

play true

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Sending the Right Message

Working to Inspire a New Generation
of Athletes and Coaches to Play True



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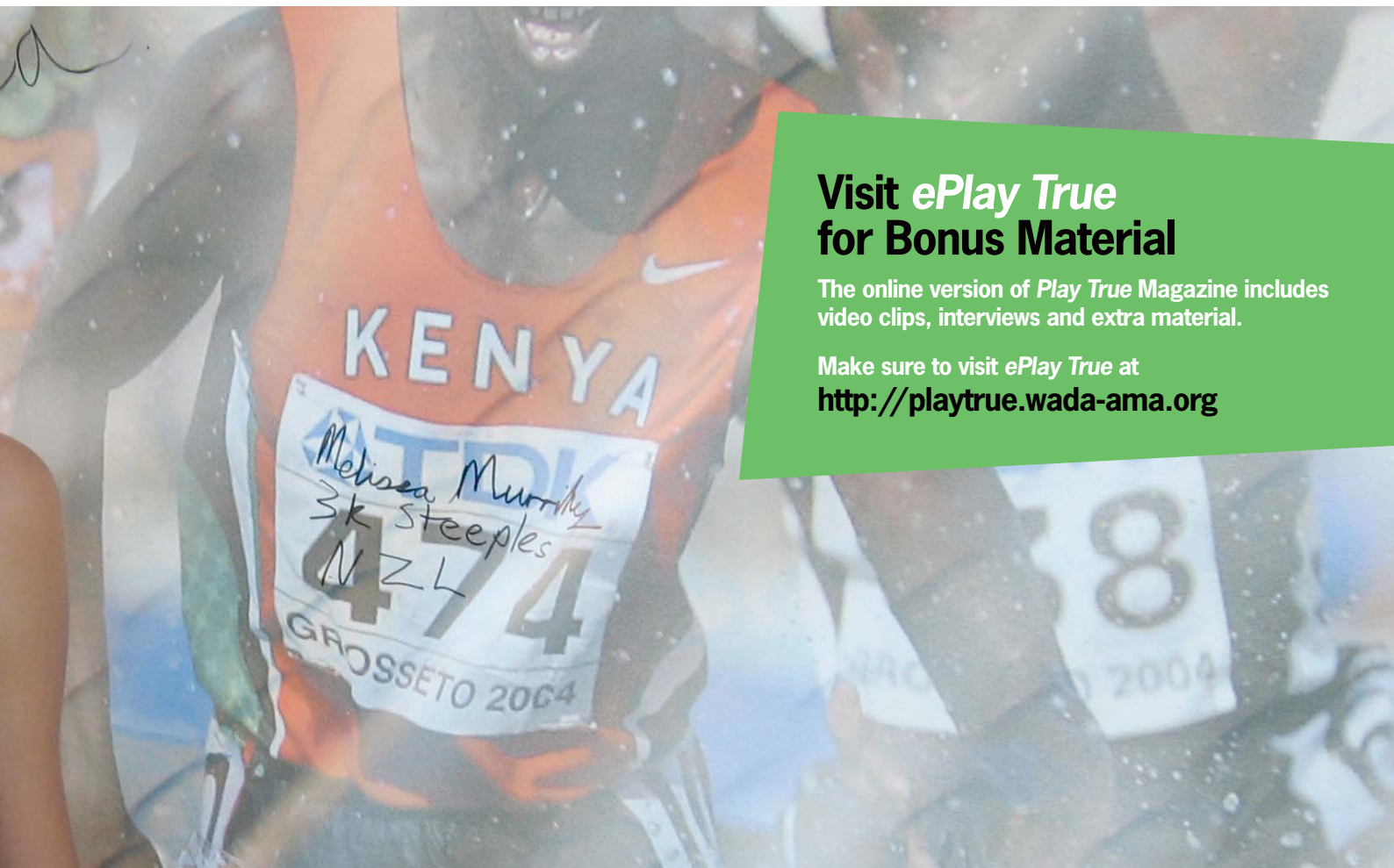
01 John Fahey

WADA's President discusses why, in addition to its deterrence and detection efforts, the Agency's longer-term anti-doping solutions will need to be based on effective, values-based education programs that leverage the power of social media technologies. This strategy will empower athletes and young people to make more informed decisions about their athletic and ethical development.



02 David Howman

WADA's Director General explains how the Agency's Athlete Committee plays an important role in the design and implementation of its programs, and stresses how WADA strives to develop resources, material and best practices that can be easily adopted by stakeholders to conduct their own education and awareness programs.



Visit ePlay True for Bonus Material

The online version of *Play True* Magazine includes video clips, interviews and extra material.

Make sure to visit ePlay True at
<http://playtrue.wada-ama.org>

// Feature

03 Challenging Young Athletes to Play True

The Play True Generation Program strives to provide young athletes with a platform to demonstrate their commitment to the ideals of fair play and to learn more about doping-free sport. A look at the key tools and objectives of this important WADA youth initiative.

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Towards a Stronger Anti-Doping Culture

The Hon. John Fahey, A.C., WADA President

Since I have taken on my role as WADA's President, in January 2008, education has been one of my top priorities. I am therefore heartened that, over the past few years, work has significantly intensified in this area worldwide.

It is WADA's belief that while deterrence and detection play a key role in the fight against doping in sport, the long-term solution is effective values-based education programs that empower athletes and young people to make informed decisions, thus protecting the integrity of the institution of sport as well as their own sporting careers.

Why do clean athletes refuse to cheat? This choice is often grounded in personal convictions based on strong values such as respect, health, honor, dedication, and hard work.

Our children need to hear and adopt these universal values. We must give them the tools to create a strong and stable anti-doping culture where doping has no place. We must build a culture that supports young people in their development of these values. We must instil an indelible mindset on today's youth that will never allow them to tolerate health and life destroying drugs in their sport.

The concept of fair play is the very essence of sport. Gaining a better understanding of the behavioral aspects and value judgements behind doping through enhanced social science research will help us continuously improve and enhance doping prevention programs.

We must not underestimate the value and capacity of communicating our message through the tools used by the youth of today. It is not print—it is Facebook, YouTube, Twitter and other types of social media, and we need to be there. The success of WADA's social

media activities is an indication that we constantly need to adapt our communications channels to those used on a daily basis by young people.

Of course, WADA's education programs are not limited to youth. Coaches, teachers, physicians, sports administrators, and all those that comprise the athletes' entourage and influence their choices are also focal points of our education efforts. But youth is a key target group if we are to create a strong and stable anti-doping culture.

Today's youth are tomorrow's champions and leaders, and they are the ones who will set the example for future generations. We need to help them make the right choices in an environment where influences are abundant.

For this reason, WADA will continue to put an even stronger emphasis on education in general and youth programs in particular in the coming months and years. I encourage all those who have a stake in

The success of WADA's social media activities is an indication that we constantly need to adapt our communications channels to those used on a daily basis by young people.

clean sport and who support moral values in society at large—athletes, sport and government representatives, educators, coaches, doctors, parents, managers, and others—to do the same and to join us in our efforts to help youth become ambassadors of clean sport.

Together, we will be in an even better position to convey strong values to children and teenagers before doping becomes an option for them.



Reaching out to Athletes

David Howman, WADA Director General

The first part of the year was marked by a notable focus on the Winter Olympic and Paralympic Games for WADA's education, athlete outreach and awareness programs. The second half of 2010 will continue to be busy for these activities.

A number of major education initiatives will be launched in the lead-up to and during the first Youth Olympic Games in Singapore in August. You will read more about these initiatives in the following pages of *Play True Magazine*.

In addition to these youth-focused activities, WADA will have an important presence at the Commonwealth Games in New Delhi in October and at the Asian Games in Guangzhou in November, with Athlete Outreach Centers located in the heart of the athlete villages.

This presence at major international multi-sports events, coupled with the work conducted by WADA to develop tools to inform and educate athletes and their entourage, demonstrates our commitment to reaching out to athletes. We strive to help them understand why doping is not the path to follow. To achieve this, we must listen to what athletes have to say to further improve our programs and the fight against doping in sport in general.

Athletes—from young aspiring champions to superstars—are the focal point of WADA's work. All of our programs are conceived and implemented with athletes in mind and with the aim of protecting the right of clean athletes to compete in a safe, doping-free environment.

This is why our Athlete Committee is involved in the design and implementation of our programs. Members of our Athlete Committee will take part in WADA's activities at the Youth Olympic Games, the Commonwealth Games and the Asian Games.

They are the ones who can best relate to the life and experience of competing athletes. They are the ones who speak their "language."

Our focus on athletes is also the reason why WADA strives to develop resources, material and best practices that can be easily adopted by stakeholders to conduct their own education and awareness programs. These include models, templates, games, videos, print- and computer-based material, designed

WADA's presence at major international multi-sports events, coupled with the work we conduct to develop tools to inform and educate athletes and their entourage, demonstrates our commitment to reaching out to athletes.

for athletes and those in their entourage who influence their decision-making.

The revisions to the World Anti-Doping Code (Code), which took effect in 2009, have made the conduct of education programs mandatory for Code signatories.

I encourage all organizations to take advantage of these resources in order to fulfill their responsibilities under the Code and implement effective anti-doping programs, thus educating more athletes in more countries of the world.

WADA will continue to create new educational programs and tools. As we are launching several initiatives in the coming weeks, we would be pleased to receive your feedback about these new activities. Your comments will help us further refine our strategies and approaches, for the good of clean athletes worldwide.



Off to a Clean Start

// Feature

WADA is educating and motivating young athletes to stand up for fair competition and doping-free sport, challenging them to be a part of the

Play True Generation

WADA is challenging young athletes, and young people in general, to be a generation that completely rejects doping in sport.

Conceived in 2008, the Play True Generation is a global program that provides a framework for young athletes, their coaches and entourage to be leaders in promoting and ensuring clean sport. It is a generation that believes that clean sport is one of the fairest and most powerful tools for positive change and growth—one that embraces fair play and respect.

The Play True Generation Program strives to provide young athletes with a platform to demonstrate their commitment to the ideals of fair play and to learn more about doping-free sport. WADA believes that by attracting the interest and attention of young athletes, showing them that they are not alone in their decision not to dope, will have an impact on their decision to compete without doping.

The goal of the program is to empower young athletes to make the right decision regarding using

(continued on page 5)



performance-enhancing substances, by creating an environment where athletes feel comfortable to discuss anti-doping, ask questions and learn about the risks associated with doping.

Why Young Athletes?

WADA believes that once athletes reach the elite level, they have probably already made the decision whether they will dope or not. By instilling strong fair play and anti-doping values at a young age, athletes will be less likely to succumb to the temptation and pressures of using performance-enhancing substances.

The challenge is to find effective means of reaching the next generation of elite athletes.

The Play True Generation Program encompasses all of WADA's activities and tools for young athletes as well as the general youth population. Essentially, the purpose of the Program is to provide values-based anti-doping

materials and activities for young people to experience what playing clean really means. The Program is also in place to support anti-doping organizations in their implementation of anti-doping education for this young target group.

"In order to reach young people, we have to think outside the box. We have to be in tune with how they want to learn and how they expect content to be delivered to them," explains WADA's Director General David Howman. "If we are successful at gaining the interest and attention of young athletes, we will have an impact on their decision to compete without doping."

To ensure that messages are delivered in the most appropriate way, WADA conducted focus group sessions with young people throughout the planning and development of the Play True Generation Program.

"The students told us they wanted clear facts and simple messages explaining why they should reject doping. They want to know more about the

Nurturing Social Science Research

In order to encourage future social science researchers to focus their work on anti-doping issues, WADA launched a Young Investigator's Award in April 2010.

WADA will provide four prizes of US\$2,000 each to masters-level students for outstanding and innovative research projects that will contribute to the development of effective doping prevention strategies.

In addition to the monetary award, winners' profiles will be added to a special section of WADA's Anti-Doping Social Science Researchers Directory and the projects will be published on WADA's Web site.

The Award is open to students who have completed a masters-level project (thesis, thesis equivalent or internship report) in the competition year or who will complete a masters-level project by the established



“If we are successful at gaining the interest and attention of young athletes, we will have an impact on their decision to compete without doping.”

health consequences of doping because it is not something that is generally taught in schools,” says Rob Koehler, WADA’s Director of Education and Program Development.

Event-Based Program

During multi-sport, multi-national Games the goal of the Play True Generation Program is to provide young athletes with an opportunity to learn more about anti-doping while associating anti-doping with something positive—a reminder that the anti-doping community is there to protect their right to compete clean. WADA’s Play True Generation Program was piloted during the 2008 Commonwealth Youth Games in Pune, India. The Program will be officially launched during the first Youth Olympic Games in Singapore in August. (See page 8 to read more about the Play True Generation Program at the Youth Olympic Games.)

(continued on page 7)

deadline. Student projects must explore an aspect of anti-doping from a social science perspective (e.g. sociology, psychology, education, etc.).

“WADA’s education initiatives seek to ensure that future generations of athletes, coaches and researchers are aware of the concerns related to doping in sport,” explains Rob Koehler, WADA’s Education and Program Development Director. “By providing incentives such as this award and providing exposure to the work of future researchers, we are not only ensuring that the issue will continue to be a priority, we are building on our current knowledge base.”



To watch an interview with WADA Social Science Grant recipient Dr. Roger Rees, visit *ePlay True*, the online format of this magazine, at: <http://playtrue.wada-ama.org/>

For more information on WADA’s Young Investigator’s Award, visit: www.wada-ama.org/en/Education-Awareness



Say NO! to Doping

Given the need for a strong message against doping in sport that could be shared across sports and countries, WADA launched the Say NO! to Doping Campaign. Through the campaign, sport and anti-doping communities can draw attention to the commitment of athletes to compete free from doping by incorporating green elements into competition venues. First launched in collaboration with the International Ice Hockey Federation (IIHF), the goal of the Campaign is to build a community of athletes that show pride in competing without doping. FIFA provided teams with Say NO! to Doping balls during the 2010 Football World Cup and the Olympic Council of Asia will provide green equipment in warm-up during the 2010 Asian Games. (See page 9 to read more about WADA's Say NO! to Doping Campaign.)



Learning Tools

WADA has developed a series of tools to support its youth initiatives. From story books that allow the reader to choose their own adventure, to leaflets that provide a reason to say no and explain the health consequences of doping, to a computer-based simulation that explores the temptations of doping without personally suffering the ill-effects, WADA's bank of tools for young athletes is growing. A Youth Zone has been added to WADA's Web site (www.wada-ama.org) to make the tools accessible to a larger group of young people. (See page 12 to learn more about these tools.)

In addition to the tools that are directly targeted at young people, WADA created the Teacher's Tool Kit, which contains a series of lesson plans and activity ideas that can be used by classroom teachers. In 2009, WADA began a pilot project with Ministries of Education to create a Model of Best Practice to assist and facilitate the integration of doping prevention campaigns into mainstream curriculum. The pilot was launched with Mexico, Singapore, Quebec (Canada), Oman, and Uganda.

All learning tools, including the Teacher's Tool Kit, are available to stakeholders for distribution and co-branding.

WADA will continue to dedicate significant time and resources to further develop its programs and tools for youth. "If we expect young people to be catalysts for change, we must provide them with the background knowledge and tools they need," says WADA's President John Fahey. "We must continue to reinvent our programs and approaches."

The **play true** **Generation**

at the First Youth Olympic Games



Commonwealth Youth Games in Pune, India, challenges young athletes to be a generation of clean athletes.

Just as its Athlete Outreach Program is a staple of Olympic and Paralympic Games Villages, WADA's Play True Generation Center, located in the Village Square at the heart of the Singapore Youth Olympic Village, will be a place for athletes, coaches and entourage to learn more about anti-doping in a relaxed, fun environment.

For many athletes, the YOG will be their first experience with doping control and discussing anti-doping issues. The Play True Generation Center, which will be staffed with anti-doping experts from around the world, including a representative from WADA's Athletes Committee, will be a place where athletes feel comfortable to ask questions and associate anti-doping with a positive experience.

"The Play True Generation Program will be a unique experience for WADA and the young athletes attending these Games," says WADA's Director General David Howman. "This is our future generation of champions and sports leaders, and these young people will one day be at the forefront of the fight against doping in sport. The YOG is an excellent forum for engaging them in spreading the message of clean sport when they return home."

Play True Challenge

These Games will also mark the official launch of a new learning tool for young athletes—the Play True Challenge. Tested during the first African Youth Games

in Morocco in July of this year, the goal of Play True Challenge is to simulate the connection between the decisions athletes make in their daily lives with their sport lives.

As they go through the Play True Challenge, players move back and forth between a sport-based mini-video game and a comic-book style depiction of real-life interaction. Players are faced with tough decisions about how to improve performance. The consequences of these choices are seen directly in the character's ability to perform in the video game. (See page 13 for more information about the Play True Challenge.)

During the Youth Olympic Games, a short version of the Play True Challenge will be available in six languages (English, French, Spanish, Arabic, Russian, and Chinese). A long version will also be available in English and French on WADA's Web site.

Pledge

To show their commitment to the values of the Play True Generation, athletes visiting the Center will have their pictures posted in the Play True Generation Center, thus building a community of athletes that believe in clean sport.

Coach's Corner

While the focus of the activities in the Play True Generation Center is on the athletes, in order to recognize the influence of coaches and other members of the entourage on athletes, a component of WADA's newly launched CoachTrue, a computer-based anti-doping learning tool for coaches, will be available.

To watch a teaser video of WADA's involvement at the Youth Olympic Games, visit: www.wada-ama.org/en/Education-Awareness/youth-zone/

ATHLETES SAY NO! TO DOPING

Launched during the Ice Hockey World Championships in April 2010, WADA's Say NO! to Doping Campaign seeks to engage sports and anti-doping communities in demonstrating their commitment to clean sport.

At the very core of the fight against doping in sport is preserving the athlete's right to participate in doping-free sport and thus promoting health, fairness and equality not only for athletes worldwide, but for future generations.

Sport and anti-doping communities can draw attention to the commitment of athletes to compete free from doping by incorporating green elements with the Say NO! to Doping slogan into competition venues. No matter the sport, there are ample opportunities to highlight the importance of respect and fair play.

Why the Color Green?

The color green, which represents WADA, evokes health, nature and, for many sports, the field of play. Given that green is not a color typically used for sporting equipment, it is intended to generate interest.

How to Join the Campaign

Say NO! to Doping provides sports, the anti-doping community and major event organizers a means of drawing attention to the importance of clean sport for athletes and the public at large.





Organizations can get involved by having a piece of equipment that is integral to a sport produced in green with "Say NO! to Doping," the organization's logo and the "in partnership with WADA" logo. Once developed, the equipment can be introduced to athletes at training camps or used during warm-up at major events.

No matter the sport, there are ample opportunities to highlight the importance of respect and fair play.

WADA has produced a brochure explaining the significance of the green equipment and outlining reasons for athletes to say no to doping that can easily be adapted to any sport or event.

Doping is Not Hockey

Say NO! to Doping was piloted in collaboration with the International Ice Hockey Federation (IIHF) at the 2009 Hockey Development Camp in Vierumäki, Finland. At the end of the event, which brought together young athletes, coaches, administrators and referees, players were given a green puck. Players were challenged to use the puck with their teams and send

pictures to the IIHF. The pucks became a springboard for discussion on fair play and doping-free sport.

At a number of games during the 2010 Ice Hockey World Championships, held in April in Germany, players warmed up using the green pucks. In addition, video clips of ice hockey players and officials were played during stopped-time.

"The IIHF was one of the very first International Federations who became compliant to the World Anti-Doping Code," said IIHF President René Fasel. "It was never an issue and the most obvious thing to do. Although performance-enhancing doping has been a rarity in international ice hockey, we realize that we are not immune to people who want to cheat by taking substances and hence find shortcuts to success. This is why the IIHF, together with WADA, launched the Green Puck Campaign in April 2010. It became an immediate success as it was mentioned and our video was highlighted by many media around the world. Our main goal is to inform young hockey players and create awareness about the risks of doping." (continued on page 11)





Say NO! at the FIFA World Cup

During the 2010 Football World Cup, FIFA provided each team with Say NO! to Doping balls. FIFA has also produced a video showing the commitment of World Cup football players to the Say NO! to Doping message.

"FIFA is committed to the fight against doping. Education and stringent controls have been the cornerstone in the fight over the past years as well as during the FIFA World Cup 2010," explained FIFA Chief Medical Officer Jiri Dvorak. "FIFA says NO! to Doping."

OCA Says NO!

The Olympic Council of Asia (OCA) will be the first multi-sport games organizer to adopt the Say NO! to Doping Campaign. A number of sports will be selected to include green equipment during pre-competition warm-up at the 2010 Asian Games, to be held in Guangzhou, China in November. In addition to the equipment, Say NO! to Doping banners will be displayed in all venues. "By implementing the Say NO! to Doping Campaign during the 2010 Asian Games, the OCA is reminding athletes that doping does not have a place in sport," commented the OCA. "It is also an opportunity to show the public that we are committed to the fight against doping. We are pleased to be the first multi-sport event organizer to adopt the Campaign during the largest continental Games in Asia."



OLYMPIC COUNCIL OF ASIA

Social Media

Given the goal of the Say NO! to Doping Campaign to create a network of clean athletes WADA uses Facebook



(<http://www.facebook.com/wada.ama>) and Twitter (http://twitter.com/wada_ama), in addition to its Web site, to share pictures and videos of the Campaign in action. WADA has also challenged the public to get involved by sharing their thoughts and pictures on Facebook.

For more information, visit:

<http://www.wada-ama.org/en/Education-Awareness/Say-No-to-Doping>



Resources for Young Athletes

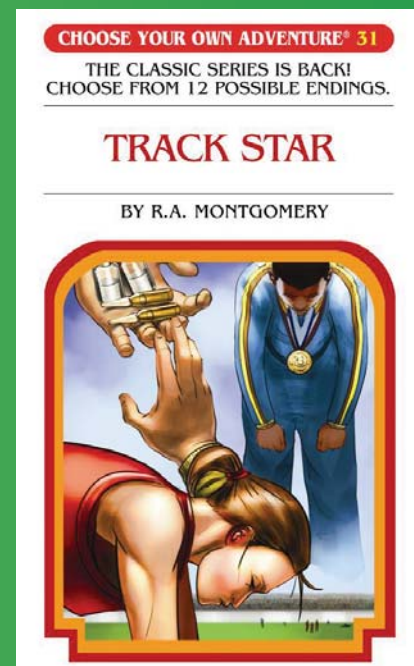
To help young athletes better understand the anti-doping movement, WADA develops print and online tools that are fun, informative and thought-provoking.

Here are a few you can access NOW!

Choose your own Adventure

WADA partnered with Chooseco, the publishers of the Choose Your Own Adventure series of books for young people, to publish two anti-doping and sport values themed books. *Track Star* and *Always Picked Last* are available in English and French. The objective of the books is to provide the reader the ability to explore decisions about doping, both good and bad, without suffering the real life consequences. The books put the reader in the position to make multiple choices resulting in multiple endings.

WADA is pleased to offer a limited number of books to stakeholders who have a clear plan of how the books will be used. Stakeholders need only pay shipping fees. The books are also available for translation and local printing.



Health Consequences Leaflet

In response to the need to provide athletes with information regarding the health risks associated with doping, WADA has developed a simple reference guide, in the way of a leaflet, outlining the health consequences of using doping substances.

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

The leaflet is currently available on WADA's Web site in English, French, Spanish, Arabic, Chinese, German, Greek, Portuguese, and Russian. The leaflet is also available to stakeholders for co-branding.

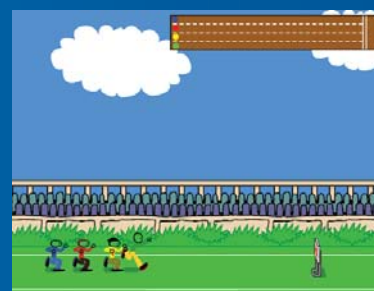
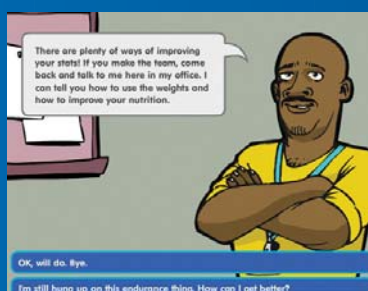


Interactive Learning

The Play True Challenge, which will be launched during the Youth Olympic Games in Singapore in August, connects the challenges and pressures facing young athletes. This computer-based simulation has two sides: sport and life.

The “sport side” is a simple, fun mini-video game in which players control their character in the fictitious sport of JumpCross. After competing in JumpCross, players move to the “life side” where they are presented with a series of conversations. As they move between the two sides, they are confronted with choices about doping and the consequences of their choices. The choices players make in the life side have a direct effect on their ability to play the mini-game. For example, if they choose to over train in the life side, the characters’ endurance in the mini-game is greatly reduced. If the characters choose to dope, they may see a short-term positive impact in the sport side but will experience health consequences and will potentially return an adverse analytical finding and be banned from the sport.

During the Youth Olympic Games, a short version of Play True Challenge will be available in English, French, Spanish, Arabic, Chinese, and Russian. Longer English and French versions will be available in the Youth Zone of WADA's Web site.



The Youth Zone



The new Youth Zone section of WADA's Web site was created in June of this year. This section contains all material relevant to young people, including the tools listed above. A teaser video for the Play True Generation Program at the upcoming Youth Olympic Games can be viewed in WADA's Youth Zone.

For more information on any of these tools, visit:
www.wada-ama.org/en/Education-Awareness/youth-zone

New Director for Latin America Regional Office



WADA appointed María José Pesce Cutri as the new Director of its Latin America Regional Office, located in Montevideo, Uruguay.

María José Pesce Cutri's responsibilities include liaising with stakeholders in the region, actively promoting WADA and its mission, and coordinating projects relating to the fight against doping in sport in Latin America.



Before joining WADA, María José Pesce Cutri served for five years as the Director of the International Cooperation Office of

Uruguay's Sport Ministry. A former hurdler on the Uruguayan National Athletics Team and certified physical education teacher, she also holds a degree in international relations from the Law School of the Universidad de la República in Montevideo and completed graduate studies in international cooperation projects at the Organización de Estados Iberoamericanos in Madrid, Spain.

María José Pesce Cutri replaced former Regional Director Diego Torres Villegas, who joined WADA's Montreal headquarters for a one-year term.

WADA Launches Learning Tool for Coaches

// Updates

WADA has launched CoachTrue, a computer-based anti-doping learning tool. This new education resource covers a wide range of anti-doping activities and topics in order to cater to the various learning styles and demanding schedules of coaches.

CoachTrue contains separate platforms for elite-level coaches and recreational-level coaches. It is intended to assist anti-doping organizations, coaching associations and universities in providing anti-doping education to coaches.

For more information on CoachTrue, visit:
www.wada-ama.org/en/Education-Awareness/Tools/Coach/CoachTrue--Elite





WADA to Run Programs at Commonwealth and Asian Games

WADA will be involved at the 2010 Commonwealth Games and the 2010 Asian Games—two of the most important international multi-sport events—through its Independent Observer (IO) and Athlete Outreach Programs.

The 2010 Commonwealth Games will be held from October 3–14 in New Delhi, India, while Guangzhou, China, will host the 2010 Asian Games from November 12–27.

Joint Anti-Doping Declaration with Pharmaceutical Federation

On July 6 in Lausanne, WADA signed a Joint Declaration on Cooperation in the Fight against Doping with the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA).



This agreement aims to facilitate and formalize cooperation between WADA and pharmaceutical companies, to identify medicinal compounds with doping potential, minimize misuse of medicines still in development, improve the flow of relevant information and facilitate development of detection methods in the context of the fight against doping in sport.



WADA on the Web



Anti-Doping Community Activities

WADA has developed a new area of the Anti-Doping Community section of its Web site highlighting activities and programs of the anti-doping community.

This new area, which currently includes a presentation of the Tunisian National Anti-Doping Organization's (NADO) anti-doping activities, will showcase initiatives through other features provided by International Federations, NADOs, Major Event Organizers and other anti-doping organizations.

WADA encourages stakeholders to send their material to info@wada-ama.org.

To explore the new area, visit:
www.wada-ama.org/en/Anti-Doping-Community