

# play true

ISSUE 1 - 2009

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

## Engaging the Athlete

Profiling WADA's Athlete Outreach Program and its evolution into an established and effective presence at major sporting events worldwide.



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## CONTACT:

### THE WORLD ANTI-DOPING AGENCY

E-MAIL: [info@wada-ama.org](mailto:info@wada-ama.org)

URL: [www.wada-ama.org](http://www.wada-ama.org)

### 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

FRÉDÉRIC DONZÉ

## CONTRIBUTORS

FRÉDÉRIC DONZÉ

JULIE MASSE

ROB KOEHLER

JENNIFER SCLATER

NATHALIE LESSARD

STACY SPLETZER-JEGEN

## PHOTOS

CROADA

GERMAN FENCING FEDERATION (DFB)

ROB KOEHLER

TOM MAY

MATTHIAS RIPP

STACY SPLETZER-JEGEN

HÉLÈNE TOBLER

USTA/RON ANGLE

VANOC

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ANTHONY PHILBIN COMMUNICATIONS, MONTREAL

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Editorial: John Fahey

WADA's President provides an update on global anti-doping progress and comments on why stakeholders need to further step up efforts in the fight against doping.

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Editorial: David Howman

WADA's Director General explains why athletes are the most important ambassadors for doping-free sport and why WADA places so much importance on their input.

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Cover Story and Feature Article:  
Reaching out to Athletes

WADA's Athlete Outreach Program has been raising awareness of anti-doping values at elite sporting events since 2001. It has become an invaluable tool for personalizing WADA's messages and for helping athletes participate in, and contribute to, the fight against doping in sport.

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Reaching out to Athletes:  
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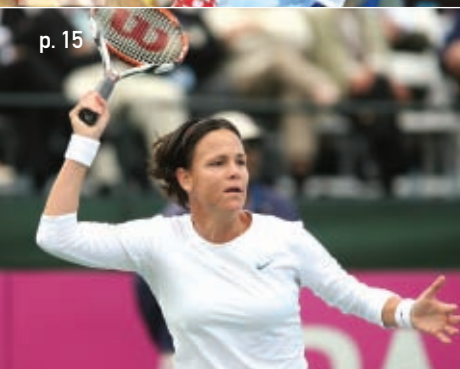
Cover Image:

A number of new Members of WADA's Athlete Committee in action (top to bottom): Frank Fredericks, athletics; Katarzyna Rogowicz, Paralympic nordic skiing; Anil Kumble, cricket; Lindsay Davenport, tennis; and Claudia Bokel, fencing.



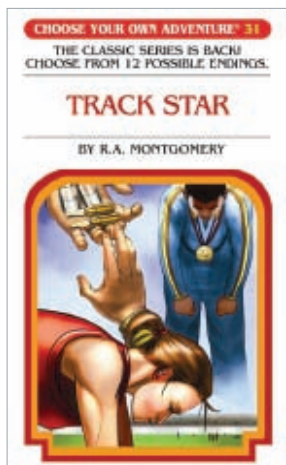


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## WADA's Education Tool Kits

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# Are we Winning the Fight?

One of the questions I receive most often is whether I think we are winning the fight against doping in sport.

My response is that I believe we are on the right path; and we have good reasons to be optimistic that we will be able to keep the momentum going forward.

Since I have taken on my role as WADA's President, in January 2008, I have been able to closely observe the positive impact of the harmonization fostered by the World Anti-Doping Code, the fundamental set of rules harmonizing the global fight against doping. As a result of the Code implementation, more sports have started doing out-of-

companies; and evidence and information gathering and sharing between law enforcement and the sport movement.

This shows that more and more governments and other key players not actively involved in this fight in the past have received the message that doping is wrong and is a major threat to greater public health.

So where are we today?

I believe that by federating the strengths of its stakeholders and by leading the global harmonized fight against doping, WADA has made a huge difference in its almost ten years of existence. This year, we are celebrating

This year, we are celebrating a decade of Play True. I am confident that, with the commitment of, and in collaboration with, all those involved in this fight, we can continue to keep the momentum going forward.

competition testing, as required by the Code. Governments have also become more involved in the fight on many different levels, including supporting robust national testing programs. Testing tactics themselves have gotten smarter with experience.

But there is much more to my optimism. Under WADA's leadership, the traditional anti-doping model has evolved from a strategy focusing only on the athlete and relying mainly on testing, research and education, to a new kind of model incorporating the athlete's entourage and the upstream elements of doping. I refer in particular to areas such as combating production, distribution and trafficking of illegal substances; early detection of potentially performance-enhancing substances in development, in cooperation with pharmaceutical

a decade of Play True. I am confident that with the commitment of, and in collaboration with, all those involved in this fight, we can continue to keep the momentum going forward.

All governments need to ensure they have laws in place that allow combating manufacturing, supply and possession of doping substances on their territories.

The sport movement needs to step up efforts by rigorously implementing and complying with the Code.

To this end, a new program was announced recently through which the General Association of International Sports Federations (now called Sportaccord) will centralize anti-doping services to support International Federations that may need them, with the objective of ensuring that they implement and enforce anti-



doping rules and programs in compliance with the Code. WADA and the International Olympic Committee give their full support to this new initiative. WADA has successfully experienced a similar collective resource approach with the establishment of Regional Anti-Doping Organizations, in regions of the world with limited resources. This model has allowed the implementation of anti-doping programs in numerous regions with significant economies of scale.

Education efforts need to be further enhanced. I am pleased that revisions to the Code have now made it mandatory for anti-doping organizations to implement education programs. I also believe the message is clear and understood by more athletes across all levels than ever before. But efforts need to be intensified.

Those who decide not to dope often do so because of personal convictions based on strong values such as respect, health, honour, dedication and hard work.

For us all to win the fight against doping, our children need to hear and adopt these universal values, as well as be given the tools to respond in the healthiest way when confronted with the question of doping.

Our focus on early, values-based education will help us to create a strong and stable anti-doping culture in which doping is prevented altogether.

In this race against doping, it may take a while to reach the finish line, but I have no doubt we are much closer to that finish line than we were last year and we will be even closer next year. 🏁



# Athletes at the Heart of our Global Efforts

Athlete interaction and feedback is a priority for WADA. 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 doping-free sport.

Athletes are the focal point of our prevention efforts. It is our belief that while deterrence and detection play a key role in the fight against doping, the long-term solution is effective values-based education programs that empower athletes and youth to make informed decisions to protect the integrity of sport.

This issue of *Play True* Magazine provides a round-up of WADA's Athlete Outreach activities and our efforts to offer stakeholders a ready-to-use Outreach Model that allows an ever growing number of athletes worldwide to learn more about anti-doping.

Since 2001, WADA has committed significant resources and energy to developing its Outreach activities and create a model available to all stakeholders. You will read in the following pages about the success of the program and how it has expanded throughout the years. The Athlete Outreach Program provides information about doping and its consequences through direct interaction, not just to athletes, but to coaches, officials, and all those who want the eradication of the improper use of drugs in sport. This Program helps raise awareness while ensuring that athletes are involved and part of the solution.

But athletes can also bring valuable insight to other areas of the fight against doping in sport.

For this reason, WADA created an Athlete Committee in 2005. As an independent monitoring body without direct jurisdiction over athletes, WADA expects its stakeholders to consult athletes under their authority for their feedback on matters relating to anti-doping. WADA's Athlete Committee is another way to receive direct feedback on matters that most concern athletes.

WADA's Athlete Committee was established to represent the views and rights of athletes worldwide, while providing insight and oversight into athletes' roles and responsibilities as they relate to anti-doping.

A good example of our Athlete Committee's involvement is the recent revision of the World Anti-Doping Code and International Standards. Throughout the consultation process, the Committee commented on the

including through more standardized athlete whereabouts requirements.

In fact, the vast majority of athlete feedback we receive pushes for further strengthening of the global efforts against doping in sport. Clean athletes hate the prospect of being cheated and seeing the results of their work deprived by competitors using artificial enhancement. Many of them want lifetime bans for cheaters and rigorous anti-doping protocols to show they have nothing to hide.

Athletes are the greatest ambassadors for clean sport. They are the ones who lead the way and can make a difference by promoting healthy values and doping-free competition. They are the ones who can tell us what is happening in their sport and can help the fight against doping become more efficient. Ultimately, they are the ones responsible for

It is our belief that while deterrence and detection play a key role in the fight against doping, the long-term solution is effective values-based education programs that empower athletes and youth to make informed decisions to protect the integrity of sport.

various drafts and proposals. Members—Olympic and Paralympic champions, and athletes from other horizons—brought their diverse backgrounds and experiences to the table. For instance, they strongly supported the strengthening of sanctions for serious anti-doping rule violations. They advocated for further harmonization of the fight against doping among all sports,

preserving the integrity of sport through their behaviour. We will always encourage their feedback and insight. And we will continue to conduct our mission with their right to doping-free sport as our focus. 🏆

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# Raising Awareness and Building Understanding:

## Reaching out to Athletes



This year, WADA will continue to reach out to the athlete community through its Athlete Outreach Program. WADA's Athlete Outreach Program, which provides face-to-face interaction with athletes and their entourage at major sporting events around the world, has planned stops at the upcoming Games of the Small States of Europe in Cyprus (June 1-6), the Mediterranean Games in Pescara, Italy (June 26-July 5) and the World Games in Kaohsiung, Chinese Taipei (July 16-26). Each event presents new opportunities to speak to athletes and their entourage about anti-doping issues, including responding to their questions and concerns.





## What Exactly is Outreach?

Outreach is an effort to promote ideas, practices and information. Early in WADA's existence, the Athlete Outreach Program, which was launched at the 2001 European Youth Olympic Festival

in Vuokatti, Finland, served the important role of introducing people to the new organization that few people knew about. Now in its ninth year, the Program continues to be one of WADA's

greatest successes, not only by increasing awareness about the Agency and its mission, but also by providing athletes and their entourage with information about their rights and responsibilities.



**“In 2001, the world was just starting to get to know WADA, our mission and our planned activities. The Athlete Outreach Program provided a visual and friendly place to introduce who we were and what we aimed to achieve,”**

explains Stacy Spletzer-Jegen, WADA's Senior Manager of Athlete Relations and Communications, who launched and manages the Program. “Over the years the Program has become our biggest platform for direct interaction with athletes and for communicating WADA's core messages to them.”

Since the Program began, it has traveled to more than 30 major sporting events, including Olympic and Paralympic Games, Regional Games, World Championships and Youth Olympic Festivals. It is estimated that WADA has reached a quarter of a million athletes and officials through the Athlete Outreach Program.

“Anti-doping is a very serious and complicated subject,” says WADA's Director General David Howman. “The Athlete Outreach Program provides an entertaining way for athletes to get to know the topic and an inviting environment to ask questions from anti-doping experts. Just as importantly, the Program also ensures athletes understand that we are working both for them and for doping-free sport.”

The Program bases itself on providing information to athletes and their entourage in an interactive way. The computer-based Anti-Doping Quiz serves as the cornerstone to the Program's activities. The Quiz was initially developed in English and French as a way to provide basic, up-to-date anti-doping information.

Realizing the best way to relate to athletes is in their mother-tongue, WADA has made a concerted effort to translate the Quiz in as many languages as possible. Today, with the support of stakeholders, the Anti-

allowed WADA's messages to be communicated in the languages of the world and has proven to be a key factor to the success and growth of the Program.



Doping Quiz is now available in 20 different languages, giving it a world-wide reach.

“The best way to truly reach and inform athletes is to either speak their languages or have information translated in their languages,” notes Stacy Spletzer-Jegen. “Every event we attend has this philosophy as our top priority.”

Involving international anti-doping experts in Outreach Missions has

“Keeping the ‘W’ in WADA is crucial. Therefore we recruit anti-doping experts from around the world to serve on Outreach Teams that reflect the countries involved in each event,” says David Howman. “The Athlete Outreach Program continues to provide an excellent avenue to involve stakeholders while helping to build relationships and exchange program ideas within the worldwide anti-doping community.”





WADA also involves retired athlete ambassadors within the Program, realizing that athletes relate best to other athletes. Members of WADA's Athlete Committee, as well as members of the International



Olympic Committee's (IOC) Athlete Commission, have actively supported the Program with their involvement.

"I support the Athlete Outreach Program whenever I have the opportunity," says WADA and IOC Athlete Committee Member and three-time Olympic swimmer, Rania Elwani (pictured above). "There is nothing better than giving back to the sporting community while also >>>

(continued on page 10)

## A Commitment to Raising Awareness:

# The Athlete Outreach Model

In 2006, the success of WADA's Athlete Outreach Program led to its evolution and growth through the creation of the Athlete Outreach Model (Model). Thanks to the Model, there is now a way for stakeholders to utilize WADA's experience and tools in order to create their own Athlete Outreach Programs. Today more than 50 organizations are signed up to the Model, using the different templates, informational resources, and the Anti-Doping Quiz, as well as WADA's Partnership Logo.

The Organizing Committee for the Vancouver 2010 Olympic and Paralympic Winter Games (VANOC) is one such organization using the Model. VANOC is the first Organizing Committee to proactively make Outreach a priority. VANOC has taken its Athlete Outreach Program to almost every test event in the lead-up to the 2010 Olympic and Paralympic Games, with much success (see also the VANOC article on page 11). VANOC's initiative is a legacy WADA hopes others will follow in the future.

By adopting the Model, Anti-Doping Organizations, National Olympic Committees, International Federations, National Federations and other interested organizations can easily and efficiently deliver Athlete Outreach in their own country or within their own sport.

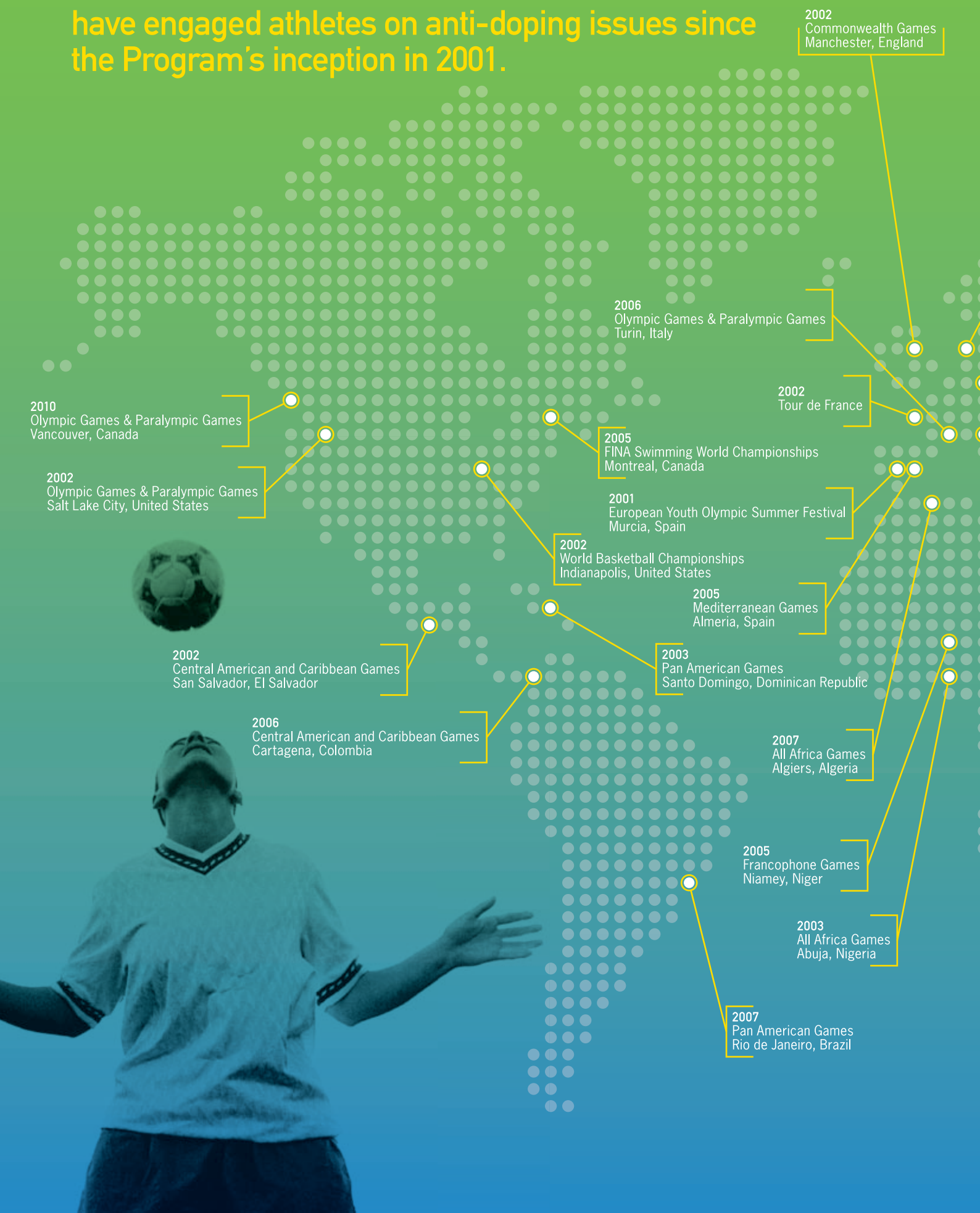
And the best part? WADA offers it at no cost to stakeholders.

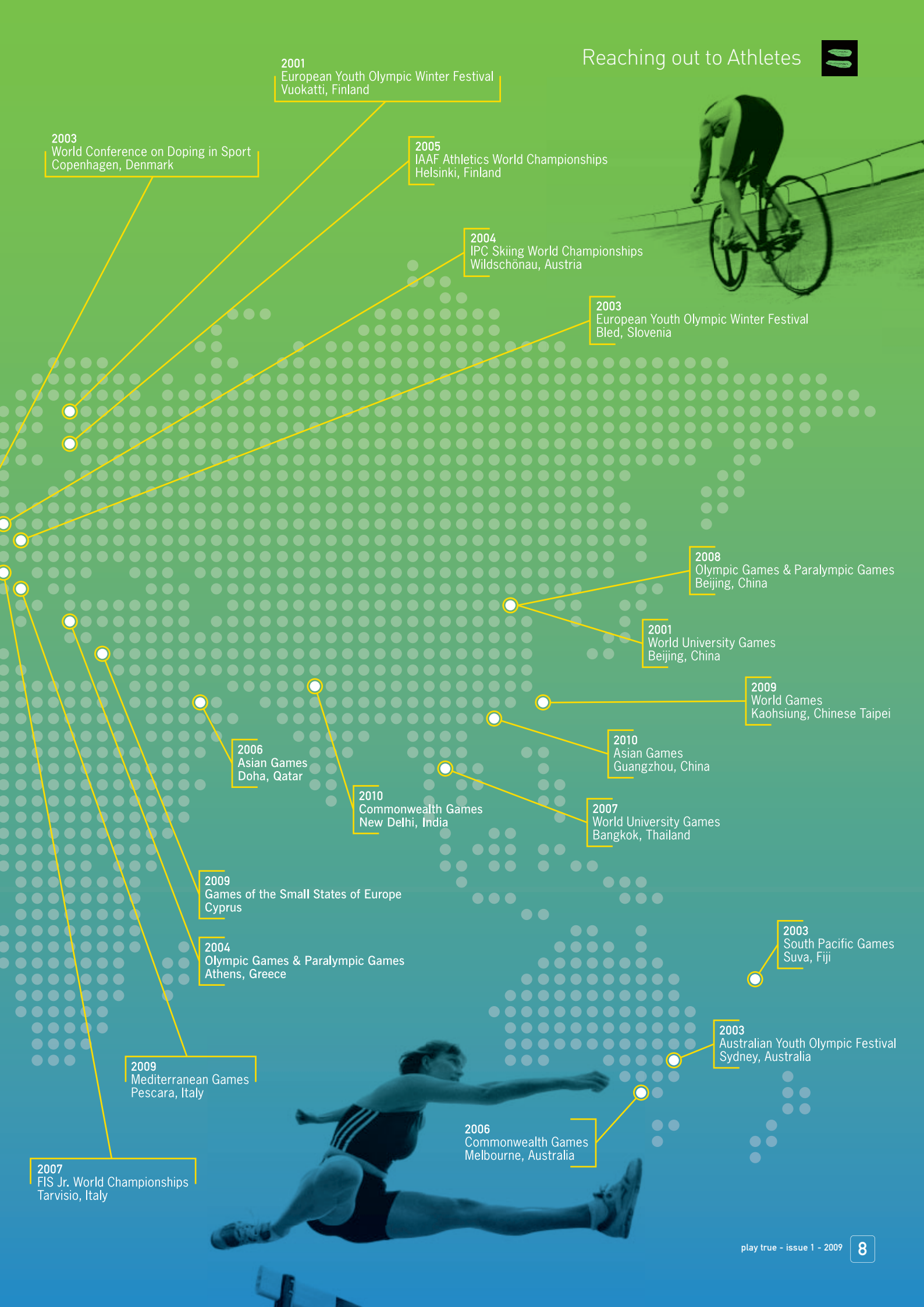
## Members of the WADA Beijing Olympic Athlete Outreach Team



# Global Outreach

When and where WADA's Athlete Outreach efforts have engaged athletes on anti-doping issues since the Program's inception in 2001.





2001  
European Youth Olympic Winter Festival  
Vuokatti, Finland

2003  
World Conference on Doping in Sport  
Copenhagen, Denmark

2005  
IAAF Athletics World Championships  
Helsinki, Finland

2004  
IPC Skiing World Championships  
Wildschönau, Austria

2003  
European Youth Olympic Winter Festival  
Bled, Slovenia

2008  
Olympic Games & Paralympic Games  
Beijing, China

2001  
World University Games  
Beijing, China

2009  
World Games  
Kaohsiung, Chinese Taipei

2010  
Asian Games  
Guangzhou, China

2010  
Commonwealth Games  
New Delhi, India

2007  
World University Games  
Bangkok, Thailand

2006  
Asian Games  
Doha, Qatar

2009  
Games of the Small States of Europe  
Cyprus

2004  
Olympic Games & Paralympic Games  
Athens, Greece

2003  
South Pacific Games  
Suva, Fiji

2003  
Australian Youth Olympic Festival  
Sydney, Australia

2009  
Mediterranean Games  
Pescara, Italy

2007  
FIS Jr. World Championships  
Tarvisio, Italy

2006  
Commonwealth Games  
Melbourne, Australia





“Everyone has a role to play in raising awareness about the anti-doping issue. The Athlete Outreach Model, with its tools, templates and guidance, can help any stakeholder implement its own programs at a relatively low cost with great results.”







helping a generation of athletes understand the anti-doping issue and their responsibilities.”

WADA and IOC Athlete Committee Member and Olympic gold medalist in cross-country skiing, Beckie Scott realizes that athlete leadership is a crucial element in ensuring the athlete’s voice is both heard and understood. “I really believe that athletes have to be the catalyst for change and be the ones who say, ‘Enough is enough.’ The Athlete Outreach Program provides an important bridge to ensure athletes are able to make informed choices while also feeling like they are part of the solution.”

In 2006, the success of WADA’s Athlete Outreach Program led to its evolution in looking for avenues to reach an even bigger audience. The Athlete Outreach Model (Model) was launched as a way to provide the sporting community with new tools in the fight against doping.

The Model is both comprehensive and turn-key, offering all of the elements needed to start an Athlete Outreach Program, including the Anti-Doping Quiz, templates for banners, anti-doping educational publications, and prizes for athletes. Developed for customization, the modular design allows stakeholders to pick and choose the elements that best fit their needs and resources. Stakeholders can co-brand their materials with their logo and WADA’s Partnership Logo. To help ensure success, the Model also comes with a “How To” Guide.

By adopting the Model, National Anti-Doping Organizations, National Olympic Committees, International Federations, National Federations and other interested organizations can easily and efficiently deliver an Athlete Outreach Program in their own country or within their own sport.

The greatest legacy of having anti-doping experts involved with WADA’s Athlete Outreach Program is inspiring them to adopt the Athlete Outreach Model. Currently, the Model is being implemented by more than 50 organizations, all of which are using some aspects of the Model in their Outreach activities.

“Everyone has a role to play in raising awareness about the anti-doping issue,” says WADA’s Director General David Howman. “The Athlete Outreach Model, with its tools, templates and guidance, can help any stakeholder implement its own programs at a relatively low cost with great results.”

WADA will continue to prioritize its Athlete Outreach Program to ensure that the sporting community around the world has the right tools in the fight against doping. ■

For more information about WADA’s Athlete Outreach Program, as well as how to sign up to the Athlete Outreach Model and the Anti-Doping Quiz Link Program, visit the “Athlete Outreach” section of WADA’s Web site at [www.wada-ama.org](http://www.wada-ama.org)



# The Vancouver 2010 Commitment

By Matthew Fedoruk, Manager, Anti-Doping Operations, VANOC

Team, trust, excellence, sustainability, creativity. These are the core values of the Organizing Committee for the Vancouver 2010 Olympic and Paralympic Winter Games (VANOC). Using these values as a foundation, VANOC is focused on the delivery of a state-of-the-art anti-doping program.

Outreach Program. Using the WADA Model, VANOC developed an Outreach Program, worked with numerous Winter International Sport Federations and showcased their Program at the majority of VANOC test events throughout the winter 2008/2009 season. VANOC also

and information material,” said Jeremy Luke, VANOC’s Director of Anti-Doping. “Perhaps what was most notable, was the interest in anti-doping of athlete support personnel—team doctors and coaches—many of whom wanted to learn more about anti-doping at the 2010 Games throughout these test events.”



“The Program was a remarkable success, with athletes from both Olympic and Paralympic sports interacting with VANOC staff, completing the WADA Quiz and leaving with education and information material.”

VANOC’s Outreach initiatives have also extended to numerous other settings such as VANOC staff events, Doping Control Officer and Chaperone training workshops, Association of National Anti-Doping Organizations (ANADO) conference, and Chef de Mission seminars for both the Olympics and Paralympics.

One main pillar of the VANOC program is detection and deterrence through increased urine and blood testing, cooperation with law enforcement and the development of a local WADA accredited satellite laboratory.

plans to showcase the Outreach Program at the Canadian Association of Sport Medicine conference in Vancouver in June and at the ice hockey test event in September.

By engaging hundreds of athletes and sport support personnel through Outreach, we have been able to share our commitment and enthusiasm for anti-doping awareness, fair play and doping-free sport. As the world prepares for the 2010 Winter Games, VANOC has been very proud to work with WADA to make our program the most comprehensive in the history of the Winter Games. ■

The second pillar is anti-doping education. In this area, VANOC is the first Organizing Committee of the Olympic Games to partner with WADA and implement an Athlete

“The Program was a remarkable success, with athletes from both Olympic and Paralympic sports interacting with VANOC staff, completing the WADA Quiz and leaving with education



# The "QUIZ"

<http://quiz.wada-ama.org>



WADA's Anti-Doping Quiz is more than just a tool to test an athlete's knowledge. Used within the Athlete Outreach Program, the Quiz is a key element in creating a fun and engaging environment. Currently available in 20 different languages, the Quiz offers relevant and up-to-date anti-doping information. During an Outreach Event, athletes are encouraged to play the Quiz where 10 questions are randomly selected from a pool of 45. Athletes that get a certain number of correct answers are rewarded for their efforts with a prize. Examples of questions include:



1

2

3

**Question:** Athletes are ultimately responsible for what they swallow, inject or apply to their body.



**Answer:** True.

**Explanation:** All athletes need to be proactive in asking questions so they don't jeopardize their sporting careers. If you have a question — ASK! If you cannot be 100% sure of the ingredients or don't know the status of a substance — DON'T TAKE IT!

1

2

3

**Question:** A coach or doctor assisting or encouraging an athlete to take prohibited substances can be sanctioned if that athlete tests positive.



**Answer:** True.

**Explanation:** Encouraging or assisting athletes to use prohibited substances or methods is considered a serious doping violation, and a sanction will be imposed under the World Anti-Doping Code.

1

2

3

**Question:** An athlete can refuse to submit to doping control if he/she is too busy.



**Answer:** False.

**Explanation:** Refusing to submit to doping control can carry the same sanction as a positive test. If an athlete refuses to take a test when notified, he/she must provide an explanation for the refusal on the Notification Form and inform his/her governing body as soon as possible.

WADA has devoted considerable resources to the development of this computer game. It is now being used by stakeholders who can co-brand it and use it within their Outreach activities, or can sign up to the Anti-Doping Quiz Link Program, both at no cost. The Link Program allows stakeholders to put the Anti-Doping Quiz on their organizations' Web sites, giving athletes and members of the athlete entourage visiting these sites a fun and interactive way to learn more about anti-doping. Stakeholders can add the Anti-Doping Quiz on their Web sites by following a few easy steps to select, from several options, the Anti-Doping Quiz "Web Sticker" they prefer, and the Quiz becomes part of their Web site in the same way it is a part of WADA's.

To date, more than 100 organizations have signed up to WADA's Anti-Doping Quiz Link Program.

## Croatian Anti-Doping Agency:

# Reaching Athletes in Partnership with WADA

By Snjezana Karlo,  
Head of International Affairs, CROADA

The fight against doping in sport has been progressing at the global and national level for years. The Republic of Croatia has been involved in the fight against doping for over 15 years, and has played an active role in the anti-doping movement within the Council of Europe and monitoring groups.



On July 6, 2007, the Croatian Parliament ratified the UNESCO International Convention against Doping in Sport. At the beginning of 2007, together with international efforts in the field of anti-doping in sport, the Croatian Government made a decision to establish the Croatian Anti-Doping Agency (CROADA). In October 2007, CROADA signed an agreement accepting the World Anti-Doping Code (Code) and signed up to use ADAMS (WADA's Anti-Doping Administration & Management System).

CROADA's activities range from the systematic monitoring and coordination of governmental and non-governmental organizations in the fight against doping in sport in Croatia; to proposing and implementing national measures for fighting doping; implementing and integrating the rules and guidelines outlined in the Convention, the Code, the rules of the various International Federations and the International Olympic Committee (IOC); organizing and implementing a doping control and results management program; as well as activities related to education, training, scientific research and international exchanges.

While CROADA falls under the Ministry of Science, Education and Sports, the Agency cooperates closely with several other ministries and governmental departments, including the Ministry of the Interior, the Ministry of Foreign Affairs and European Integrations, the Ministry of Health and Social Welfare, the Ministry of Culture (UNESCO Department), and the Department for Fighting Narcotics Abuse, as well as the Agency for Medicinal Products and Medical Devices.

CROADA also works with several non-governmental organizations, including the Croatian Olympic and Paralympic Committees, National Sport Federations and sport clubs.

### CROADA Team Members

**Damir Erceg**, MD, M.Sc., Director  
**Vesna Barisic**, Head of Information Unit  
**Petra Bodalec**, Educational Manager  
**Marija Culjak**, Secretary  
**Snjezana Karlo**, Head of International Affairs  
**Damir Marunic**, Administrator

CROADA has six full-time employees and now 30 Doping Control Officers (DCOs; mainly part-time), most of them former athletes. Our DCOs were trained for all types of doping control—in- and out-of-competition testing, urine and blood sample collection. CROADA recently served as the sample collection authority during the Under-23 Judo European Championships (November 2008), the Swimming European Championships (December 2008) and the Men's Handball World Championships (January 2009). The Agency also collaborated with a number of International Federations in collecting out-of-competition samples from athletes in their individual registered testing pools.

### Reaching Athletes through the Outreach Program

After consulting the information posted on WADA's Web site about the Athlete Outreach Program (AOP) and the Athlete Outreach Model, CROADA decided to implement WADA's Athlete Outreach Model at sports events in Croatia.




Snjezana Karlo, Petra Bodalec, Damir Erceg, Vesna Barisic, Damir Marunic, Marija Culjak

CROADA's AOP was launched during the European Short Course Swimming Championships held in Rijeka in December 2008. It was repeated during the Handball World Championships held in Croatia in January 2009. At both events the AOP attracted many athletes. The AOP Centers were strategically located so athletes and team officials could easily reach them.

The AOP was very popular with the athletes. CROADA's teams were well informed about respective sports and athletes and made substantial efforts to allure as many athletes to the Centers as possible. The team members approached many athletes individually, asking them questions about their teams or their competitions. Basically we showed them that we care about them and their sport. Athletes instantly became interested in our work and the AOP. The attendance was very high, with both world class athletes and young athletes who were making their first steps on the international scene.

Our main goal was to attract as many athletes as possible to the AOP Centers. We hosted several famous world-class athletes and, with their permission, we took their pictures, sending a clear message to young athletes—"We do not want doping in our sport."

CROADA translated WADA's Anti-Doping Quiz into Croatian and, in cooperation with WADA, we intend to use it at domestic competitions and international events in Croatia, hoping to reach as many athletes as possible. 





# Hard Work is the Key

Former world number one professional tennis player **Lindsay Davenport** won a gold medal at the 1996 Olympic Games in Atlanta and then went on to win three Grand Slam tournaments, including the U.S. Open in 1998, Wimbledon in 1999, and the Australian Open in 2000. She is one of the greatest female tennis players of her generation and was twice named WTA Player of the Year. Nominated by the United States Olympic Committee, she is the first tennis player to serve on WADA's Athlete Committee.

Born in 1976 in Palos Verdes, California, Lindsay Davenport started playing tennis at the age of 5 and went on to play in her first professional tennis match at age 16. She soon followed in the footsteps of her father—an Olympic volleyball player at the 1968 Games in Mexico—to achieve sporting success.

Today, Lindsay is living a balanced existence. Married and mother of a young son with another on the way, she is taking her turn in the tennis commentator's booth and has not ruled out a comeback to the WTA Tour down the road.

In this interview with *Play True*, she speaks about her life as a champion, the importance of doping-free sport, and the responsibilities of top elite athletes regarding whereabouts requirements.

**You come from a sporty family and your father is an Olympian. Who inspired you as a child to be involved in sport and achieve all that you have achieved?**

My parents were very adamant in their belief that I had to do some sport after school everyday. If I did not want to play tennis, then I had to choose another sport. I feel incredibly fortunate that even at that time (the early 80s) my parents believed in athletics for girls and believed sport was a great way to go.

**As a professional athlete, you competed on the WTA Tour. How did the Olympic Games compare?**

Being a part of the Olympics is always such an honour. I remember being 8 years old when the Olympics were in my hometown of Los Angeles, and both my parents worked for the volleyball event. We had the Olympics on all day and night and I was so curious to see what it was all about. Opening ceremonies, preliminary events, medals, closing ceremonies... I never actually thought I would be

lucky enough to ever compete in one, let alone win a gold medal. It was a dream of mine. I am always a bit star struck when at the Olympics or in the village. It is so humbling to be around such amazing athletes.

**What are your expectations for WADA's Athlete Committee? And what do you want to bring to the Committee?**

I was so excited when I was approached about the Athlete Committee. I have always strongly believed that drugs have absolutely no place in sports, including my sport of tennis. I hope that I can be a big help.

**Both in-competition and out-of-competition testing is necessary for elite athletes who want to compete on a level playing field. Do you have any insight or words of wisdom about doping control to give to athletes competing today?**

I have always supported out-of-competition testing. It is imperative to the integrity of all sports. As an athlete, you have to be aware that it is just part of the job and to be as willing to cooperate as you can.

**What do you think about the whereabouts rule under which athletes have to provide one hour each day to be available for testing?**

It is a very bold initiative. As an athlete who competes in a worldwide individual sport, I see the drawbacks

and the difficulties in keeping to a set schedule, but it is very important to keep all of our sports clean and to have athletes take their responsibilities in staying clean and being available.

**What role do you believe both current and retired athletes should play in the anti-doping movement?**

They should play a huge role. Unfortunately doping has become a bigger and bigger issue every year and we have to find ways to stop it and make sport a level playing field for all competitors. However an athlete can contribute is huge.

**The IOC and WADA are putting increasing emphasis on youth and a future generation of champions. What words of advice would you give young athletes aiming to compete at the top of their sport, about training, hard work and competitive values?**

Hard work is the key, not cheating.

**What is keeping you busy during your second pregnancy?**

My second pregnancy has been a bit more difficult than the first one, but things are going great and we are seeing the finish line. My son, who is 23 months old, has taken center stage and it has been an incredible time with him. I have pretty much been home (with a few exceptions) with him and taking it easy. 🍷



Photos: USTA/Ron Angle

**"I have always supported out-of-competition testing. It is imperative to the integrity of all sports. As an athlete, you have to be aware that it is just part of the job and to be as willing to cooperate as you can."**



# WADA's Anti-Doping Development Program Continues to Expand



Doping Control Officer (DCO) training, Africa Zone II & III RADO, Guinea



DCO training and Board meeting, Africa Zone IV RADO, Gabon



DCO training, Gulf States and Yemen RADO, Kuwait

WADA's Anti-Doping Development Program continues to make significant progress in assisting countries develop anti-doping programs in compliance with the World Anti-Doping Code. Over the past four years, WADA has been able to work closely with 122 countries thanks to the establishment of 15 independent Regional Anti-Doping Organizations (RADOs). The concept of bringing together countries that are similar in terms of sociolinguistic background and geographic proximity has proven to be successful at reducing the amount of resources needed to develop testing and education programs, while increasing general awareness of anti-doping issues.

RADOs fulfill different roles for each of the countries involved, ranging from the coordination of sample collection, management of results, appeals, therapeutic use exemption (TUE) approvals, and the dissemination of education and information materials. This being said, all RADOs follow a set of common principles, including:

1. **Governance:** In all cases, the RADOs are run and operated locally. Each RADO is comprised of a Board, whose members are endorsed by both the respective government and National Olympic Committee.
2. **Development and Training:** All RADOs have concentrated on the need to further develop

expertise in their regions and have focused on training experts for sample collection, results management, TUEs and appeals. Additional training has been conducted, in most regions, to assist with the development and delivery of education activities.

3. **Sustainability:** Each RADO has put in place a sustainability plan with the goal of relying less on external assistance and placing more emphasis on partnerships and knowledge sharing.
4. **Partnerships:** From the beginning, the RADOs have recognized the need to establish partnerships to further advance their anti-doping programs. International Federations, such as the International Association of Athletics Federations (IAAF), the International Rugby Board (IRB), and the International Cricket Council (ICC), have worked with the RADOs to coordinate sample collection and disseminate anti-doping information. Such partnerships have enabled the RADOs to further gain practical experience while establishing a direct link with athletes in their respective regions. The RADOs have also maintained close cooperation with well-established National Anti-Doping Organizations (NADOs) that have provided assistance in their development. The NADOs from Norway, Australia, Canada, Finland, Japan, New Zealand, South Africa, Switzerland, the United Kingdom and the United States have been very





Board meeting and education training, Oceania RADO, Vanuatu

Board meeting, Oceania RADO, Vanuatu

DCO training, Gulf States and Yemen RADO, Kuwait

supportive of the RADO Program. RADOs have also benefited greatly from the support of continental organizations, including the Association of National Olympic Committees of Africa (ANOCA), the Olympic Council of Asia (OCA), the Oceania National Olympic Committees (ONOC), and the Supreme Council for Sport in Africa (SCSA).

## CONFEJES

WADA is very pleased to have signed a partnership agreement with the Conférence des Ministres de la Jeunesse et des Sports des États et Gouvernements ayant le français en partage (CONFEJES) to support French-speaking African countries with the development of their anti-doping programs. CONFEJES has also provided a grant which can be used by French-speaking African RADOs and individual countries to further develop education initiatives. WADA is confident that such support will go a long way in promoting doping-free sport in Africa.

## Commonwealth Secretariat

WADA's partnership with the Commonwealth Secretariat, which was undertaken to assist with four Commonwealth RADOs including Oceania, the Caribbean, Africa Zone V and Africa Zone VI, will soon come to an end. Over the past several years, the Commonwealth Secretariat has directly employed the administrators in each of these RADOs while providing annual travel and education

grants. This funding has been instrumental in assisting these RADOs to establish themselves, while allowing them to develop education initiatives for athletes and youth.

The support from the Commonwealth Secretariat for these RADOs will cease as of November 2009 due to a change in its Strategic Plan. WADA would like to thank the Commonwealth Secretariat for their support over the past several years and looks forward to working with new partners that may have an interest in further increasing the success of each of these RADOs.

## NADO Development

In addition to the work done with RADOs, WADA has been working with a number of individual countries that require assistance in developing anti-doping programs, including India, Jamaica, South Korea, Nigeria, and Russia. In each case, WADA has reviewed the structure of the NADO and has made formal recommendations to assist them in their development. In some cases, the recommendations involved the country partnering with well-established NADOs to expedite the development process.

WADA continues to see anti-doping development as one of its major activities in promoting a level playing field around the world. The Agency has been working closely with stakeholders to make these programs a reality and thanks those who have supported its Anti-Doping Development Program. ■

# New Publishing Partnership

## WADA and Chooseco Develop Anti-Doping Titles for Children

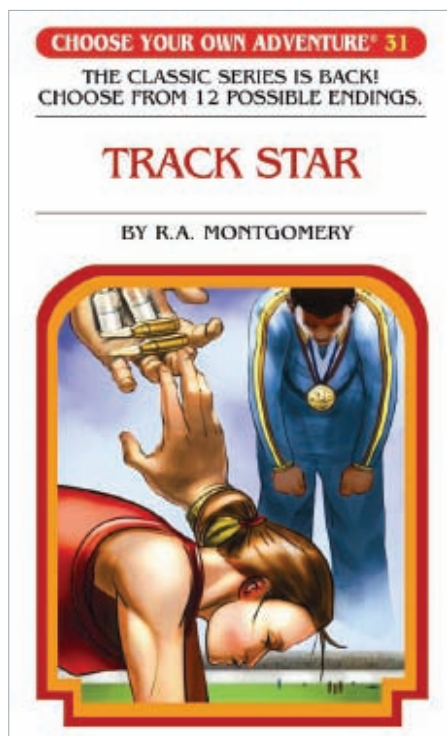
WADA has partnered with Chooseco, the publishers of the *Choose Your Own Adventure* series of children's books, based in Vermont, USA, to publish two anti-doping and sport values themed books which will be available in June 2009 in English and French.

"Anti-doping is not only about elite athletes. It is about kids and helping children make the right choices when faced with decisions that challenge what they know to be right or wrong."

The *Choose Your Own Adventure* series engages the reader with choices about where the story should go and how it should end. The books put the reader in the position to make choices resulting in multiple endings.

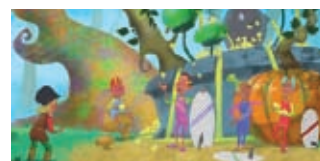
In *Track Star*, you are the main character, a talented young runner who believes that your only shot at a university education is through an athletic scholarship. As the pressure mounts, you question whether cutting corners using performance-enhancing substances or supplements would be worth the risk. As you seek advice from coaches, teammates, friends and even your parents, you are brought down different paths.

In *Always Picked Last*, you are a young elf who is always picked last. Many adventures await you when your dad suggests that you gain confidence by being good at something that no one else does. Confronting humans in the "Upper World," accepting the help of a



friendly troll, trying out magic and rainbow surfing—which path will finally have you picked first and which will leave you feeling like "the biggest loser of all elf history?"

"Anti-doping is not only about elite athletes. It is about kids and helping children make the right choices when faced with decisions that challenge what they know to be right or wrong," says WADA's President John Fahey. "If children have the knowledge of the harm that can be done to their health, if they understand how their lives can be destroyed by taking these performance-enhancing substances, there is a good chance that they will turn their backs on the temptation. The *Choose Your Own Adventure* books allow kids to explore different paths, seeing the



outcomes of their choices, without suffering the real-life consequences of their decisions."

"When WADA asked if I was interested in writing a *Choose Your Own Adventure* (CYOA) book on the subject of doping, I almost shouted YES!," says R.A. Montgomery, author and CEO of Chooseco. "That's what CYOA is all about—Making choices. Cheating and drugs in sport is a huge issue involving health, honesty, power and money. It has a negative effect on kids by setting a bad example." ■

For more information on *Track Star* and *Always Picked Last*, please contact WADA's Education and Program Development Department at [info@wada-ama.org](mailto:info@wada-ama.org).



# WADA Standing Committees and Expert Groups for 2009

While WADA is governed by a Foundation Board (the Agency's supreme decision-making body) and an Executive Committee (the ultimate policy-making body), both composed equally of representatives from the Olympic Movement and governments of the world, the Agency regularly seeks and relies upon the expertise and experience of its Standing Committee and Expert Group Members.

These volunteers, from around the world, provide guidance and advice for WADA's programs and activities. They are appointed pursuant to WADA's Constitution, which provides that the membership of the Standing Committees is to reflect, as best as possible, appropriate balance between public authorities and the sport movement, as well as regional, cultural and gender equity.

Each year, stakeholders are asked to nominate candidates for the vacancies that are to become available for the following year (membership terms are generally for three years and therefore a rotation of one-third each year applies). WADA's President and Director General, along with the Chair of the respective Committee, are then tasked with selecting appropriate persons to fill the vacancies. Members of the Expert Groups are appointed by the respective Committee Chair. These are annual appointments.

The Members of the 2009 Standing Committees and Expert Groups are listed below.

## Athlete Committee

WADA's **Athlete Committee** was established to represent the views and rights of athletes worldwide, while providing insight and oversight into athletes' roles and responsibilities relating to anti-doping. Its Members have a key role in helping WADA understand the challenges vulnerable athletes face and how WADA can best lead in developing strategies to not only detect doping, but also to deter and prevent it.

### Vyacheslav FETISOV

(Chair of the Committee)  
Chair of the Commission for Physical Education, Sports and the Olympic Movement of the Russian Federation  
Olympic and World Champion in ice hockey  
**Russian Federation**

### Claudia BOKEL

Chairperson of the Athletes Committee of the European Olympic Committees  
Olympic Silver Medalist and World Champion in fencing  
**Germany**

### Jacqui COOPER

Deputy Chair of the Athletes Commission of the Australian Olympic Committee  
World Champion in freestyle skiing  
**Australia**

### Lindsay DAVENPORT

Olympic champion in tennis  
Owns 55 singles titles and 37 doubles titles  
Former number 1 ranked player  
**USA**

### Marcus DE FREIRE

Technical Director of the Brazilian Olympic Committee  
Member of the Athletes Commission of the Sports Ministry of Brazil  
Olympic Medalist in volleyball  
**Brazil**

### Stéphane DIAGANA

Member of the Athletes Commission of the International Association of Athletics Federations (IAAF)  
World Champion in athletics  
**France**

### Rania ELWANI

Member of the IOC  
Member of the IOC Athletes Commission  
Three-time Olympian in swimming  
**Egypt**

### Meike EVERS

Two-time Olympic Champion in rowing  
Two-time World Champion  
Chief Inspector, police department  
**Germany**

### Sara FISCHER

Two-time Olympian in snowboarding  
Champion of five World Cups  
Medical student  
**Sweden**

### Frank FREDERICKS

Double Olympic Silver Medalist in athletics (100m and 200m) in 1992 and 1996  
Two-time World Champion  
Chairman of the IOC Athlete Commission  
**Namibia**

### Anil KUMBLE

Former captain of the Indian Cricket Team  
India's highest wicket-taker in test match cricket  
**India**

### David MILLAR

Winner of three stages of the 2007 Tour de France  
Served two-year sanction for EPO following admission  
Professional cyclist and promoter of anti-doping with UK Sport  
**United Kingdom**

### Rosa MOTA

Member of the Superior Council of Sports of Portugal  
Portuguese ambassador for fair play at the Council of Europe  
Olympic and World Champion in marathon  
**Portugal**

### Katarzyna ROGOWIEC

World Champion in Paralympic nordic skiing  
Member of the IPC Athlete Council  
**Poland**

### Beckie SCOTT

Spokesperson for "Sport for Life," an anti-tobacco and drug program  
Member of the IOC  
Member of the IOC Athletes Commission  
Olympic Champion in cross-country skiing  
**Canada**

### Yoko TANABE

Director of the Japan Anti-Doping Agency  
Olympic and World Medalist in judo  
**Japan**

### Yang YANG

Member of the Athletes Committee of the International Skating Union (ISU)  
Member of the Chinese Olympic Committee  
Olympic and World Champion in short track speed skating  
**China**



## Education Committee

The **Education Committee** provides expert advice, recommendations and guidance to WADA's Management with respect to both short-term education strategies and activities, and longer-term approaches to WADA's education programs. The Committee is also involved in the selection process of WADA-funded social science research projects.

**Gary LUNN**  
(Chair of the Committee)  
Canada

**Mahmoud ALI**  
Kuwait

**Chris BUTLER**  
Monaco

**Fernando CÁCERES**  
Uruguay

**Marina CHIN BHATT**  
Malaysia

**Brehima COULIBALY**  
Mali

**Charmaine CROOKS**  
Canada

**Robert DONOVAN**  
Australia

**Torben HOFFELDT**  
Denmark

**Sylvana MESTRE**  
Spain

**Robin MITCHELL**  
Fiji

**Anders SOLHEIM**  
Norway

**Patrick STALDER**  
Switzerland

## Finance and Administration Committee

The **Finance and Administration Committee** provides expert advice, recommendations and guidance to WADA's Management and Executive Committee with respect to budget development, funding, and financial and administrative policy.

**Craig REEDIE**  
(Chair of the Committee)  
United Kingdom

**Majed T. AL QATARNEH**  
Jordan

**Patrick CHAMUNDA**  
Zambia

**Robert DEVRIES**  
Netherlands

**Michael GOTTLIEB**  
USA

**Roberta INNAMORATI**  
Italy

**Tomas JOHANSSON**  
Sweden

**Willi KALTSCHMITT**  
Guatemala

**Thierry SPRUNGER**  
Switzerland  
(Observer)

## Health, Medical and Research Committee

The expert advice of the **Health, Medical and Research Committee** enables WADA to serve as a world leader on health, medical and research issues related to drug-free sport. Among many of the Committee's activities are the monitoring of scientific developments in sport with the aim to safeguard doping-free sport practice, as well as the overseeing of various Expert Groups in relation to the Prohibited List, therapeutic use exemptions, laboratory accreditation, and gene doping. The Committee also participates in the selection process of WADA-funded scientific research projects.

**Arne LJUNGQVIST**  
(Chair of the Committee)  
Sweden

**Eduardo DE ROSE**  
Brazil

**Jiri DVORAK**  
Switzerland

**Theodore FRIEDMANN**  
USA

**David GERRARD**  
New Zealand

**Kamal HADIDI**  
Jordan

**Luis HORTA**  
Portugal

**M. JEGATHESAN**  
Malaysia

**Per Wiik JOHANSEN**  
Norway

**Ichiro KONO**  
Japan

**Jean-Claude MBANYA**  
Cameroon

**Timothy NOAKES**  
South Africa

**Toni PASCUAL**  
Spain

**Babette PLUIM**  
Netherlands

**Patrick SCHAMASCH**  
Switzerland

**Gary WADLER**  
USA  
(Ex officio)

**Fabio PIGOZZI**  
Italy  
(Observer)

### Prohibited List Expert Group

The **Prohibited List Expert Group** is responsible for providing advice, recommendations and guidance to WADA on the overall publication, management and maintenance of its annual International Standard of the Prohibited List (the List of Prohibited Substances and Methods).

**Gary WADLER**  
(Reporter to Health, Medical and  
Research Committee)  
USA

**Richard BUDGETT**  
United Kingdom

**Joseph HANIG**  
USA

**Marilyn HUESTIS**  
USA

**Audrey KINAHAN**  
Ireland

**Georges LAGIER**  
France

**Michael PETROU**  
Cyprus

**Andrew PIPE**  
Canada

**Martial SAUGY**  
Switzerland

**Patrick SCHAMASCH**  
France

**Hidehori SUZUKI**  
Japan

### TUE Expert Group

The **TUE Expert Group** ensures that the International Standard for Therapeutic Use Exemption (TUE) is maintained and revised as needed, in accordance with the World Anti-Doping Code, and provides guidance to WADA to facilitate its TUE responsibilities, including the process of review and appeal.

**David GERRARD**  
(Reporter to Health, Medical and  
Research Committee)  
New Zealand

**Katharina GRIMM**  
Switzerland

**Peter JENOURE**  
Switzerland

**Keun-Youl KIM**  
Korea

**Margo MOUNTJOY**  
Canada

**Anik SAX**  
Luxembourg

### Laboratory Expert Group

The overall management of the accreditation and re-accreditation of anti-doping laboratories around the world is provided by the **Laboratory Expert Group**. This Group is also responsible for the maintenance of the International Standard for Laboratories and associated technical documents.

**Luis HORTA**  
(Reporter to Health, Medical and  
Research Committee)  
Portugal

**Larry BOWERS**  
USA

**Costas GEORGAKOPOULOS**  
Greece

**Rymantas KAZLAUSKAS**  
Australia

**John MILLER**  
United Kingdom/France

**Francesca ROSSI**  
Italy

**Wilhelm SCHANZER**  
Germany

**Alan SQUIRRELL**  
Australia

**Steven WESTWOOD**  
Australia

### Gene Doping Expert Group

The **Gene Doping Expert Group** gives direction to WADA in relation to the threat of gene doping by developing strategies to prevent and detect non-therapeutic manipulation of gene/protein in sport. This Group assists in establishing policies in the area of gene transfer in sport and in selecting research projects or programs in genomics and proteomics.

**Theodore FRIEDMANN**  
(Chair of the Expert Group)  
USA

**Odile COHEN-HAGUENAUER**  
France

**John GEARHART**  
USA

**Perikles SIMON**  
Germany

**Lee SWEENEY**  
USA

**Douglas WALLACE**  
USA

**Kurt ZINN**  
USA

### Ethical Issues Review Expert Group

The **Ethical Issues Review Expert Group** provides expert ethical opinion, when required, often on short notice, through the review of urgent or contentious ethical issues that may arise in the fight against doping in sport, and develops and recommends ethically sound policy or suggestions to WADA's Management as deemed appropriate by the Panel.

**Thomas H. MURRAY**  
(Chair of the Expert Group)  
USA

**Bartha Maria KNOPPERS**  
Netherlands/Canada

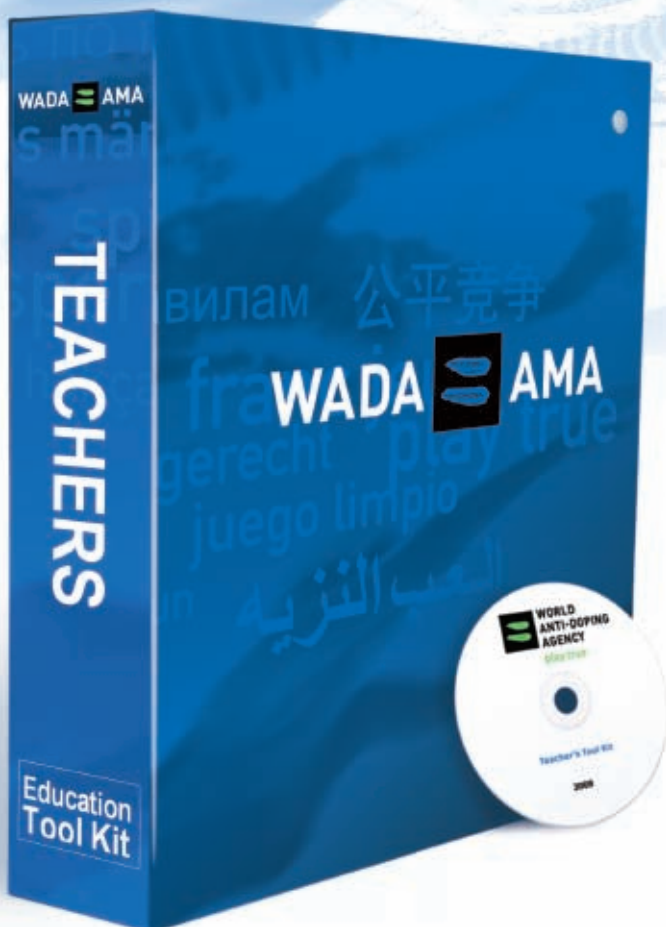
**Sigmund LOLAND**  
Norway

**Margaret SOMERVILLE**  
Australia/Canada

**Henk TEN HAVE**  
Netherlands

WADA first launched its series of Tool Kits, designed to provide stakeholders with material to assist with their anti-doping education activities, in 2006. The original set of Tool Kits targeted primary school teachers (Teacher's Tool Kit), any person, either from sport or anti-doping, who would be called upon to deliver anti-doping education (Program Officer's Tool Kit), and those who are responsible for providing coach education (Coach's Tool Kit). These Tool Kits have now undergone a makeover and new tools have been developed.

# WADA Tool Kits



**WADA's Teacher's Tool Kit is one of four Kits that the Agency provides to stakeholders.**



Following feedback received from stakeholders, coupled with the revisions to the World Anti-Doping Code (Code) which have made education mandatory for all signatories, WADA conducted a review of the existing material and developed additional Tool Kits.

All Tool Kits are designed to be adapted and customized by stakeholders to suit their local cultures, conditions and available resources. Accessible from the “Education” section of WADA’s Web site, the Tool Kits are considered living instruments that will evolve over time, as additions and improvements are required.

### **Coach’s Tool Kit**

The purpose of the Coach’s Tool Kit is to provide Anti-Doping Organizations, coaching associations and universities with material that can be integrated directly into existing coach education curricula or used as a stand-alone workshop.

First launched in 2006, WADA’s Coach’s Tool Kit has undergone a major overhaul. Originally targeted at elite level coaches, the Tool Kit has been streamlined and simplified while including additional material for those coaching at a youth or recreational level.

The elite coach section now provides essential anti-doping information for coaches presented through case studies, as well as activities that encourage coaches to consider their decision-making process when presented with ethical dilemmas.

Although the youth coach section of the Tool Kit presents a basic overview of anti-doping topics, a strong emphasis is placed on the role values play in shaping decision-making. The focus of the workshop is to take coaches

through a series of activities that they can then replicate with their young athletes.

### **Doping Control Officer Training Tool Kit**

In order to assist Anti-Doping Organizations with the training of Doping Control Officers (DCOs), WADA has developed the DCO Training Tool Kit, which outlines the theoretical background and practical skills necessary to meet all requirements of the Code, the International Standard for Testing (IST) and the Guidelines for Urine Sample Collection.

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

### **Program Officer’s Tool Kit**

The content of the Program Officer’s Tool Kit has been revised to reflect changes to the Code and International Standard for Testing. The Tool Kit has also been reorganized to ensure ease of use by stakeholders. The purpose of this Tool Kit is to offer anyone who is called upon to provide anti-doping education with a collection of PowerPoint presentations and factsheets, on such topics as:

- an introduction to WADA, the Code and the major players in anti-doping;
- an overview of the World Anti-Doping Program, targeting sport administrators;
- athlete rights and responsibilities as they relate to doping control;
- an overview of the doping control procedures; and
- the ethical issues and health consequences of doping.

### **Sport Physician’s Tool Kit**

In response to requests from stakeholders, WADA is collaborating with various anti-doping and medical experts to create a Tool Kit targeting sport physicians. Similar in structure and approach to the Program Officer’s Tool Kit, the Sport Physician Tool Kit, which will be available late 2009, will include a series of presentations and documents that can not only be used to provide physicians with information on a variety of anti-doping topics, but can also be used by physicians to educate others.

### **Teacher’s Tool Kit**

The content of the Teacher’s Tool Kit has been expanded to include material to assist teachers at the secondary school level (ages 13-16) introducing anti-doping messages to their students. While the material targeting younger students focuses on sport values and contextualizes doping as cheating and an act contrary to these values, the material targeting teenagers looks at doping from an ethical and health consequences perspective.

The lesson plans and activity ideas included in the Teacher’s Tool Kit are intended to provide teachers with new topics or themes for the life-long learning skills they are trying to promote with their students.

WADA has launched a pilot project working with the Ministries of Education of Mexico and Singapore, and is in discussion with the Ministries of Education of Argentina, Oman and Uganda, with the goal of developing a model for implementing material from the Teacher’s Tool Kit at a Ministry level. ■

# WADA Hires New Directors

WADA recruited two new directors in the past few months.

## Kelly Fairweather



In January 2009, Kelly Fairweather took his new position as Director of WADA's European Regional Office and International Federation Relations, based in Lausanne. Prior to joining WADA, Kelly Fairweather worked as the CEO of the Stellenbosch University Sports Performance Institute in South Africa and as the Director of Sports of the International Olympic Committee.

## Julie Masse



Julie Masse joined WADA's Montreal Headquarters in December 2008, as the Agency's Communications Director. She has twenty years of experience working in communications at both the public and private (mainly at Bombardier Transportation) sectors.

Kelly Fairweather's and Julie Masse's biographies can be found in the "Governance" section of WADA's Web site at [www.wada-ama.org](http://www.wada-ama.org).

## Meeting the Media in Lausanne

WADA held its Fourth Media Symposium on February 24 in Lausanne, Switzerland.

This Symposium was once again a successful one, with 63 participants from 13 countries. In addition to journalists from 10 countries, nine International Sport Federations, three National Anti-Doping Organizations, one National Sport Confederation and the International Olympic Committee were represented, mainly through members of their Communications Teams.

This Symposium was an excellent opportunity for participants to hear from, and ask questions of, WADA's President John Fahey (pictured), Director General David Howman and Medical Director Dr. Alain Garnier. The three provided updates about the Agency's work and mission, as well as the advances and the challenges of the fight against doping in sport.

The "State of Anti-Doping" address given by WADA's President, as well as the other presentations given during the Symposium, are available in the "Resources for the Media" section of WADA's Web site.



# New Functionalities for

In an effort to further enhance the practicality and user-friendliness of its Anti-Doping Administration and Management System (ADAMS), WADA has now established a formalized, permanent, consultation process. Athletes, anti-doping organizations, laboratories and other ADAMS users are encouraged to provide feedback in the interest of the widest possible spectrum of users. This consultation will supplement the daily contacts WADA has with ADAMS users worldwide.

ADAMS is a Web-based database management system that simplifies the daily activities of stakeholders and athletes involved in the anti-doping process—from athletes providing whereabouts information, to Anti-Doping Organizations ordering tests, to laboratories reporting results, to Anti-Doping Organizations managing results.

ADAMS is currently used by approximately 20,000 elite athletes around the world, close to 60 International Sport Federations, more than 40 National Anti-Doping Organizations and all 34 WADA accredited laboratories.

In addition, a new module of ADAMS for the management of therapeutic use exemptions (TUEs) for asthma was launched in March. This module reflects the revised International Standard for TUE that went into effect on January 1, 2009.

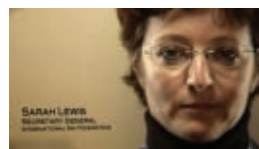
Athletes can now use ADAMS to create and submit an application for TUE for asthma. They can do it themselves, through their custodian organization or their asthma doctor.

More information about ADAMS, including a Q&A clarifying key points about the system, can be found in the “ADAMS” section of WADA’s Web site.



**ADAMS is a Web-based database management system that simplifies the daily activities of all stakeholders and athletes involved in the anti-doping system.**

## ADAMS Promotional Video



WADA has produced a promotional video on ADAMS.

The video, posted on WADA’s Web site, features a number of athletes and sports administrators speaking about some of the key elements of the system. It is available in English and French.

WADA’s stakeholders wishing to receive a free, high resolution, copy of the video can make their request to [media@wada-ama.org](mailto:media@wada-ama.org). General inquiries concerning ADAMS can be directed to [adams@wada-ama.org](mailto:adams@wada-ama.org)



# Updated Athlete Guide Now Available

## WADA Publishes the Fifth Edition of its Athlete Guide

This booklet, available in English, French and Spanish, highlights athletes' rights and responsibilities relating to the doping control process. It also provides athletes with an overview of the World Anti-Doping Code (Code) and of the various players involved in the fight against doping in sport under the Code. The Athlete Guide was updated to reflect revisions to the Code and the International Standards which went into force on January 1, 2009.

The updated Athlete Guide and the 2009 WADA Prohibited List, also available in these three languages, can be downloaded from the "Resources for the Athletes" section of WADA's Web site.



## Successful WADA Symposium for Anti-Doping Organizations

On April 21–22, WADA held its Sixth Annual Symposium for Anti-Doping Organizations, in Lausanne, Switzerland. The event hosted 225 delegates from National Anti-Doping Organizations, International Sport Federations, as well as other Anti-Doping Organizations.

During these two days, participants sought to collectively assess the current state of affairs in anti-doping, and

review what additional tools and approaches may be available or need to be developed following the most recent revisions to the World Anti-Doping Code.

The Symposium included presentations from a number of active Anti-Doping Organizations with unique experiences in new and emerging areas of anti-doping. Presentations were followed by panel discussions, which engaged participants in discussions on the effectiveness of current anti-doping strategies and what fresh approaches and methodologies might be integrated into renewed quality anti-doping programs.



# More than 110 Ratifications for UNESCO Convention

More than 110 out of the 193 UNESCO Member States have now ratified the International Convention against Doping in Sport (Convention)—the first universal treaty against doping in sport.

The UNESCO Convention, which went into force in February 2007, is the practical instrument by which governments formalize their commitment to the fight against doping. Given that many governments cannot be bound by a non-governmental document such as the World Anti-Doping Code (the document harmonizing anti-doping rules in all sports and countries), the Convention permits governments to align their domestic policies with the Code, thus harmonizing the rules governing anti-doping in sport and public legislation.

WADA is in regular contact with UNESCO and those governments that have yet to ratify the Convention in order to facilitate and encourage its rapid ratification.

UNESCO will hold its second Conference of Parties at its Paris headquarters on October 26-28, 2009.

On this occasion, among other matters, UNESCO will discuss monitoring of the compliance to the Convention and the use of its Voluntary Fund for the Elimination of Doping in Sport. Under Article 29 of the Convention, WADA's role is to act as an advisory organization to the Conference of Parties.

The 2009 World Anti-Doping Code, which went into effect on January 1 of this year, states that the International Olympic Committee will only accept bids for the Olympic Games from countries where the government has ratified the Convention and where the National Olympic Committee (NOC), National Paralympic Committee (NPC) and National Anti-Doping Organization (NADO) are in compliance with the Code. The revised Code also calls on International Sport Federations and Major Games Organizers, starting on January 1, 2010, to do everything possible to only award World Championships and Major Games to countries where the government has ratified the Convention and where the NOC, NPC and NADO are in compliance with the Code.



The Headquarters of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris, France.  
Photo: Matthias Ripp

## 2009 Scientific and Social Science Research Grants

### WADA Issues Call for Proposals

In March, WADA issued separate calls for proposals for its 2009 Scientific Research and Social Science Research Grant Programs.

WADA is committed to increasing the volume of research dedicated to developing new and improved detection methods for performance-enhancing substances and methods. Since 2001, the Agency has committed more than US\$44 million to scientific research. Scientists interested in submitting research projects can submit their applications by May 15. Detailed information can be found in the "Science & Medicine" section of WADA's Web site.

WADA's Social Science Research Grant Program encourages research in social science in order to obtain information that will enable more efficient doping prevention strategies. Within the priorities of the 2009 Program, WADA will favor projects that help understand anti-doping issues as they relate to youth. The deadline for submissions for this year's program is July 10.

More information can be found in the "Education" section of WADA's Web site.





## WADA Program Calendar. For the most current updates, visit [www.wada-ama.org](http://www.wada-ama.org)

### WADA THINK TANK SEMINAR

WADA, with the assistance of the Government of Norway and Anti-Doping Norway, will hold a seminar to look at the progress being made in the fight against doping in sport as a result of WADA's establishment 10 years ago. The seminar will be attended by WADA's Executive Committee members.

June 22–23

Oslo, Norway

### ATHLETE OUTREACH

WADA's Athlete Outreach Program raises awareness and encourages doping-free sport through direct interaction with athletes at major sporting events worldwide.

June 1–6 Games of the Small States of Europe

Cyprus

June 26–July 5 Mediterranean Games

Pescara, Italy

July 16–26 World Games

Kaohsiung, Chinese Taipei

### INDEPENDENT OBSERVERS

The Independent Observer (IO) Program helps enhance athlete and public confidence at major events by randomly monitoring, auditing and reporting on all phases of the doping control and results management processes.

June 1–6 Games of the Small States of Europe

Cyprus

June 26–July 5 Mediterranean Games

Pescara, Italy

July 16–26 World Games

Kaohsiung, Chinese Taipei

September 27–October 6 Francophone Games

Beirut, Lebanon

### ANTI-DOPING PROGRAM DEVELOPMENT

WADA works with stakeholders to facilitate the establishment of strong anti-doping programs in sports and regions throughout the world. The following are meetings of various development programs, including those of Regional Anti-Doping Organizations (RADOs).

May 13–14 Oceania RADO Board Meeting

Tonga

May 22–24 Gulf States & Yemen RADO Board Meeting & DCO Training

Saudi Arabia

May 23–24 Caribbean RADO Board Meeting

Barbados

May 27–28 Africa Zone II & III RADO Board Meeting

Niger

May 29–30 West Asia RADO Board Meeting & Education Session

Syria

May 30–31 Africa Zone I RADO Board Meeting & DCO Training

Morocco

June 1–2 Eastern Europe RADO Board Meeting & Education Session

Georgia

June 9–12 Indian Ocean RADO Board Meeting & DCO Training

Seychelles

September (Date TBC) Central Asia RADO Board Meeting & Education Session

Turkmenistan

### ADAMS TRAINING

ADAMS (Anti-Doping Administration & Management System) is the Web-based database management system that coordinates anti-doping activities worldwide. WADA hosts training sessions for stakeholders adopting the ADAMS system.

At the present time, no group training sessions are scheduled. If there is sufficient demand and one is scheduled, it will be posted in the "ADAMS" section of WADA's Web site. Individual one-on-one remote online training sessions on specific modules are offered regularly. To schedule a on-one-one session, please write to [adams@wada-ama.org](mailto:adams@wada-ama.org).

