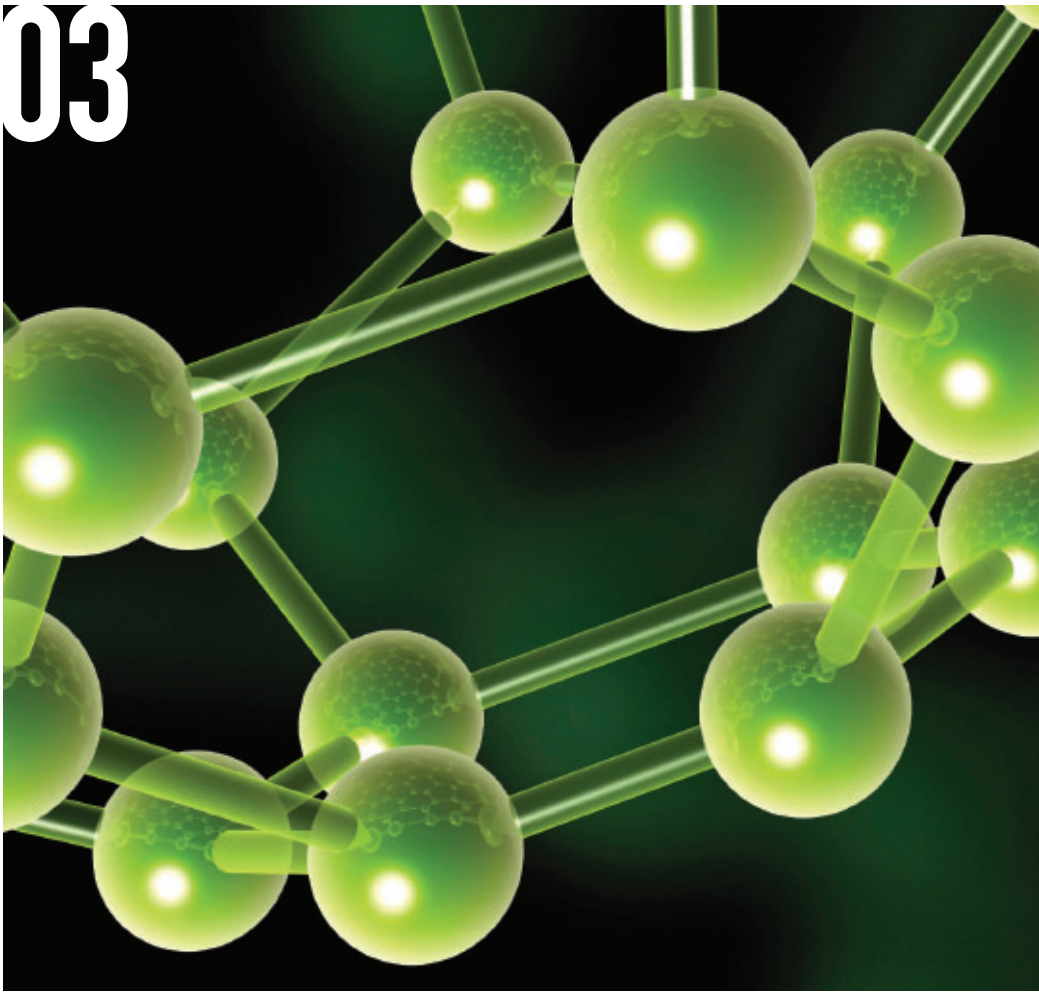
CONTRIBUTORS
THIERRY BOGHOSIAN
LÉA CLÉRET
CATHERINE COLEY
RICHARD CONRAD
FRÉDÉRIC DONZÉ
SYLVIANE DUVAL
NATHALIE LESSARD
JULIE MASSE
JENNIFER SCLATER
STACY SPLETZER

DESIGN AND LAYOUT
ANTHONY PHILBIN COMMUNICATIONS,
MONTREAL

PHOTOS
DAICHI SUZUKI
WADA

WADA

Printed in Montreal, Canada
on recycled paper



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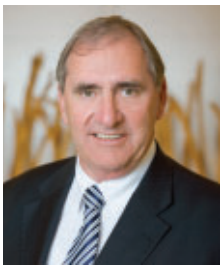

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John Fahey reviews the areas where WADA will be focusing its attention and efforts as he embarks on his next three-year term as WADA's President.

02 Maximizing Results

Highlighting the vast scale of the US$120 billion a year sports industry, David Howman stresses how the anti-doping community will need to maximize finite resources and form further strategic partnerships to keep sport fair and athletes playing true.

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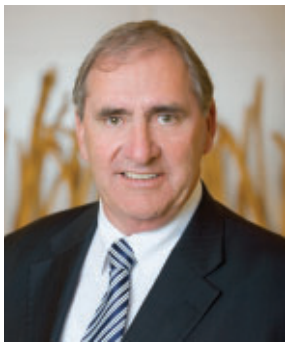


Engaging Every Sport and Every Country

The Hon. John Fahey, AC, WADA President

A decade ago, governments tended to regard the problem of doping in sport—if they considered it at all—to be an issue for the sporting fraternity. Now, they are really seeing the value of the role WADA plays.

Having recently had my mandate as the first government representative to lead WADA extended for another three years, I will continue to champion efforts aimed at further enhancing cooperation and information sharing between governments and sport authorities. A string of high-profile doping cases and investigations have underscored the fact that no sport and no country is immune to the threat of doping. Clearly, there is a critical need for strong collaborative efforts to combat this scourge.

While we have made good progress, there remains ample room for improvement. Across the board, governments ought to be re-examining their laws as they relate to members of an athlete's entourage, such as agents, coaches and team doctors who are not members of the sporting associations and, therefore, not subject to sanctions applied to the athletes themselves. WADA is also encouraging countries to implement or strengthen legislation to address troubling issues related to doping, such as trafficking and the availability of prohibited substances.

Meanwhile, we are taking the fight against doping beyond the anti-doping community, reaching out to new partners to raise global awareness and bring significant additional resources to bear on the problem. This is reflected in our partnership with Interpol and the formal cooperation agreement signed in 2010 with the International Federation of Pharmaceutical Manufacturers and Associations.

Law enforcement officials estimate that some 25% of doping substances used worldwide come from black market sources. They are frequently manufactured in unsanitary conditions with ingredients of questionable origin and efficacy. Readily available via the Internet, these black market products pose a serious threat not just to the integrity of sport but to the health—and, often, the very lives—of those tempted to use them.

We know that, as soon as a reliable method to detect a particular doping compound is developed, determined dopers start looking for a new compound that might enhance performance. Working closely with the pharmaceutical industry to identify potential new doping compounds before they even enter clinical trials should facilitate much faster development of detection methods. This will benefit clean athletes worldwide.

Along with prevention and awareness, education remains a top priority for me as WADA President. Up-and-coming athletes are for the most part young and impressionable, very much under the influence of parents and other authority figures. Accordingly, we are undertaking numerous projects relating to anti-doping education. We are, in particular, working with governments and education authorities to incorporate anti-doping education into school curricula. The aim here is not only to reach out to young people, but also to educate the educators. Pilot projects are underway in various countries.

Law enforcement officials estimate that some 25% of doping substances used worldwide come from black market sources.

Embarking on the second half of my term as President, I am heartened by the strong sense of partnership between government and sport. But our fight requires constant vigilance and unremitting resolve. The issue of fairness aside, doping in sport remains a serious public health issue. Together, we need to continue working to instil in our youth—and all those involved in sport—an indelible mindset that will not allow them to tolerate health- and life-destroying drugs in their sports.

Making the Most of Finite Resources

David Howman, WADA Director General

As the second decade of WADA's fight against doping unfolds, it is evident that challenges to the integrity of sport are a moving target, with the development of parallel threats such as illegal betting, bribery and corruption.

We are witnessing the continuing advance of the underworld into sport via the trafficking and distribution of prohibited substances. Law enforcement authorities say that, in many instances, it is the same people who deal in illegal drugs that are now peddling performance-enhancing substances.

This is not surprising given that such activity remains legal in many parts of the world and the returns on investment are huge. Furthermore, the downside risks are very different. As one of our partners from Interpol puts it, instead of going to jail for selling illegal drugs, the purveyors of prohibited substances are more likely to wind up going to the beach, enjoying lavish holidays at posh resorts or relaxing on their yachts in the Mediterranean or Caribbean.

Equally worrisome are indicators that underworld figures and organized crime are channelling their ill-got gains from trafficking into illegal wagering, bribery and match-rigging. It is a vicious circle that, left unchecked, threatens to further undermine the integrity of sport.

Given the enormous challenges we face, it is clear that additional resources—financial, human and technological—will be required going forward to effectively protect the integrity of global sport and the health and well-being of our athletes.

To put things in perspective, one must consider that the sports industry worldwide is worth an estimated US$120 billion a year. By comparison, it is estimated that the money currently being spent on anti-doping programs is in the vicinity of US$300 million a year, or 0.25% of the sports industry's spending.

In terms of marshalling additional resources, I see significant potential for more strategic partnerships with stakeholders outside WADA's core government-sport alliance. In that respect, we are very pleased with our collaboration with Interpol, through an inter-agency agreement that facilitates information sharing and evidence gathering on doping and trafficking worldwide.

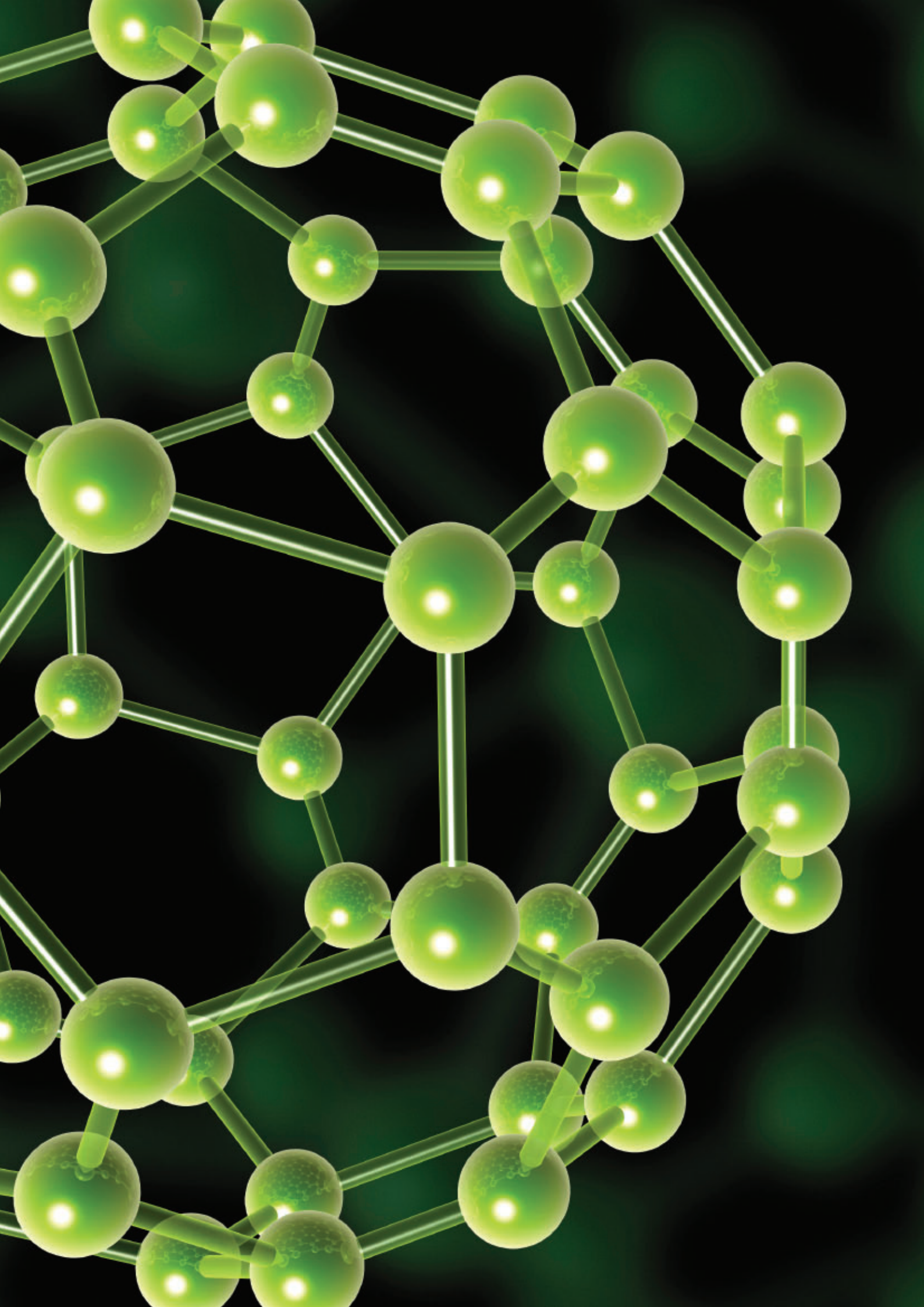
I should note, too, that I am acutely aware of the need for WADA, and the broader anti-doping community, to continue seeking more "intelligent," innovative solutions that will further enhance the efficiency and the cost-effectiveness of the global fight against doping in sport.

For instance, critics often point—with some justification—to the relatively small percentage of positive doping tests (1–2%). When it comes to administering doping tests, it is clearly about quality, not quantity, and about making intelligent choices, particularly with regard to the targeting of out-of-competition testing.

When it comes to administering doping tests, it is clearly about quality, not quantity, and about making intelligent choices, particularly with regard to the targeting of out-of-competition testing.

That said, to gauge the effectiveness of doping control solely on the low percentage of positive results is to ignore their very significant deterrent effect. The impact is similar to that of the police spot-checks and roadside breathalyser tests common in North American and Western European countries, particularly during the holiday season. Simply knowing that the police could well be lurking around the next corner makes people think twice about drinking and driving. It is the same with cheating athletes, who know there is an ever-greater risk of being caught and exposed.

Going forward, I am confident that by optimizing the use of our resources and continuing to seek out new strategic alliances, we will continue making headway in the battle to provide a level field for the Play True Generation of tomorrow.



Also in this section:

A Strong Scientific Network

WADA's accreditation of anti-doping laboratories ensures that the scope and quality of scientific approaches remains as advanced and consistent as possible for all athletes and all events.

Currently, 35 laboratories around the world are WADA accredited, providing the integral scientific component in the standardized and clearly defined testing processes and procedures that serve to protect and bolster the integrity of sport.

In the 1960s, when the first doping controls appeared, the process was relatively simple. An athlete provided a urine sample after competition. The sample was delivered to an International Olympic Committee (IOC) accredited laboratory, not necessarily on the same continent, within a few days. The laboratory tested mostly for stimulants, narcotics and anabolic steroids (the substances of choice at the time) based on empirical observation and experience.

As exponential advances in science and technology "upped the ante" on the playing field and in the laboratories, anti-doping organizations began testing for substances such as beta-blockers, beta-agonists and some peptide hormones. By the time the IOC transferred the responsibility of accrediting anti-doping laboratories to WADA, it was also beginning to require that laboratories become ISO 17025-certified. This certification means that the laboratories have management, administrative and technical systems that guarantee precise, accurate and traceable testing and calibration results.

"WADA took over the responsibility for accreditation in 2004," says Dr Olivier Rabin, WADA's Science Director. "It was the ideal opportunity to further strengthen the system, incorporate best practices and reinforce transparency."

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Laboratory Accreditation
The Process

The accreditation process is demanding. Just like the athletes whose samples are analyzed, candidate laboratories undergo intensive training and display singular dedication in their preparation to reach excellence. Once there, however, the opportunity to participate in a just cause is rewarding.

"Essentially, laboratories must meet two standards: ISO 17025 and WADA's International Standard for Laboratories (ISL)," says Dr Toni Pascual, member of the IMIM-Hospital del Mar Research Institute Bioanalysis Research Group, Chair of the Anti-Doping Committee of the International Paralympic Committee and of WADA's Laboratory Expert Group.

Candidate laboratories formalize their interest to WADA by affirming that they have the necessary expertise and equipment to reach the standards outlined in the ISL and Code of Ethics as well the necessary support of their national and other anti-doping organizations. In addition, candidate laboratories must begin the process to obtain ISO/IEC ISO 17025 accreditation through an accreditation body recognized by the International Laboratory Accreditation Cooperation (ILAC).

After a site visit and successfully analyzing test samples, the laboratory enters a "probationary" period. WADA's partnership with ILAC has allowed some ILAC assessors to also function as ISL-trained assessors, so they can help the laboratory identify and correct non-conformities either with the ISO or ISL standards at the site visits. After several years of successful collaboration, WADA and ILAC recently renewed their memorandum of understanding in Shanghai, China.

The laboratory must then analyze at least 20 External Quality Assessment Scheme (EQAS) samples (read more about EQAS on page 6) and, as a final proficiency test, 20 more in the presence of WADA representatives. During this time, the laboratory is also required to develop anti-doping research capabilities and initiate at least two research projects to broaden their knowledge base in the fight against doping. All these probationary activities usually span 18 to 24 months.

The probationary laboratory's performance in the EQAS program and the final accreditation test as well as the findings from the WADA site visit and ISO accreditation reports are combined into a final recommendation for accreditation by the WADA Laboratory Expert Group and then submitted to WADA's Executive Committee for approval.

"For a laboratory to maintain its accreditation status," says Dr Olivier Rabin, WADA's Science Director, "its host country must ratify the UNESCO Convention against Doping in Sport and, of course, it will be continually monitored through WADA's EQAS."

Once accredited, laboratories can analyze athlete samples for anti-doping organizations.

> "Just like the athlete who plays true, accreditation stands for transparency, accountability and integrity."

"Sporting organizations that are signatories to the World Anti-Doping Code and other organizations that are not yet signatories use accredited laboratories to do their drug testing work," says Pascual. "The ISL and ISO accreditations serve as a guarantee for the quality of the results. Just like the athlete who plays true, accreditation stands for transparency, accountability and integrity."

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To do that, WADA put together a Laboratory Expert Group, made up of experts who would define the requirements for accreditation, and develop rules for laboratory conduct and for evaluating performance. (read more about the External Quality Assessment Scheme on the right of this page)

Laboratories must now, not only, comply with the ISO 17025 and with WADA's core document for laboratories —the International Standard for Laboratories (ISL)— which expands ISO 17025 requirements to doping control, but they must sign WADA's Code of Ethics, and participate in an ongoing quality assurance program (EQAS). (read more about the accreditation process on page 5)

"Let's not forget that this is an analytical field in which results have a huge economic and sporting impact," emphasizes Dr Toni Pascual, member of the IMIM-Hospital del Mar Research Institute Bioanalysis Research Group and Chair of WADA's Laboratory Expert Group. "If laboratories were not accredited, their level of performance around the world would vary considerably. That would be unfair to the athletes and damage the credibility of the whole system."

The ISL is the beating heart of accreditation: a document in constant evolution that follows the advance of science and integrates the analytical requirements and the laboratory procedures into the fight against doping. The latest revision (6.0) came into effect in January 1, 2009. WADA also publishes Technical Documents on specific issues, such as on standardizing the procedures for analyzing blood samples for the Athlete Biological Passport.

For athletes, the doping control and laboratory processes translate into a rigorously scrutinized system from the moment they are notified that they have been selected for doping control. The sample is split into two coded bottles (A and B sample) with tamper-proof devices, sealed and sent to a WADA accredited laboratory and registered. The process is meant to ensure that the chain of custody is maintained at all times.

Internally, laboratories analyze the A sample for all prohibited substances, documenting the volumes taken from that sample for each procedure and the results obtained. If nothing is found, the laboratory notifies the results management authority (RMA). However, if laboratories do detect a prohibited substance or method (an adverse analytical finding), they must inform the RMA, the relevant International Sport Federation and WADA. The RMA then informs

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All About Quality

How lab compliance with quality standards is monitored

"The term External Quality Assessment Scheme (EQAS) is significant," emphasizes Thierry Boghosian, WADA's Manager, Laboratory Accreditation. "It highlights our focus on competence."

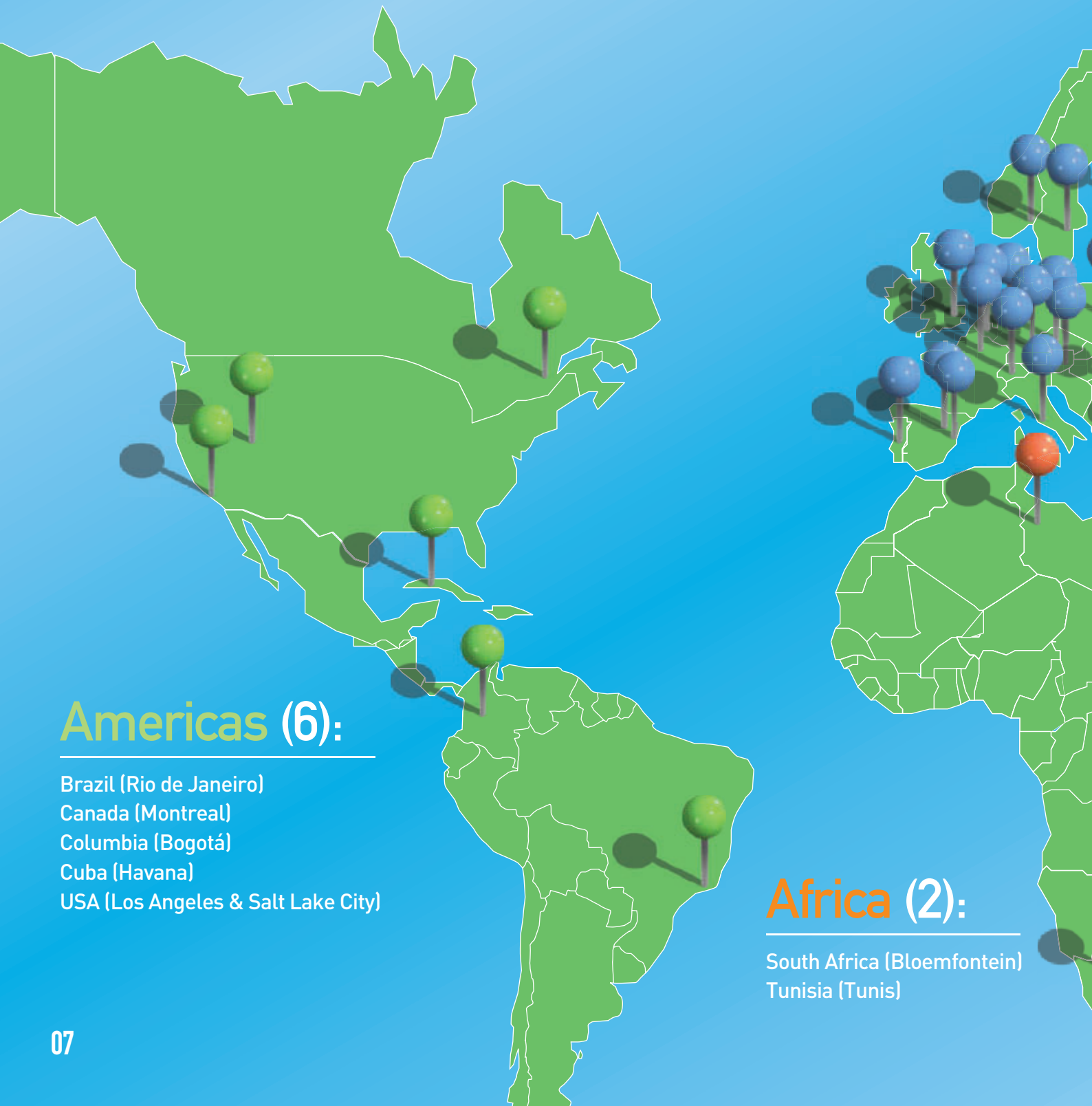
Under WADA's accreditation system, anti-doping laboratories analyze three sets of six blind EQAS samples a year, compared to nine samples once a year under the previous system. The frequency of testing and the number of samples is designed to better monitor and evaluate their performance. Laboratories are also sent samples of known prohibited substances that provide opportunities for learning. Most importantly, however, they are sent test samples anonymously (known as "double blind"), which allows WADA to evaluate their performance in a routine setting.

Whenever a laboratory does not meet requirements of the International Standard for Laboratories, it must take fast corrective action. In some serious and rare situations, WADA may suspend the laboratory's accreditation.

For more information on the International Standard for Laboratories (ISL), visit: **wada-ama.org/ISL**

WADA Accredited Laboratories

WADA accredits specific laboratories in order to better support athletes and other sport stakeholders around the globe. The map below reflects the locations of WADA's 35 accredited anti-doping laboratories.



Americas (6):

Brazil (Rio de Janeiro)
Canada (Montreal)
Columbia (Bogotá)
Cuba (Havana)
USA (Los Angeles & Salt Lake City)

Africa (2):

South Africa (Bloemfontein)
Tunisia (Tunis)

Europe (20):

Austria (Seibersdorf)
Belgium (Ghent)
Czech Republic (Prague)
Finland (Helsinki)
France (Paris)
Germany (Cologne & Dresden)
Great Britain (London)
Greece (Athens)
Italy (Rome)
Norway (Oslo)
Poland (Warsaw)
Portugal (Lisbon)
Russia (Moscow)
Spain (Barcelona & Madrid)
Sweden (Stockholm)
Switzerland (Lausanne)
Turkey (Ankara)
Romania (Bucharest)

Oceania (1):

Australia (Sydney)

Asia (6):

China (Beijing)
India (New Delhi)
Japan (Tokyo)
Kazakhstan (Almaty)
Korea (Seoul)
Thailand (Bangkok)

Enhancing the Network through WADA's New "Approved" Laboratory Concept

In May 2010, WADA created a new category of laboratories: approved—not accredited—to allow extra laboratories to analyze blood in support of the Athlete Biological Passport Program. This was in response to the 36-hour limitation between collecting blood from an athlete and analyzing it, the geographical reach of its accredited laboratories, and requests from a number of stakeholders for extra laboratories for blood analysis.

"This is a significant step forward that the anti-doping community will welcome," said WADA's President John Fahey at the time.

Given the rigorous requirements in place to ensure the highest quality standards in anti-doping laboratories, the network of WADA accredited laboratories is relatively small. The approval of non-accredited laboratories meeting set standards will provide anti-doping organizations, which have implemented an Athlete Biological Passport Program, the opportunity to have blood samples analyzed closer to home.

"The Athlete Biological Passport is a powerful tool in the fight against doping in sport," confirms Thierry Boghosian, WADA's Manager, Laboratory Accreditation. "It provides an indirect way to determine doping and trigger further testing."

To qualify for approval, not only must laboratories meet a number of criteria to ensure the quality expected of the anti-doping community, they also have to have the support of an anti-doping organization. Complying with the criteria allows laboratories that are already experienced in blood measurement techniques to meet the very specific requirements of anti-doping and to ensure that their measurements can be judged with confidence and side by side with those from accredited labs.

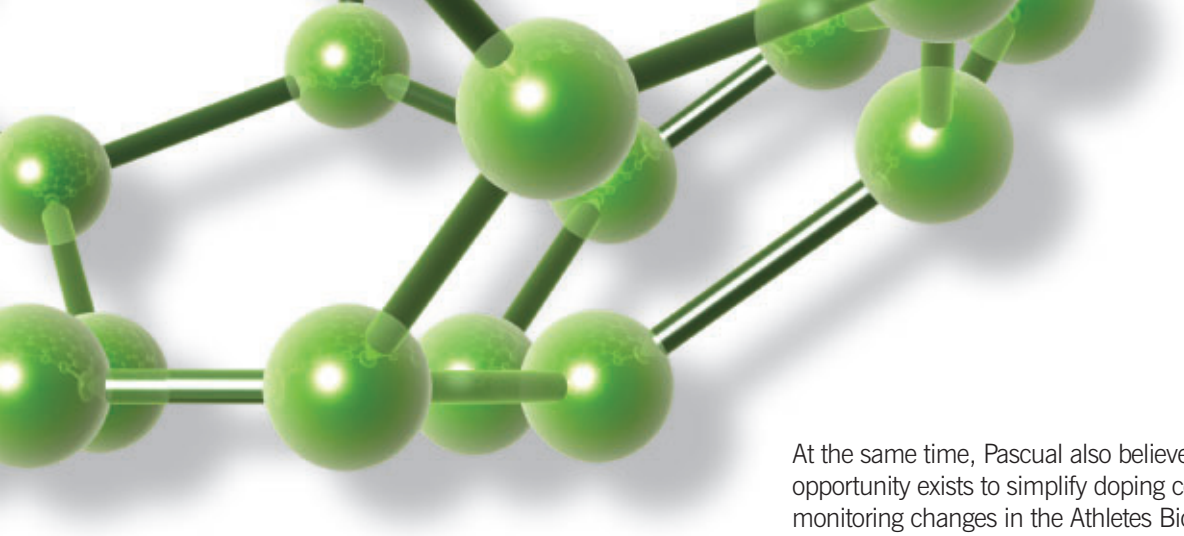
For more information, visit: **wada-ama.org/approvedlabs**

(continued from page 6)

the athlete and launches the results management process, which could lead to the analysis of the B sample, a hearing, and possibly to sanctions.

"We inherited many of these processes from the IOC," says Rabin. "They are now further standardized and even tighter."

Rabin stresses that laboratories are independently owned, managed and funded. WADA's role is to accredit them and make sure they meet the highest standards of quality, as described in the ISL—a process supplemented by external, independent monitoring. WADA does not, for example, monitor compliance with the ISO 17025 standard. This is done by national accreditation bodies that are members of the International Laboratory Accreditation Cooperation—one of WADA's key partners. In future, Pascual expects that laboratories will have to become even more sophisticated to keep track of new



substances. Under the terms of the ISL, laboratories are required to conduct research to improve existing detection methods or develop new ones. WADA dedicates US$4–6 million annually to scientific research conducted by accredited laboratories and scientific research groups.

WADA dedicates US$4-6 million annually to scientific research by accredited laboratories and scientific research groups.

"In general, doping substances are drugs that the pharmaceutical industry has developed for a particular therapeutic use," he says. "As new therapies come onto the market, some of them will have the potential for abuse as doping agents. So we will always need new methods."

At the same time, Pascual also believes that an opportunity exists to simplify doping control by monitoring changes in the Athletes Biological Passport through regular blood or urine testing. Blood, however, deteriorates after 36 hours and must be analyzed within that short window of opportunity. WADA is solving this challenge by using the capacity of other, closer laboratories that perform specific haematological tests only. (read about approved laboratories on page 9)

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Dr Günter Gmeiner

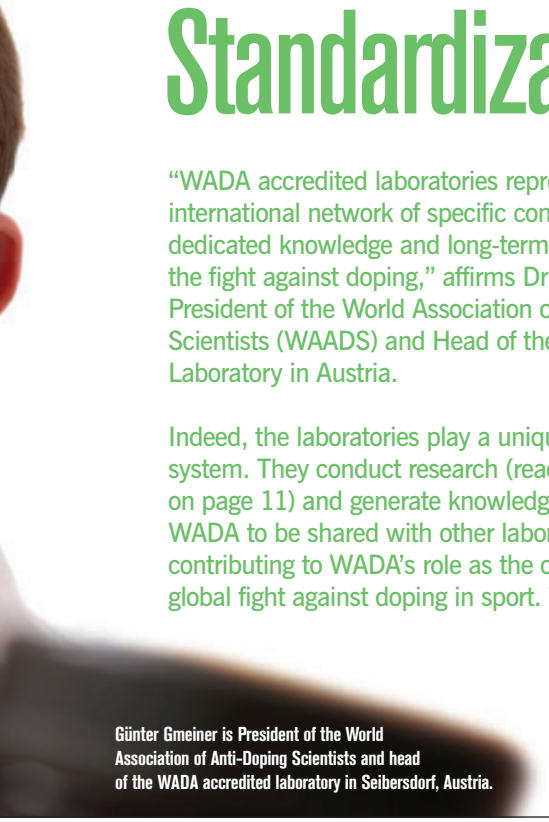
Standardization and Harmonization

"WADA accredited laboratories represent an international network of specific competencies, dedicated knowledge and long-term experience in the fight against doping," affirms Dr Günter Gmeiner, President of the World Association of Anti-Doping Scientists (WAADS) and Head of the Seibersdorf Laboratory in Austria.

Indeed, the laboratories play a unique role in the system. They conduct research (read more about this on page 11) and generate knowledge that returns to WADA to be shared with other laboratories—hence, contributing to WADA's role as the coordinator for the global fight against doping in sport. The laboratories interact closely with the anti-doping organizations regarding new testing strategies and work to standards that can exceed that of forensic laboratories in many countries. In addition, they must be efficient enough to react to new doping substances and methods. When the International Standard for Laboratories came into effect in 2004, the support of the laboratories was crucial to the process of change. Most importantly, each functions independently and autonomously to provide equal, unbiased evaluations of every sample.

If the laboratories were not accredited, Gmeiner believes that independence, harmonization and quality would be compromised.

"With strong anti-doping laboratories and an independent accreditation system in place today," he says, "we are achieving the credibility and analytical quality that are essential to any reliable system."



Günter Gmeiner is President of the World Association of Anti-Doping Scientists and head of the WADA accredited laboratory in Seibersdorf, Austria.

Research

Doping vs Detection Technology

Anti-doping research is a main pillar of the fight against doping—allowing anti-doping techniques to evolve and meet new challenges. Not only is research a required element of WADA accreditation for laboratories, but it is an essential factor in staying abreast or ahead of doping techniques.

"Many gaps in what can be detected have disappeared since WADA took the lead, in concert with the International Federations and governments, to help control doping in sport," says Dr Günter Gmeiner, President of the World Association of Anti-Doping Scientists (WAADS) and Head of the Seibersdorf Laboratory in Austria.

Laboratory research tends to focus on new methods of detection. To do that, they must first understand the pharmacology of each drug (how it works), its pharmaco-dynamics (what it does to the body) and pharmacokinetics (what the body does to it, how long it remains in the body, etc.). With that knowledge, the laboratories can search for detection strategies that differentiate between substances that are produced endogenously (within the body) and applied exogenously (perhaps injected). This is time-consuming, painstaking work that requires a high level of expertise and experience.

With support from WADA and other agencies the Seibersdorf Laboratory is researching better ways of detecting endogenous substances, such as erythropoetin (EPO), growth hormone or testosterone.

"The high quality research conducted by the WADA accredited labs is one of the main contributors to research on doping substances and methods," says Gmeiner. "Part of this is thanks to access to dynamic and reactive research grant programs; notably, from WADA."

(continued from page 10)

As well, Rabin would like to see more laboratories accredited in specific locations. For historical reasons, two-thirds of accredited laboratories are in Europe, leaving other parts of the world under-served. Africa, for example, has accredited laboratories in Tunisia and South Africa —in other words, only at the extremities of the continent.

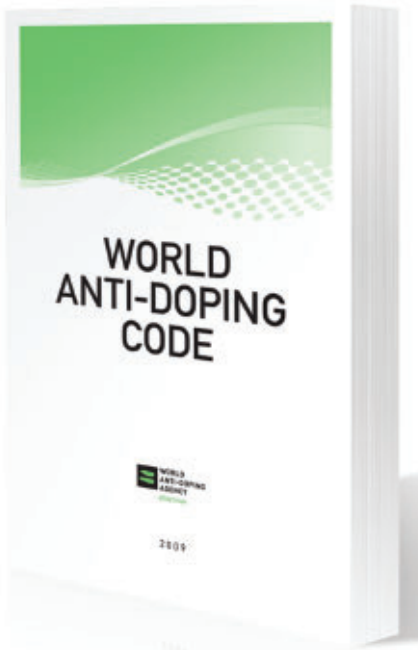
"Spreading laboratories evenly across the world may not be the answer," explains Rabin, "partly because of the expense of actually setting them up, and also because an even spread may not mean even service."

Using the African example, the more direct transportation routes are not necessarily within that continent, but sometimes to Europe or Asia. The time limit imposed by blood analysis means that getting samples from one African nation to another may not be the most appropriate solution. In addition, if a laboratory only processes a small number of samples, the cost per sample is prohibitively high because the laboratory has to maintain its accreditation, staff and equipment, regardless of the number of samples it processes. The rigorous quality requirements and technical challenges involved in setting up a laboratory, the high cost involved and the recent economic downturn have limited the number of laboratories applying for accreditation. New laboratories must bring value to their overall region, not just to the country where they are located. Hence, the need for a regional strategy. Currently, three laboratories are at various stages of the accreditation process, namely in Argentina, Mexico and Qatar.

"It is crucial to ensure that the distribution and capacities of accredited laboratories around the world adjust to the anti-doping developments," says Rabin. "This includes new technologies, the evolution of the fight against doping and the growing number of countries that are developing anti-doping programs. We need to ensure that the network of accredited laboratories continues to support the evolution of the fight against doping in sport in the best possible way."

Code Compliance

The Path to Fair Play for All



In sports parlance, "the Code"—the World Anti-Doping Code—refers to the document that supports the World Anti-Doping Program and that advances efforts in the fight against doping by harmonizing anti-doping rules around the world.

"The key objective of such harmony," says David Howman, WADA's Director General, "is that all athletes benefit from strong anti-doping policies and protections that are the same for everybody, no matter what the sport, the nationality or the country where tested."

Before any organization becomes a signatory, it must agree to the Code's fundamental principles. Then, the organization must amend its own rules and policies to embed those fundamental principles and regulations. It must then enforce its amended rules and report on compliance.

WADA's approach to implementing and enforcing the Code is collaborative. For example: it mentors the organizations through the process of drafting and then applying their new rules; it helps countries and organizations with limited resources develop anti-doping programs that comply with the Code; and it encourages geographically close countries and organizations to pool their resources under the auspices of a Regional Anti-Doping Organization.

However, arguably WADA's most important responsibility in terms of the Code is to monitor the over 660 organizations for compliance.

As of 2008, WADA must report on the signatories' compliance to the Code every two years. The first report was scheduled for May 2010. However, WADA's Foundation Board recognized that, since little time had elapsed since the Code was amended and several International Standards had taken effect (January 1, 2009), WADA should continue to help those signatories that were still not quite Code-compliant. In addition, the Board moved to schedule the next report for November 2011 to synchronize the process with the monitoring of the International Convention against Doping in Sport by UNESCO.

To monitor Code compliance, WADA has developed an online, multiple-choice survey, called WADALogic, which allows the Agency to evaluate to what extent the signatories are achieving compliance and to guide them further in their efforts. All signatories are requested to complete the questionnaire as soon as possible. This will allow WADA to assist them in reaching Code compliance before the November 2011 report to the Foundation Board.

For more information on Code Compliance, visit:
wada-ama.org/codecompliance

Social Science Symposium Charts Future

In order to ensure the effectiveness of anti-doping prevention programs, there must be a strong evidence base to guide the development of these programs. WADA has committed to supporting anti-doping social science research since 2005. Through its Social Science Research Grant Program, WADA has allocated over US$1.5 million towards the funding of research projects.

On November 3-4, 2010, WADA convened a Social Science Research Symposium in Seoul, Korea, with the support of the Korean Anti-Doping Agency.

The main purpose of the Symposium was to look at developing capacities and priorities in the area of social science research to advance the fight against doping in sport. It was also an occasion to connect the research and anti-doping communities. Over 60 participants, representing all five continents and both interest groups, attended the event.

Shift in Value

Participants called for a shift in attitude regarding the value of social science research in anti-doping. They felt that anti-doping social science research is currently conducted on a small scale in part because of the lack of importance placed by the anti-doping community in the area. Participants suggested that WADA take on an even greater advocacy role to promote the importance of social science research.

Increased Anti-Doping Organization Involvement

The Symposium Participants identified a lack of social science research conducted by anti-doping organizations (ADOs), which could assist in informing various aspects of general anti-doping program development (e.g. out-of-competition testing, prevention). Furthermore, participants suggested that research could be an education tool. For example, when researchers engage athletes in completing surveys or interviews, they are in fact raising awareness and, in some cases, such as focus groups, encouraging athletes to think about doping and anti-doping. In order to connect theory with practice, researchers were encouraged to work directly with ADOs.

Researchers were encouraged to work directly with anti-doping organizations.

Over 60 experts participated in the Seoul Symposium.

Recommendations and Way Forward

To facilitate the increase of anti-doping social science research, especially in countries where there is currently little research in anti-doping being conducted, Symposium Participants suggested seeking partnerships with other areas of possible joint research, such as health and drug control. In addition to encouraging these types of partnerships outside of the realm of anti-doping social science research, it was suggested that various models of mentoring programs could be explored to assist countries interested in starting social science research programs.

Another suggestion for increasing, not only the quantity but the quality of the research, was to have researchers on-site at multi-sport events. This would allow research to be conducted with athletes from different countries, promoting cross-cultural research and be a more efficient use of resources.

One of the main challenges identified during the Symposium was the circulation of information regarding current developments in anti-doping social science research. Participants suggested exploring possibilities for developing a database or platform that would allow researchers and anti-doping organizations to share information about anti-doping social science research, including conferences, funding opportunities, calls for research partnerships, and research papers.

Given that language barriers were identified as slowing down the development of anti-doping social science research, working with National Anti-Doping Organizations (NADOs) to translate executive summaries was suggested as a means of overcoming this challenge. NADOs could also assist in increasing visibility and importance of social science research.

Lastly, participants called for a follow-up symposium to focus on the global development of anti-doping social science research.

Realizing an Olympic Dream

Sumo wrestling, martial arts, football, and baseball are among the most popular sports in Japan. While swimming has yet to be considered as one of the Asian nation's stronger events, Japanese swimmers have nonetheless put in some remarkable performances over the years. Among these is **Daichi Suzuki**'s gold medal performance at the 1988 Seoul Olympic Games.

Like many young people in Japan, growing up in Narashino, Chiba, a suburb of Tokyo, Daichi played baseball and football. His focus shifted to swimming, when at age 7, he signed up at the neighborhood swim club. Even without knowing how to swim, Daichi wrote on his registration form that his dream was to swim in the Olympics. Not only did his dream come true at the 1984 and 1988 Olympics but he became one of Japan's most renowned Olympians.

Since his victory at the 1988 Games, Daichi, now 43, has remained actively involved in the sport. He is currently the head coach of the varsity swim team at Juntendo University, in Tokyo, where he is also a professor. In addition to serving on WADA's Athlete Committee, Daichi sits on many committees in Japan, including the Japan Swimming Federation, the Japan Olympic Committee's Athlete Committee and the board of the Japan Anti-Doping Agency.

Here's what Daichi has to say about his Olympic career, the fight against doping in sport and being a positive role model for young athletes.

Play True: At the 1988 Olympic Games, in Seoul, going into the 100 meter backstroke final, David Berkoff (USA) was the favorite, having set a world record in the preliminaries. You created a huge upset by beating him and winning the gold medal. What are your memories from the final?

Daichi Suzuki: At that time, I did not feel that it was huge upset. I still feel this way about it. During the World University Games in Zagreb, Croatia, in 1987, he and I competed in the 100 and 200 meter backstroke and during the first leg of the 400 meter medley relay. I never lost. I analyzed his swimming style and I noticed that he usually swam faster in the preliminary rounds than in the finals. Because of this, I decided to save my energy during the preliminary races so that I would be able to swim faster during the finals. As a result, I felt confident that I would win the gold medal before the race.

I had dreamed of winning the gold medal ever since the 1984 Olympics. I always envisioned winning the gold at the 1988 Olympics. My dream came true and it was a strange feeling, because it happened almost exactly as I had envisioned! I learned that there is enormous power in positive thinking and visualization.

PT: You were a talented young swimmer, taking part in your first Olympics at only 17 and retired after winning your gold medal at 21. Why did you retire so early in your career?

DS: I did retire from competitive swimming early. At that time, I wanted to focus on my future and a career. I had achieved my dream and I felt it was important to begin focusing on improving the conditions of future swimmers. During the 1980s and 1990s, the Japanese Swimming Federation did not allow its members to become professional swimmers. Therefore, we were unable to earn a living by swimming. Also, we were not allowed to appear in commercials, or any magazine covers and so forth. Basically, we could not choose swimming as a career path. For these reasons, I chose to change focus towards an occupation other than swimming. I needed to support myself.

PT: What did sport teach you?

DS: Many things. It taught me that a strong effort will be rewarded. If you work hard, your dream will surely come true. Sport made me strong and provided me with opportunities to open many doors in the world.

PT: During the 1988 Olympic Games, Canadian sprinter Ben Johnson won the 100 meter with a new world record, but was later disqualified after he tested

Daichi Suzuki with young swimmers.

positive for stanozolol (a banned steroid). What went through your mind when you heard the news?

DS: It is interesting actually. The day Ben won the 100 meter final was the same day as my race. I remember that race very well. My friend and I watched it in a conference room at the pool. A few days later, he failed a doping test. Even though I didn't do anything wrong or take any drugs, I felt nervous until I passed the doping test. I remember feeling very surprised, shocked and disappointed when I heard the news about Ben.

PT: **As an elite athlete, had you heard about doping before?**

DS: Yes I had. I knew that the problem of doping existed and I had experience with being tested before. I knew it was dangerous and unfair.

PT: **How do you see your role as a member of WADA's Athlete Committee?**

DS: Historically, Japanese athletes have been very clean and really could not conceive of ever using drugs. I would say that our strong moral instruction in school, within our families and Japanese society has lead our young generation to value fairness and hard work. As a member of WADA's Athlete Committee, I am able to promote these values and share them with the world. I feel that we can serve as role models for the world.

Also, I am a university teacher and researcher. As such, I am able to collect important data about anti-doping. My hope is to be able to use this information to improve anti-doping policies.

PT: **What do you see as the biggest challenges facing the fight against doping in sport?**

DS: I think many drug companies have an interest in creating new and more advanced doping substances. As this happens, WADA needs to understand these new advances in order to continue our fight against doping. It never seems to end.

PT: **One of WADA's main focuses is educating a younger generation of athletes. Any advice to give to young athletes?**

DS: I would tell them to always enhance the spirit of fair play and to always maintain a chivalrous sense of justice and samurai spirit.

PT: **You remain actively involved in sport, coaching the Juntendo University swim team as well as serving on numerous committees and boards. What else is keeping you busy?**

DS: Currently, I am focusing on my research and volunteer projects and of course, my family. I also play

My advice to young athletes? Maintain a chivalrous sense of justice and samurai spirit.

my shakuhachi (traditional Japanese flute), which I enjoy very much. One of my aims in life is to master a sport, a musical instrument and a second language. These goals help to make my life fulfilled.

PT: **As a former elite athlete, do you consider yourself a role model?**

DS: Yes, I always do my best to be a good role model. I think that all Olympians should be positive role models.

It Starts with You!

WADA's Revamped Outreach Model

Raising awareness and building understanding is the first step in educating the current and future populations about the fight against doping in sport—and it has never been easier.

The Outreach Program was created as an avenue to connect WADA to the sports community. Since its inception in 2001, WADA's Program has provided a platform to promote the Play True message and for face-to-face interaction with athletes and their entourage. Already present at over 35 major international events and interacted with hundreds of thousands of athletes and officials, the Program continues to raise awareness around the world.

How could WADA share the success of its Outreach Program and help its stakeholders deliver their own outreach activities? In 2006 WADA launched the Outreach Model in order to provide National Anti-Doping Organizations and International Federations all the tools they need to deliver their own event-based outreach programs. Since its launch, over 75 organizations have signed up for the Outreach Model.

In an effort to make the Outreach Model even easier for stakeholders to implement, an improved model has now been developed. The revamped Model includes not only templates for print anti-doping material and the Play True Quiz, but also elements such as banner files and a 12-step guide to planning an outreach event. All material can be customized and co-branded by stakeholders using their logo and the "In Partnership with WADA" Logo. WADA's "Say NO! to Doping" Logo is also included to help promote key messages.

In addition, the improved Model contains a "Starter Kit" so that stakeholders can roll out a basic information-based program at little to no cost. The Starter Kit includes two Play True banners, a selection of WADA print material, the Play True Quiz, as well as a USB key containing design files, logos and PDFs to facilitate printing and production. Elements of WADA's Web site have also been re-designed to better assist organizations in customizing the Model. Partners are encouraged to use the kit as a starting point, building on it with suggested additional elements for greater impact and effect.

WADA is pleased to continue to offer the Outreach Model to its stakeholders free of charge.

Drive the Message Home

Bronze is the starting point for outreach — recommended for organizations that want to provide a minimum amount of anti-doping awareness activities. We encourage everyone to strive for Silver and Gold — the more elements included in an outreach program, the more people will be reached!

The following are guidelines for setting up an outreach program. These guidelines are meant to be flexible, allowing stakeholders to create the program that best suits their needs.

Bronze Outreach Level

Recommended for organizations with limited resources, the Bronze outreach level offers organizations a minimal setup that simply provides information. This level is ideal when offering an unstaffed table display in an area with high athlete traffic is the best option. WADA's interactive computer games would not be used at this level.

The Bronze-level setup includes:
- 2 Play True banners provided by WADA
- A small complimentary starter kit of anti-doping information provided by WADA
- Other WADA resources and templates that can easily be printed.

Silver Outreach Level

The Silver-level should be used when the set-up affords the opportunity of having a table, with 1–2 laptop computers for the interactive computer activities and anti-doping staff to provide information and answer questions. We also recommend offering prizes co-branded with the "In Partnership with WADA" logo for athletes who succeed at the computer games.

The Silver-level setup may include:
- WADA interactive computer activities
- 2 Play True banners provided by WADA
- A small complimentary starter kit of anti-doping information provided by WADA
- 2 additional co-branded banners personalized for your organization
- Co-branded promotional items and prizes (e.g. t-shirts, baseball caps, sport balls, pens, key chains)
- Other WADA resources and templates that can easily be printed
- "In Partnership with WADA" logo for co-branding banners and other resources.

Gold Outreach Level

The Gold-level provides the maximum amount of visibility to anti-doping issues. It is appropriate when some marketing support can be provided in addition to at least 2 tables, 3–4 laptop computers to administer the computer activities, expert staff to give information and answer questions and WADA co-branded prizes for athletes who successfully play the games.

The Gold-level setup may include:
- WADA interactive computer activities
- 2 Play True banners provided by WADA
- A small complimentary starter kit of anti-doping information provided by WADA
- 4–6 additional banners co-branded and/or personalized for your organization
- Co-branded promotional items and prizes (e.g. t-shirts, baseball caps, sport balls, pens, key chains)
- Other WADA resources and templates that can easily be printed
- "In Partnership with WADA" logo for co-branding banners and other resources
- "Say NO! to Doping" logo for use on green-coloured sporting equipment, banners and other promotional materials
- Involving athlete ambassadors to help promote the program and drive media interest
- Developing a social media strategy to highlight activities
- Holding a press conference and sending a press release about the event
- Any other exciting and innovative ideas that will get athletes involved and promote key messages.

New WADA Anti-Doping Resources

Outreach Tools

WADA continually seeks to provide innovative ways of engaging and informing athletes and their entourage about current anti-doping issues. WADA makes its tools available in print and online formats and can be co-branded and personalized by signing up to WADA's Outreach Model. (see p. 19 for more information on the Outreach Model)

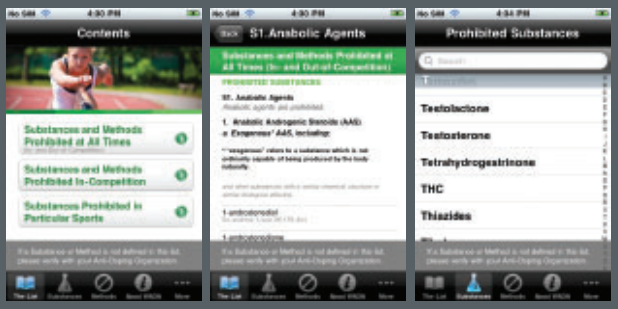
At-a-Glance Series

WADA's new At-a-Glance Series was developed to provide the anti-doping community a condensed look at four key areas: Athlete Guide (an overview of general anti-doping information), Whereabouts, Therapeutic Use Exemptions (TUEs) and the Doping Control Process. Each visually appealing document is easy to re-produce and available on WADA's Web site in English, French and Spanish.

The 2011 Prohibited List

In addition to the booklets WADA typically publishes, the 2011 Prohibited List is available in a wallet card format. The smaller format ensures that athletes and others will have ready access to this important information.

For the first time, WADA has also made the 2011 Prohibited List available as an iPhone application. This initiative was recommended by WADA's Athlete Committee. Finally, the 2011 List can also be consulted, in a mobile-friendly format (html), on WADA's Web site.



Quick Reference Guides for IF Administrators

WADA is developing quick reference guides for International Federation (IF) anti-doping administrators. These reference guides, which will address areas such as education, testing, TUEs, ADAMS and results management, are intended to assist IF administrators in their anti-doping activities. These leaflets will be available soon.

John Fahey to Remain WADA President until the End of 2013

During its November 2010 meeting, WADA's Foundation Board endorsed second three-year terms for the Agency's President, the Hon. John Fahey (left), and Vice-President, Prof. Arne Ljungqvist (right).

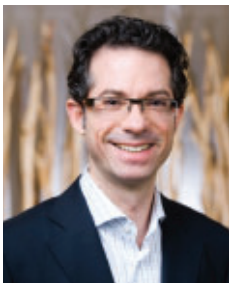
John Fahey, representing governments, and Arne Ljungqvist, representing the Olympic Movement, were elected respectively WADA's President and Vice-President during the Third World Conference on Doping in Sport in November 2007 in Madrid, Spain. They assumed their volunteer positions on January 1, 2008.

Under the Agency's Statutes, the Presidency and Vice-Presidency alternate between the sport movement and governments, with a maximum of two three-year terms.

Johannesburg Selected for 2013 World Conference

At its November 2010 meeting, WADA's Foundation Board selected Johannesburg, South Africa, to host the Fourth World Conference on Doping in Sport, in late 2013.

This World Conference will be the culmination of the next review of the World Anti-Doping Code, which will be launched in 2012 based on the consultative model of the first Code review process conducted in 2006–2007.



New Director and CTO for WADA

Frédéric Donzé (above) was appointed as the new Director of WADA's European Office and International Federations Relations, based in Lausanne. A former journalist and editor for various print media outlets in Switzerland, Frédéric Donzé joined WADA as Manager, Media Relations and Communications at the Montreal Headquarters in September 2002. He was subsequently promoted to Senior Manager. As one of the Agency's longest serving employees, he was involved in the majority of the Agency's programs, serving as the Agency's primary spokesperson and producing, or contributing to, most of WADA's public content.

WADA has also appointed Richard Weinstock (below) as Chief Technology Officer (CTO). With a background in computer engineering and a specialization in network and telecommunications, Richard Weinstock previously worked for several technology firms managing data centers and online transaction processing systems. He is responsible for ADAMS as well as other high-level IT projects.

CoachTrue Receives International Awards

CoachTrue, WADA's computer-based anti-doping learning tool for coaches, received two prestigious awards at the end of 2010.

In September, CoachTrue received a runner-up award from the International E-Learning Association (IELA)—a community of professionals, researchers, and students dedicated to advancing the knowledge and practice of e-learning in the classroom and the workplace—in the "Business/ Professional E-Learning." In November, it was designated by the International Academy of the Visual Arts as a Silver Winner in the 2010 Davey Awards, which honor the finest creative work from the best small firms, agencies and companies worldwide.

An evolution of WADA's Coach's Tool Kit, which provides stakeholders with tools to facilitate a face-to-face workshop, CoachTrue is intended to assist anti-doping organizations, coaching associations and universities in providing anti-doping education to coaches online. It was developed by WADA in cooperation with Web Courseworks.

UNESCO Convention Reaches 150th Ratification Milestone

The UNESCO International Convention against Doping in Sport reached a significant milestone on November 17, 2010, with the 150th ratification by a Member State.

Since coming into force on February 1, 2007, the Convention has been ratified by more than 75% of countries, covering more than 92% of the world population, making it one of UNESCO's most rapidly implemented treaties.

The Convention allows governments to align their laws and domestic policies with the World Anti-Doping Code, thus harmonizing the rules governing anti-doping in sport and national legislation. It ensures a consistent approach to anti-doping efforts and compels government action such as restricting the supply of performance enhancing substances and methods, curtailing trafficking and regulating dietary and nutritional supplements.

As of January 31, 2011, 152 countries had ratified the Convention. UNESCO and WADA continue to encourage the remaining 41 UNESCO Member States to ratify it as soon as possible.