

play true

ISSUE 2 - 2006

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

Global Mission

Regional Anti-Doping Organizations create new cooperative frameworks for sharing resources and leveling the global playing field.



play true

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

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R.W. Pound editorial: An Urgent Appeal

Some 191 nations unanimously adopted the UNESCO Convention against Doping in Sport last October, yet only 10 have followed through on ratification of the international treaty to bring it into force.

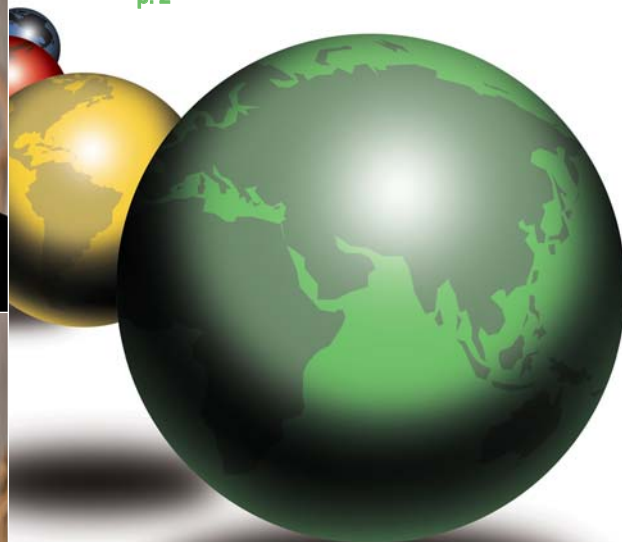
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David Howman editorial: Partnership for Global Impact

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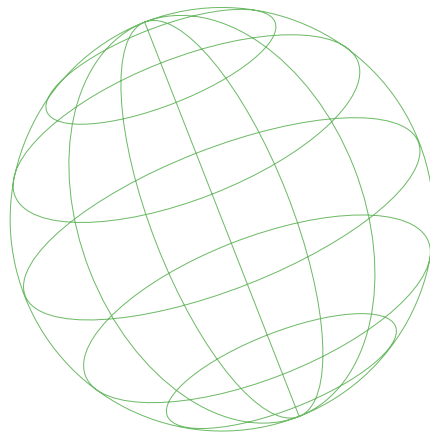


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Richard Pound, Chairman

An Urgent Appeal to Governments: Ratify the UNESCO Convention

In this issue of *Play True* we address the importance of reaching all areas of the globe in the campaign against doping in sport.

Our global mission requires the work and dedication of many. Many have answered the call and are meeting the challenge.

But there is a disturbing silence from too many Governments. And, in spite of the hard work of everyone else dedicated to our global mission, the lack of demonstrated government engagement threatens the unity of our collective efforts to protect athlete health and the integrity of sport.

Last October, I attended a press conference in Paris to congratulate Governments for the important step made on October 19, 2005, at the UNESCO General Conference when 191 of them unanimously adopted the International Convention against Doping in Sport.

I highlighted the great sphere of influence that Governments possess. While Sport can do much in the fight

against doping, as witnessed already with the incorporation of the World Anti-Doping Code into the internal rules of sports organizations, Governments have the inherent jurisdiction and duty to guide and influence aspects of society that can have a profound impact on the fight against doping in sport. For example, Governments can take measures against trafficking; facilitate doping controls and support national testing programs; withhold financial backing from athletes and athlete support personnel who commit anti-doping rule violations; and take many other supportive actions.

And this is what the UNESCO-led Convention affirms: that Governments have the authority and duty to do all of these things to remove doping from sport. The same Convention gives Governments the practical tool to achieve this.

But, last October when I noted that the unanimous adoption of the UNESCO Convention represented an important milestone, I also warned that that milestone brought Governments to a critical crossroads, and that their choice

of path would greatly determine the future of doping-free sport. I urged Governments to choose the path of action—to maintain the momentum that led 184 Governments to sign the Copenhagen Declaration and then 191 to adopt the Convention.

Thirty countries need to ratify the Convention for it to come into force. The 2006 Olympic Winter Games have come and gone, and today, regrettably, only ten (at the time of writing) have followed through on their promise. Our sport colleagues are concerned with this lack of action and fear it is an indication that governments are not as committed as their statements suggested.

Again, we call urgently upon Governments to make ratification of the Convention a priority. Do not risk the loss of the forward momentum that we have created since the adoption of the World Anti-Doping Code and the execution of the Copenhagen Declaration. Our worldwide campaign requires many things, including strong leadership, unshakable conviction, and now, action. ■

David Howman, Director General

Working Across Borders for Global Impact



At present, we are faced with a world of inequality. While we find established doping control programs in many regions, there still remain many others with no, or limited, anti-doping activities. The result is a playing field that is still imbalanced. It also means that many athletes are unaware of the consequences of taking performance enhancing drugs.

But the tide is beginning to turn with the establishment of Regional Anti-Doping Organizations (RADOs). Within these pages you will read about this new

strategy for establishing effective anti-doping programs region by region, bringing together several countries within a geographic area to mobilize and share resources for anti-doping.

WADA has been pleased to initiate discussions among countries and facilitate the establishment of the RADOs. But real credit goes to those who drive progress within their countries and regions—it is they who have risen above the borders that separate and who look to the greater goods of clear common interest. This is the perfect

example of how partnership—among National Olympic Committees, Sports Federations, and Governments—is the formula for success in our global campaign.

The goal is to see that athletes benefit from the same anti-doping protocols and protections, no matter the nationality, the sport, or the country where tested. Progress is being made toward a level playing field, and the establishment of RADOs on a global scale will help ensure that anti-doping activities are in place in every country in the not too distant future. ■

Also in this section:

RADOs in Action
WADA Education Symposia
Outreach at the Francophone Games
UNESCO Convention Update

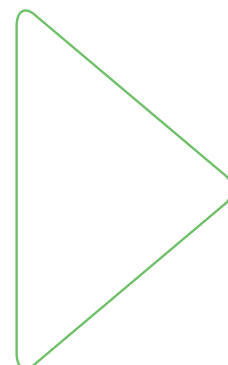
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Special Feature



Global Reach

After the World Anti-Doping Code (Code) was accepted unanimously in 2003, a significant project was initiated with the aim of ensuring anti-doping programs were in existence in all parts of the world. Regional Anti-Doping Organizations (RADOs) are a significant component of the goal with the collective approach adopted, combining all resources in regions where such are limited. The establishment of RADOs on a global scale will help ensure that anti-doping activities are in place in every country in the world by 2010.





Because not every country has an anti-doping program in place, finding a way to ensure worldwide coverage became a priority for the World Anti-Doping Agency (WADA). In 2005, a plan to develop RADOs saw significant success when the first five RADOs were initiated or established in **Central America**, the **Caribbean**, the **Gulf States**, **Oceania**, and **Africa Zone V**. From now until 2010, each year envisions adding more RADOs to the roster, so that by the end of that year, every country in the world will be engaged in anti-doping activities.

The rationale behind RADO development is straightforward. "All countries are required to have anti-doping programs—and we realized that, in fact, not many had them," said David Howman, WADA Director General. "The idea is to bring countries together through both financial and human resources to create an anti-doping program on a regional basis. If we didn't initiate this, we feared some countries would never have programs," he explained.

"The idea is to bring countries together through both financial and human resources to create an anti-doping program on a regional basis. If we didn't initiate this, we feared some countries would never have programs."

Howman also pointed out that in many cases, the countries in question did not even know where to begin, had no resources, and needed help understanding what was involved in developing an anti-doping program.

Specifically, the RADO program is focused on countries that need assistance with establishing anti-doping activities, and its goal is to ensure that all athletes benefit from the same anti-doping protocols and protections. "What jumpstarted the need for these organizations was the clear-cut stipulation that if a country doesn't have an anti-doping program in place, it doesn't

comply with the Code," Howman said.

With the 5 RADOs initiated in 2005, covering 40 countries, and a further 5 planned for **South America**, **West Africa**, **Southern Africa**, **Central Asia**, and **South East Asia** in 2006, also covering 44 countries, reach is vast. Combined with established National Anti-Doping Organization (NADO) programs, a total of 121 countries should be engaged in anti-doping efforts by the end of this calendar year. Projected activity for 2007 is estimated to add another 37 countries through the initiation of approximately 5 more RADOs, bringing the total

A similar model for the Federations?

Based on the experience gained in the creation of Regional Anti-Doping Organizations (RADOs), WADA, in partnership with a number of International Sport Federations (IFs), is studying the possibility of creating an anti-doping development program for IFs based on the RADO model.

After a first meeting with the International Olympic Committee (IOC) and the IFs' associations in August 2005, WADA distributed a questionnaire to IFs to better understand their respective anti-doping needs. Responses revealed that currently only 10 of the 28 summer Olympic sports federations, 3 of the 7 winter Olympic federations, and 3 of the 29 Recognized sports have established out-of-competition testing programs.

Because out-of-competition testing is a key component to the fight against doping and required of IFs by the World Anti-Doping Code (Code), WADA has proposed to facilitate the development of an anti-doping program based on the RADO concept. In this manner, IF resources would be pooled to develop an efficient and economic anti-doping program, and help them comply with the Code. This concept would help IFs to maximize resources in the management of out-of-competition doping control, review of Therapeutic Use Exemptions, results management, as well as the implementation of education and outreach programs.

Given the positive response from IFs, a project team will meet in Lausanne (Switzerland) on 14 June 2006 to further develop the concept.

number of countries engaged in anti-doping to over 150.

“We looked at the landscape, determined who has anti-doping programs and who doesn’t. Countries with strong programs in place, often run by NADOs or National Olympic Committees (NOCs), don’t need any special consideration. It’s the small countries and those with inactive anti-doping programs that need help moving forward, because their anti-doping capacity is limited and they need assistance ensuring a level playing field for all athletes,” explained Howman. “Particularly in countries with small pockets of athletes, it’s all about shaping values and sensitizing them about fairness in sport.”

Certain steps are involved in determining whether a region is in need of a RADO. The first of these is assessment: WADA looks at whether there is NADO, NOC, or government activity in terms of anti-doping efforts. “If there isn’t, we then work with WADA Regional Offices to determine which countries could work together, based on such things as language, geography, and potential resources,” said Rob Koehler, WADA Deputy Director, Doping Control Policy and Development, Standards and Harmonization. From there, letters are sent out to government bodies and NOCs, explaining the concept, the strategy, and how to pool resources to form a RADO. Establishing buy-in from the governments and NOCs from the get-go is key to the success of the RADO, and WADA is uniquely positioned to help forge these partnerships given its structure and the equal representation of governments

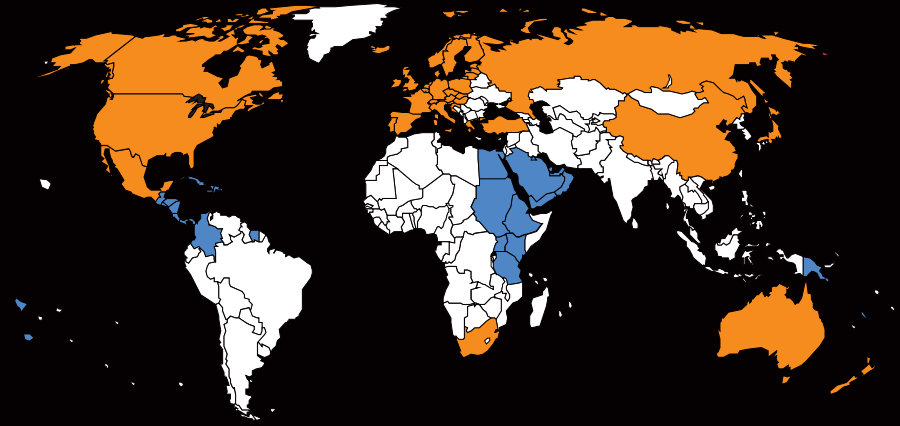
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The World of Anti-Doping

Development of anti-doping in all areas of the globe is key to progress in the fight against doping in sport. The establishment of Regional Anti-Doping Organizations (RADOs) to assist countries where there exist no or limited anti-doping activities is an important development strategy. The maps below represent an overview of the current development plan, including RADOs, which may evolve as more countries become engaged. The ultimate goal is to have all countries worldwide involved in anti-doping by 2010.

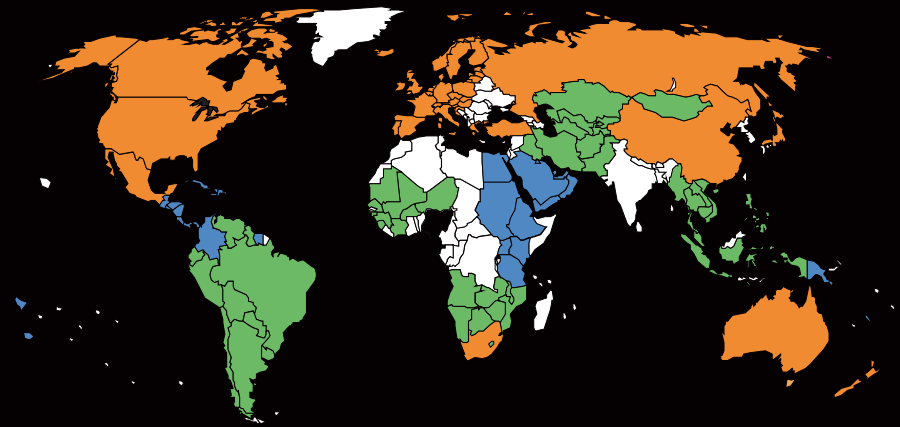
2005 development:

- Established National Anti-Doping Organizations (NADOs, where testing and education are occurring)
- Newly-developed RADOs (Central America, Caribbean, Africa Zone V, Gulf States, Oceania)



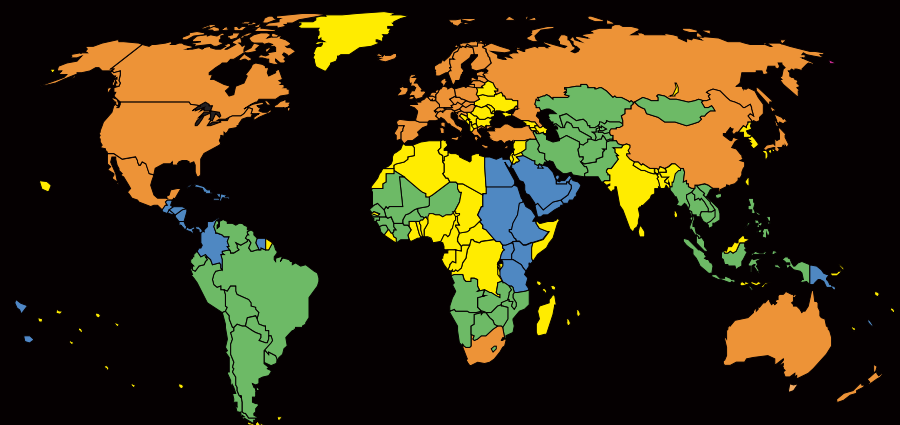
2006 development:

- Established NADOs
- 2006 RADOs (South America, West Africa, Southern Africa, Central Asia, South East Asia)
- 2005 RADOs



2007–2010 development:

- Established NADOs
- 2006 RADOs
- 2005 RADOs
- Projected 2007–2010 development, for worldwide anti-doping activity





RADOs in Action

Getting to the up-and-running stage for newly-



"It's a dream come true for me," said Dr. Adrian Lorde, Chairman of the Board of the **Caribbean Regional Anti-Doping Organization (RADO)** in Barbados, who has been involved in various anti-doping activities for nearly 15 years. "The RADO is important as it will help deter athletes from using prohibited substances in sport—and will reinforce the values I think are already there. We'll teach athletes to resist and we'll keep them clean—and they'll keep the Caribbean flag flying high," he added.

The Caribbean RADO officially opened on April 1, with Neil Murrell, Barbados National Anti-Doping Commission Secretary, heading it up. As of July 1, it will be located in new digs at the Olympic House in St. Michael, Bridgetown, Barbados, which is currently under construction. This RADO covers 14 Caribbean territories: Antigua and Barbuda, Bahamas, Barbados, Cayman Islands, Dominica, Grenada, Guyana, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos. Twenty-five Doping Control Officers are trained and ready to assist.

According to Dr. Lorde, the set-up of the RADO went very smoothly. "The best part," he claimed, "was the buy-in from the various Caribbean governments and Olympic

Committees—they recognized the need for a RADO since most countries in this region don't have National Anti-Doping Organizations (NADOs)." Dr. Lorde emphasized that with the Caribbean RADO now in place, IFs, NADOs, and WADA "can feel confident that we are doing education and testing, but also that we can do testing on their behalf because we now have trained personnel."

Dr. Lorde acknowledged the assistance of Martin Niblett, Sports Advisor, Youth Affairs Division, **Commonwealth Secretariat**, during the RADO's first two years. "Without the support of the Commonwealth Secretariat, we wouldn't have been able to get going," he said. Dr. Lorde is confident that the RADO will prove itself to the region's Olympic Committees in its first two years, enabling it to seek regional corporate partners who will adopt it and provide funding and support in the years to come.



"We need to start with youth—this is where learning about fairness in sport begins," said Dr. Sultan Yarub Qahtan Al Busaidi, the vice-chairman of the newly-formed **Gulf States RADO**, and the director of Medical Services for the Royal Oman Police. "We have to give children inner knowledge—to work hard as a person and as an athlete." Dr. Sultan Al Busaidi is pleased about the recent decision

Members of the new Caribbean RADO at their inaugural meeting in Barbados. Countries represented include Antigua and Barbuda, Bahamas, Barbados, Cayman Islands, Dominica, Grenada, Guyana, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos.





established regional anti-doping organizations

to set up a RADO in Kuwait City that will act on behalf of the Gulf States: Bahrain, Kuwait, Saudi Arabia, United Arab Emirates, Qatar, and Oman—as well as Yemen. “It’s an excellent idea,” he said. “When it came up at a meeting in November (2005), I was excited. I am sure that the RADO will outshine all our anti-doping activities to date.”

The RADO is housed in the **Olympic Council of Asia’s (OCA) Office**, with complete funding provided by the **Government of Kuwait**, including office staff. OCA Manager of Anti-Doping Mahmoud Khalifa Ali has been elected as the RADO Secretary General. The office opened officially in April, “with the next several weeks devoted to developing constitution points, a strategy,

“It took only two sessions to convince representatives and to reach conclusions we all accepted. I have no doubt that success will come.”

and an implementation plan,” explained Dr. Sultan Al Busaidi. Doping Control Officer training will be completed in September 2006, with two per country planned.

Dr. Sultan Al Busaidi was quick to highlight the work of WADA Deputy Director, Doping Control Policy and Development, Standards and Harmonization Rob Koehler. “Without Rob, this would not have been possible,” he said. “When you bring a new idea, it’s not easy—there is always resistance and caution. Rob illustrated the mechanism, harmonized it, and showed us how to make it work. It took only two sessions to convince representatives and to reach conclusions we all accepted. I have no doubt that success will come.”



OCEANIA
RADO REGIONAL ANTI-DOPING ORGANIZATION

For Dr. Robin Mitchell, Chairman of the **Oceania RADO** and General Secretary of the **Oceania National Olympic Committees (ONOC)**, the development of the RADO program was a blessing. “It provides a service that was lacking in the region to date,” he said. “I think that because these services will now be delivered by ‘locals,’ it is in a sense less threatening to athletes who are undergoing both out-of-competition testing and in-competition testing.”

Funding for the Oceania RADO will be provided by the **Commonwealth Secretariat**. The office will be located at the ONOC site in Suva, Fiji, and will officially open in May under the administration of Natanya Potoi, a laboratory technician and trained Doping Control Officer (DCO) from Samoa. The ONOC office is based at the **Pacific Islands Forum Secretariat**, which presides over the political grouping of Australia, New Zealand, and the 14 other independent island countries in the region. The RADO will provide services to the Forum island countries as well as the non-Forum countries and territories who are members of the **Pacific Games Council**. Currently Samoa, Tonga, Papua New Guinea, and Fiji are covered by the RADO. Other countries and territories to be covered in the future include: American Samoa, Cook Islands,

Federated States of Micronesia, Guam, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Northern Marianas, Palau, Solomon Islands, Tahiti Nui, Tokelau, Tuvalu, Vanuatu, Wallis, and Futuna. DCO training has been completed, with eight now ready to undertake their duties.

Dr. Mitchell is very optimistic. “I know that despite having limited resources, the RADO will be able to deliver a professional service to its members, be self-sustaining, and in time, gain international recognition for the work it will deliver in an area known to be expensive for travel and work,” he explained. “For the countries that now have trained DCOs, the most important thing is that athletes, coaches, and team officials can receive education on drugs in sport in the vernacular language as well as in English.”

Dr. Mitchell pointed out that the set-up of the Oceania RADO benefited most from WADA Deputy Director, Doping Control Policy and Development, Standards and Harmonization Rob Koehler and WADA Manager, Doping Control, Standards and Harmonization Tom May. “They’ve been guiding this project quietly in the background and have provided the constant gentle push—and occasional shove—to keep the project on track,” he said with a chuckle. “The professional support from the **Australian Sport Drug Agency**, **Drug Free Sport New Zealand**, and in particular, funding for testing from the **International Rugby Board**, have greatly contributed to getting the project to where it is now.” ■



Special Feature: Global Reach

Continued from page 4.

and the Olympic movement on its Foundation Board.

Once countries agree to establish a RADO, certain steps are consistently followed. First a framework is established; then the structure is reviewed and agreed upon; roles and responsibilities are determined; a board is composed, along with terms of reference for the board; strategic and operational plans are put into place; Doping Control Officer (DCO) training is completed; a board meeting is held; and finally, an office is physically established. Once these steps have been followed, the RADO is in place and deemed up and running. The RADO is owned and governed by the member countries—they develop strategies and implement them.

RADO membership structure and funding may differ from region to region, depending on resources and partners poised to support the program. In most instances, the RADO office is funded by the host country, while the other countries

help structure the organization.” Once the RADO is established, after its first two years in operation, it becomes self-sufficient and must secure its own financial support. At this point, funding plans are developed by the board through commitment of each country, and other partnerships are sought to reach funding goals. “From Day 1, each region has to strive for self-sustainability,” Koehler pointed out. “It’s not a contract, but a commitment.”

In some cases, the RADOs get financial and other support from organizations other than WADA at the outset, reflecting the patron’s global commitment to anti-doping through regional strategies. For example, the **Caribbean, East Africa, and Oceania RADOs** received significant support from the **Commonwealth Secretary** to pay salaries and travel, set up the office, and provide money for education initiatives, while WADA contributed by supporting meetings, DCO training, and ongoing SWOT analyses. Outside support such as this, however, is

and couriers are necessary for the testing program. The RADO must also establish a Board with member countries, manage agreements with other organizations, and work with major games organizers to determine testing and education needs. Anti-doping requirements must be identified and promoted and assistance must be provided to countries to obtain local support. The RADO is also responsible for receiving all test results, as well as establishing a Results Management Panel, an Appeals Mechanism, and a Therapeutic Use Exemption Committee. DCOs must be recruited, trained, accredited, and managed.

WADA’s Regional Offices (the Agency’s representation in Africa, Asia/Oceania, Europe, and Latin America and not to be confused with RADOs which are independent and separate from WADA) play an instrumental role in making the RADOs happen, according to Koehler. “Their support is mostly human—they’re out front at meetings, helping

Funding plans are developed by the board through commitment of each country, and other partnerships are sought to reach funding goals. “From Day 1, each region has to strive for self-sustainability,” Koehler pointed out. “It’s not a contract, but a commitment.”

contribute resources ensuring sustainability. WADA is committed to each RADO during the initial ramp-up phase, the level of support identified by an evaluation of needs. Apart from necessary initial funding, WADA provides expertise. “It doesn’t govern,” said Koehler. “Rather, WADA’s role is to bring people together and get approvals, and

not a given, and sometimes RADO projects are launched with the hope that some organization will come on board with funding.

Once in place, the RADO’s roles and responsibilities include hiring RADO staff; developing education programs; obtaining funding; and implementing anti-doping rules. Logistics like agreements with labs

push development in the region.” Established NADOs, member countries, and other stakeholders, such as International Federations, are also key contributors in getting RADOs up and running. “Getting a RADO off the ground is all about the power of combined resources and influence from your peers,” Koehler added. ■



Educating the World

WADA Symposia help countries raise awareness and develop basic educational materials

With four symposia now under its belt, and another four planned for 2006, WADA's Education Department has been able to significantly increase worldwide awareness of anti-doping activities among key stakeholders, specifically athletes, their support personnel, sports, anti-doping organizations, and governments. Through these symposia, the department has been able to initiate, facilitate, and enhance education programs in attending countries, not only by providing the Model Guidelines for these programs but also by providing context and opportunity for exchanges that are ultimately proving invaluable for the understanding of global anti-doping issues.

According to Julie Carter, WADA Education Director, "The symposia have been organized as part of an education campaign strategy that envisions the diffusion of state-of-the-art anti-doping information and practices throughout the world." That strategy led to symposia held in Montevideo, Uruguay; Moscow, Russia; Macau; and Cairo, Egypt, throughout 2005 and includes 2006 events in Greece, Malaysia, India, and the Ivory Coast. Between 12 and 20 countries from the surrounding area attend the symposia and the working languages are English and the main, common language of attending nations. "We have received only positive comments so far," Carter said, referring to an evaluation

that participants complete at the end of each event. "The people own the symposium; WADA facilitates. It's an intensive program in which we emphasize partnerships."

The programs at the symposia are fairly similar, as are the concerns from country to country. The first day opens with an overview of WADA and its education initiatives, as well as an introduction of the host country, during which the host's anti-doping programs are outlined. This is followed by presentations from representatives of different countries who report on education efforts and current issues in their own countries; athletes who offer their perspectives; and members of the sport and medical communities who provide points of view on ethical matters, and on the history and consequences of doping. The second day involves break-out sessions or workshops, led by team leaders from the host country, chosen based on their ability to lead discussions and make people talk. The open forums allow countries to pool and share their resources. Following the workshops, participants convene for a panel discussion and present their findings.

Discussion topics include analysis of the current anti-doping situation in the attending countries; long-term planning and annual activity planning; development, distribution, and implementation of materials and activities, record keeping, and

evaluation; determining target groups for education programs; developing key messages for educational material; and bilateral and multilateral partnerships. Said Pirjo Krouvila, Director, International and Developmental Affairs, **Finnish Anti-Doping Agency**, who was involved in the lecturing and mentoring aspect of the Moscow symposium, "Because we were finally able to break down the language barrier, we are finally beginning to understand what everyone's needs are in these areas."

Dr. Halim Jebali, who practices medicine at the **National Centre of Sport Medicine in Tunisia**, and who presented his country's anti-doping activities at the Egypt symposium, found that the event presented an opportunity for diverse exchange with neighboring countries. "The symposium showed us how to develop pedagogical tools, raise awareness, and simplify issues for athletes—education and awareness are the keys to success," he said.

"We still need lots of promotion and education," said Dr. Keun-Youl Kim, Secretary, Medical Committee, **Olympic Council of Asia**, who attended the Macau symposium as both a speaker and a participant. "But this is a good start—instructive and helpful for Asia in sports medicine. The discussion sessions allow for a good exchange of views," he added. ■

Official representatives (foreground) at the Macau Education Symposium share a moment with Doping Control Officers (DCO) after presenting them with their DCO diplomas.



Photo: Macao 4th East Asian Games Organizing Committee



5th Francophone Games

by Frédéric Donzé, WADA Media Relations Manager

Finding oneself in Niger is to discover a reality much different from the usual ambiance of most major sporting events. A reality made of spontaneity and improvisation, an experience and a life lesson illuminated by thousands of smiles and an encounter with the other that leaves an indelible mark on the visitor.

In this country, victim of a ravaging famine, the 5th Francophone Games gathered nearly 3000 participants last December without fanfare or fireworks, in its capital Niamey, suited up for the occasion.

As the goal of the Francophone Games is to “promote North-South solidarity and to help development in the host country,” the large Francophone countries help and contribute to several aspects in the Games’ organization. Canada, for example, delegated two representatives from the Canadian Center for Ethics in Sport to train doping control officers and to supervise the anti-doping procedures.

WADA was also present in Niamey with its Outreach Program in order to educate athletes about the dangers and consequences of doping. It was a simple stand, with a few tables placed at the entrance of the Athlete Village cafeteria thanks to the help of the organizing committee, that drew hundreds of curious participants—athletes (for many this was their first major international competition), artists, trainers, doctors, and officials.

For ten days, Janie Soublière (WADA Manager, Results Management) and Frédéric Donzé (WADA Manager, Media Relations), aided by three enthusiastic local volunteers, helped participants learn about the anti-doping movement and their responsibilities in the fight against doping in sport, distributed informational leaflets delivered to Niger with the support of the French Ministry of Sport, and encouraged participants to play the interactive Doping Quiz on one of two laptop computers WADA staff brought to Niamey.

Meetings and conversations were particularly intense. If, among the fifty some countries present, most of the participants possessed at the very least some rudiments of information about their responsibilities relating to anti-doping, many had never used a computer, nor even heard about the fight against doping in sport. Some have never even had the opportunity to learn to read. And for this, there was a great need to interact directly, one-on-one, and take one’s time to explain things clearly.

For WADA and its representatives, the experience was defining. Above all, we were once again reminded of the importance of reaching out and interacting with athletes in developing countries, creating partnerships, and adapting our means to the needs of the different regions and their athletes. ☒





Universal Convention Against Doping

Thirty ratifications needed for UNESCO treaty to come into force

How do you harmonize the domestic policy, legislation, and regulation in the many different countries of the world with global anti-doping rules? By adopting an international treaty with universal scope, responded governments. Because many governments cannot be legally bound by a non-governmental document such as the World Anti-Doping Code (Code), governments accordingly prepared in record time (less than two years), conforming with the Code and with the assistance of WADA, the International Convention against Doping in Sport, under the auspices of UNESCO, the United Nations

organization responsible for education, science, and culture. Unanimously adopted by the UNESCO General Conference on October 19, 2005, this international treaty allows governments to align their domestic policy with the Code. The objective is to achieve harmonization worldwide among public laws and sport rules in the fight against doping in sport—ultimately so that all athletes benefit from the same anti-doping protocols and protections, no matter the nationality, the sport, or the country where tested. On December 19, 2005, UNESCO made the Convention

instruments available to governments, who are now able to individually ratify (accept, approve or accede to) the Convention according to their respective constitutional jurisdictions. At the time of writing, ten countries have ratified the treaty (visit www.wada-ama.org for the most current list of ratifications). Clean athletes and sports organizations, from all corners of the globe, urge governments to take swift action and ratify the UNESCO Convention so that the 30-ratifications threshold is met and the treaty comes into full force without further delay. ■

Participants at the 5th Francophone Games in Niger signing the WADA anti-doping pledge banners and exploring the information made available to them in the WADA Anti-Doping Quiz. Hosted by WADA representatives Frédéric Donzé and Janie Soublière, who were aided by three local volunteers, the WADA information area drew hundreds of interested onlookers, including athletes, trainers, doctors, and Games' officials.





Reaching Beyond

Malawian swimmer Yona Walesi talks about how he “fell into” swimming, his goals for his sport, and his belief in promoting drug-free competition in Africa.

Twenty-seven-year-old Yona Walesi's story is a powerful one—the kind that makes you want him to succeed beyond his wildest dreams. That is partly because he has worked so hard to get where he is today—against all odds, really. Add to this that he only began swimming competitively a mere seven years ago—and is the first Malawian competing internationally—and his story becomes all the more compelling.

Born into a family of ten children in the remote part of Chindongo Village in landlocked African country, Malawi, Yona grew up swimming and playing water sports in Lake Malawi, which dominates the north-eastern part of the country. "Playing at the lake was my everyday life," he said. He completed primary school in his village, and then was selected to attend a secondary school 60 kilometres away. His holiday time was filled with hard work—manufacturing bricks as a young child, and working as cleaning staff at hotels and lodges during his high school years. "The earnings were used for clothing myself," he said.

when, by chance, he fell into competitive swimming. "I saw an ad in the local newspaper for a one-mile swim race at Club Makokola," he explained. He followed up with organizer and headteacher at local St. Andrew's High School, Calorine Powell Cumberland, and he hasn't looked back. "She encouraged me to take part in the race and to keep swimming with her thereafter. I placed fourth."

Yona began to devote much more time to swimming, training three times a week, and joining a water polo club as well. This took him away from PEW and led him to a lifeguarding job at St. Andrew's—and ultimately, to world class competition. In 2002, he competed at the Commonwealth Games; in 2003, the All-Africa Games; and in 2004, the Olympics. During the past three years, he has also participated in competitions in Swaziland, Namibia, and Zambia, among others. "Swimming is new in Malawi, but for me, it is a complete part of my life," he said. "I want to see the sport continue to grow." When his father died unexpectedly

which is competing fairly and cleanly. At the 2002 Commonwealth Games, Yona became acquainted with WADA and, as a result, found an outlet for his own values. "It attracted my attention, made me think of men in my country who believe in using charms [potions or practices, traditionally intended for healing or protection, which may include the use of prohibited substances and methods]. Others use hemp to add strength," he explained. "Even today, there are some who believe that I have used charms to perform better. This just adds to my interest in working with WADA."

Yona feels strongly about the role WADA needs to play in Africa. "Many Africans believe in using charms—and I think this has a very negative impact on our sports. I think that through publicity, this will come to a halt. We need to reach the young in our countries, so they can grow up with clean minds," he emphasized. "WADA needs strong cooperation worldwide to fight for clean sport. I'd much rather be a loser than a cheating winner!" he said with a warm laugh.

"We need to reach the young in our countries, so they can grow up with clean minds," he emphasized. "WADA needs strong cooperation worldwide to fight for clean sport. I'd much rather be a loser than a cheating winner!"

After high school in 1999, he moved to the larger town of Blantyre City where he took a job at a company called Plumbing and Engineering Works (PEW), so that he could support his family. He quickly moved up through the ranks from messenger to Personnel Clerk. Then in 2000, his life took on a new dimension

in 2003 from cerebral malaria, Yona's world was shaken. "It's still a shock—and I don't think I've healed," he said. Apart from his own grief, Yona also has the added pressure of being the sole provider for his entire family. Quite probably, this has made him all the more focused—and even more single-minded about his beliefs, one of

Yona continues to swim and to prepare for competitions. He is also interested in promoting lifesaving activities in Malawi, as there is a shortage of qualified lifeguards. "I believe education is the key to success," he said of his own desire to pursue more studies. It's a value he knows he and WADA share. ■



Due in large part to the foresight and determination of its Chairman, Dr. Adrian Lorde, the NADC has provided a leadership role for regional Caribbean anti-doping activities.

Barbados National Anti-Doping Commission

By Neil Murrell, Secretary, National Anti-Doping Commission of Barbados

In March 2001, the tiny, sun-kissed 166-square-mile Caribbean island of Barbados made its formal entry in the world of anti-doping through the establishment of a National Anti-Doping Commission (NADC). Its ascension to this position came initially through the strident foresight of its Chairman Dr. Adrian Lorde, and it was then formally ratified by the Government and the Barbados Olympic Association (BOA). With

the increasing use of prohibited substances in sports taking root worldwide, it was generally felt at that time that Barbadian athletes and other sport practitioners should be both educated and insulated with the setting up of the Commission. Indeed, the nine-member executive is made up of a cross-section of persons with links to sports, youth, medicine, and the pharmaceutical industry, including the National Sports Council, BOA, Barbados

Drug Service, Barbados Community College, Barbados Association of Medical Practitioners, and the Ministry of Health.

Since its commencement, Barbados' journey has been a contrast of slow but stellar achievement. With the help of associates the Canadian Centre for Ethics in Sports and the United States Anti-Doping Agency, the NADC trained an initial cadre of 23 chaperones and Doping Control

Officers and then increased that knowledge base with further workshops and seminars on in- and out-of-competition testing procedures and practices. This resource base has allowed the NADC to educate and train athletes, sports administrators, chaperones, and doping control officers not only at home, but also across the Caribbean region.

Indeed, the regional territories of Bahamas, Guyana, Suriname, Grenada, Trinidad and Tobago, and St. Vincent have all benefited from this awareness. Further, the NADC provided the necessary wherewithal for the latter three and others to sign the Copenhagen Declaration in June 2004, and are now sought-after fixtures at regional events such as the Pan American Games for

that “the Caribbean region will work in the spirit of cooperation and commitment towards eliminating the scourge of prohibited substances in sports,” and further notes that “the ‘Play True’ philosophy of WADA gives small countries a chance to participate on fair terms and on a level with the larger countries.”

Barbados also plays a critical role in helping to shape anti-doping policies and practices in the international arena. Dr. Lorde and NADC Secretary Neil Murrell have served as WADA Independent Observers during the Summer Olympic Games in Athens and the Winter Olympic Games in Turin respectively. (See *related article, page 12.*) Additionally, the organization has been an active

frustrated their development. As Dr. Lorde puts it, “It has been a struggle, but we have been able to sensitize the athletes, administrators, and the media on anti-doping issues—both locally and internationally—and by testing our younger athletes, we are well on the road to beating this scourge.”

To address regional anti-doping shortfalls, the regional policy-making body Caribbean Community (CARICOM), with the help of WADA, has created a Regional Anti-Doping Organization to be based in Barbados as an important means of attack. (See *related article, page 5.*)

Long regarded as a paradise haven for tourists, ranked 30th of

“It has been a struggle, but we have been able to sensitize the athletes, administrators, and the media on anti-doping issues—both locally and internationally—and by testing our younger athletes, we are well on the road to beating this scourge.”

administering practical anti-doping support.

As the anti-doping standard bearer in the English-speaking Caribbean, Barbados has represented the Caribbean Americas on the World Anti-Doping Agency’s (WADA) Foundation Board from 2000–2002, and presently until 2007. Representing the region, former Barbados Minister of Sport Hon. Reginald Farley emphasizes

member of the Association of National Anti-Doping Organizations, helping to enhance the worldwide anti-doping knowledge base and network.

All has not been rosy however. Barbados, like the rest of the region, has been plagued by funding shortages to effectively carry out anti-doping polices and programs. Indeed, sporting clubs and associations have pointed out that limited resources have

177 countries according to the United Nations (UN) Human Development Report (2005) and the leading developing country in the world according to the UN’s Human Development Index, Barbados’ deceptive tranquillity cannot overshadow the boundless determination of the country to be at the leading-edge in eliminating the scourge of doping in sports. ■



Enhancing the 'WADA-wide' Web

WADA is constantly expanding the scope and functionality of its Web site to deliver a wider range of anti-doping tools and information to stakeholders. Recent development highlights are noted here, but we encourage you to visit www.wada-ama.org to browse all of the anti-doping information and tools that are available online.

Science & Medicine Content Now Features Gene Doping

> Gene Doping

Located under "Programs," the new "Science & Medicine" section features upgraded content and information about gene doping and includes abstracts, presentations, and conclusions of the recent Symposium on gene doping held in Stockholm.

The WADA Digital Library

> Digital Library

In response to stakeholder requests, WADA has launched the online Digital Library of Anti-Doping Resources in the "Resources for Anti-Doping Organizations" section of the site. The Digital Library is meant to serve as a clearinghouse of anti-doping educational material. It is a tool for sharing information available from around the world, thus allowing WADA's stakeholders to partner with each other and to exchange information.

Stakeholders are encouraged to review the Digital Library and to contact directly those responsible for the publications that are posted—organization information is provided for this purpose. WADA will continue to post new information materials produced by stakeholders as they are made available to WADA.

Legal Opinions and Case Law Now Part of Legal Section

> Legal

WADA has enhanced the "Legal" section of its site, located under "World Anti-Doping Code," to feature upgraded content including a Legal Opinion on whether the World Anti-Doping Code is compatible with the fundamental principles of Swiss domestic law. Legal decisions applying the rules of the World Anti-Doping Code by the Court of Arbitration for Sport, as well as those by other internal tribunals of International Federations and National Anti-Doping Organizations, have also been posted. This section will be regularly updated with new content.

ADAMS Builds Momentum

> ADAMS

Following the November 2005 launch of ADAMS (Anti-Doping Administration and Management System), a steady stream of stakeholders has partaken in training and made steps to adopt the system. Also, for the first time, ADAMS was used to manage the anti-doping for a major international games by the International Paralympic Committee. (See *related article*, page 17.)

ADAMS is the web-based database management system that coordinates anti-doping activities worldwide under the World Anti-Doping Code. With ADAMS in place, stakeholders now can coordinate information within one secure system, from athletes providing whereabouts information, to anti-doping organizations ordering tests, to laboratories reporting results, to anti-doping organizations managing results.

For more information about ADAMS, visit the ADAMS section of WADA's Web site or consult the ADAMS issue of *Play True*, also posted online.

WADA Appoints New Director to Head Education Activities

WADA is pleased to announce the appointment of Julie Carter to the position of Director of Education. As Education Director, Carter is responsible for the Agency's activities in leading and coordinating effective doping-free education and assisting stakeholders in their implementation of anti-doping education programs.

Born in Washington, D.C. (USA), of Australian parents, Carter grew up in Geneva (Switzerland)

where she obtained a French Baccalauréat. She then pursued her studies in architecture in Brisbane (Australia) and worked as an architect several years. Returning to Europe, Carter joined the IOC and, four years later, moved to Toronto (Canada) to work for the Toronto Ontario Olympic Council on Toronto's bid for the 1996 Olympic Games. Carter returned to academia in Montreal and obtained degrees in civil and common law from McGill University. She worked in



Julie Carter

private practice and then as legal counsel for a Montreal-based international engineering and project management company.



WADA at the 2006 Commonwealth Games

WADA was present at the Commonwealth Games, on 15–26 March 2006 in Melbourne (Australia), through its Independent Observers and Athlete Outreach Programs. Leading the team of Independent Observers was Professor Ichiro Kono, president of the Japanese Anti-Doping Agency.

Anti-Doping Publications Available to Publish, Translate, and Co-brand

> WADA Content Sharing Program

Stakeholders have the opportunity to leverage the anti-doping information content developed by WADA to help enhance their own anti-doping activities. As part of the new WADA Content Sharing Program, the following WADA publications are available for stakeholders to publish, translate, and co-brand:

- **2006 List of Prohibited Substances and Methods:** Pursuant to the World Anti-Doping Code, WADA is responsible for annually preparing and publishing the Prohibited List, the International Standard identifying Substances and Methods prohibited in sport. This publication provides the complete List, in English, French, and Spanish.
- **WADA Athlete Guide (4th Edition):** This booklet provides an overview of the World Anti-Doping Code, and includes athlete rights and responsibilities relating to the doping control process.
- **Doping Control Leaflet:** This leaflet provides a step-by-step description of the doping control process so that athletes understand their rights and responsibilities during testing. It is available in English, French, Arabic, German, and Spanish.

The Content Sharing Program allows stakeholders to reproduce the content as-is or translate it into their languages. WADA also encourages co-branding with the WADA Partnership logo. To participate, visit the "Resources for Anti-Doping Organizations" section of WADA's Web site and follow the three easy steps.

WADA at the Turin Winter Games

WADA's role at the 2006 Olympic and Paralympic Winter Games included several distinct aspects: pre-Games testing, Independent Observers program, Athlete Outreach, and anti-doping coordination through ADAMS.

While the International Olympic Committee (IOC) was responsible for **doping controls** at the Olympic Games and worked with the Organizing Committee (TOROC) to conduct testing at Olympic venues, WADA carried out an intense pre-Games testing program in close cooperation with the IOC and other stakeholders. WADA also tested athletes during the period of the Olympic Games outside of Olympic venues, for example participants arriving late, leaving early, or staying outside of the official Olympic sites. This global testing program was coordinated through

management processes of the Olympic and Paralympic Games. Individuals serving on WADA IO teams are experts in fields pertinent to anti-doping recruited from around the globe. The IO teams' reports, soon to be published online at www.wada-ama.org, will include a summary of IO observations and recommendations.

Interacting with athletes during the Olympic and Paralympic Games is another essential tool in the fight against doping in sport. WADA's **Athlete Outreach Program** was present at several Olympic and Paralympic athlete sites. It provided athletes and their entourage an opportunity to ask questions of anti-doping experts about the dangers and consequences of doping. Participants who played the

control activities. ADAMS was developed by WADA for stakeholders to coordinate information within one secure system, from athletes providing their whereabouts information, to anti-doping organizations ordering tests, to laboratories reporting results, to anti-doping organizations managing results. Those responsible for running the doping control at the Paralympic Games in Turin were able to use the ADAMS system to efficiently order tests and match results with athlete information which involved 491 athletes, 53 Therapeutic Use Exemptions, 257 laboratory results, and 205 doping control forms across 5 sports (wheelchair curling, ice sledge hockey, biathlon, cross country skiing, and alpine skiing). ADAMS data was verified by data from the International Paralympic



Turin athletes at the Paralympic (left) and Olympic Games outreach booths trying their hand at the WADA Anti-Doping Quiz. The Turin Paralympic Games were the first major international athletic event to make use of WADA's ADAMS system for management of its doping control activities.

a partnership formed by WADA, the IOC, and TOROC.

To help enhance athlete and public confidence in anti-doping activities, WADA's **Independent Observer (IO)** teams randomly monitored all phases of the doping control and results

interactive "Doping Quiz" and were awarded with the distinctive-looking "Play True" toque.

The Paralympic Games were the first major international games to use **ADAMS—Anti-Doping Administration & Management System**—for managing its doping

Committee's (IPC's) traditional system for this first-time implementation. Thanks to the strong partnership between WADA and the IPC, ADAMS proved to be a revolutionary tool for the efficient, economic, and secure management of major event doping controls. ■

THE FOLLOWING PROGRAMS ARE CURRENTLY SCHEDULED. FOR FREQUENT UPDATES AND ADDITIONS, VISIT WWW.WADA-AMA.ORG

THIRD ASIAN REGION INTERGOVERNMENTAL MEETING

This annual intergovernmental meeting will be hosted by the Sports Authority of Thailand (SAT) in cooperation with WADA's Regional Office based in Tokyo. Participants from the region will discuss contributions to the global fight against doping in sport, representation on WADA's Foundation Board, and the UNESCO Convention.

May 26, 2006. *Bangkok, Thailand.*

LEGAL SYMPOSIUM

WADA, in collaboration with the U.S. Anti-Doping Agency, is co-organizing an experts meeting on the topic of anti-doping organizations and investigatory issues. **October 2006** (date TBC). *Colorado Springs, Colorado.*

EDUCATION SYMPOSIA

WADA's Education Symposia help to broaden the reach of anti-doping education messages to athletes, coaches, and other key support personnel in regions throughout the world.

May 25–27	Athens, Greece
August 29–30	Kuala Lumpur, Malaysia
TBC	Ivory Coast
TBC	India

ATHLETE OUTREACH

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

July 15–30	Central American and Caribbean Games	Cartagena, Colombia
December 1–15	Asian Games	Doha, Qatar

INDEPENDENT OBSERVERS

The Independent Observer (IO) program helps enhance athlete and public confidence at major events by randomly monitoring and reporting on all phases of the doping control and results management processes in a neutral and unbiased manner.

July	Internal review of IO program and its future approach	Montreal, Canada
December 1–15	Asian Games <i>(the type of program at the Asian Games will be dependent on the review mentioned above)</i>	Doha, Qatar

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 2–3	Africa Zone 6 RADO Project Team Meeting	Maputo, Mozambique
May 6–7	Central Asia RADO Project Team Meeting	Tashkent, Uzbekistan
May 18	Gulf States RADO Board Planning Meeting	Kuwait
May 24–25	South East Asia RADO Project Team Meeting	Bangkok, Thailand
June 7–8	South America RADO Project Team Meeting	Rio de Janeiro, Brazil
June 14	International Federations Anti-Doping Program Development	Lausanne, Switzerland
September 7–10	Gulf States RADO Board Meeting and Doping Control Officer Training	Kuwait
September 15–16	Caribbean RADO Board Meeting	Barbados

WADA at a Glance

WADA's activities focus in seven areas emanating from the responsibilities given to the Agency by the **World Anti-Doping Code (Code)**, the core document that provides the framework for anti-doping policies, rules, and regulations within sport organizations and among public authorities. WADA's range of activities demonstrates the importance of a comprehensive approach to the fight against doping in sport.

Code: Acceptance, Implementation & Compliance

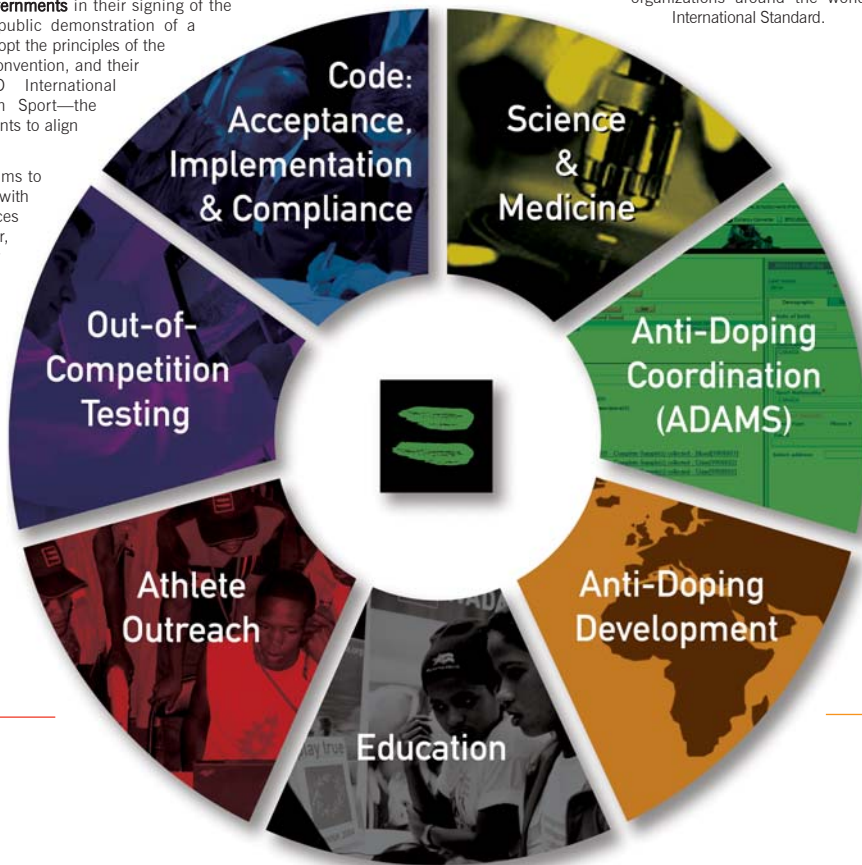
As the international, independent organization responsible for the Code, WADA has a duty to monitor all three aspects of stakeholder Code activities—from acceptance to implementation to compliance. WADA therefore facilitates and monitors Government and Sport anti-doping efforts, taking necessary measures to ensure the integrity of the Code.

This includes working with **Governments** in their signing of the Copenhagen Declaration, the public demonstration of a Government's commitment to adopt the principles of the Code through an international convention, and their ratification of the UNESCO International Convention against Doping in Sport—the practical tool enabling Governments to align domestic policy with the Code.

In working with **Sport**, WADA aims to ensure Sport rules are consistent with the Code and that Sport enforces these rules as such. Further, WADA has the duty to review sanctions and to seek appeal to the Court of Arbitration for Sport (CAS) when decisions are not Code compliant.

Science & Medicine

Pursuant to the Code, WADA is responsible for annually preparing and publishing the **List of Prohibited Substances and Methods** in consultation with a panel of experts in the field as well as the Agency's many stakeholders. The Agency also fosters **scientific research** dedicated to developing new and improved detection methods for performance-enhancing substances and methods. Since 2001, WADA has committed more than \$28 million to scientific research. WADA is responsible for **accrediting** the world's network of anti-doping laboratories. And, WADA monitors the **Therapeutic Use Exemption** process implemented by anti-doping organizations around the world to ensure compliance with the International Standard.



Out-of-Competition Testing

Under its **Out-of-Competition Testing Program**, WADA helps stakeholders in performing no-notice out-of-competition testing, complementing ongoing stakeholder anti-doping efforts. Test distribution planning places an emphasis on quality and focused testing, concentrating on those regions without extensive testing programs.

Athlete Outreach

WADA's **Athlete Committee**, composed of 13 elite international athletes who represent the voice of the Clean Athlete, provides feedback on WADA programs and speaks out on issues that are important to clean athletes. WADA's **Athlete Outreach Program** educates athletes at major international and multi-sport events through direct one-on-one interaction with anti-doping experts, answering their questions about the dangers and consequences of doping. The WADA **Athlete Outreach Model** empowers stakeholders to develop and implement their own sport-specific and national awareness programs to educate their own athletes about the fight against doping in sport.

Anti-Doping Coordination (ADAMS)

Pursuant to its coordination responsibilities, WADA developed and maintains ADAMS (**Anti-Doping Development Management System**), the web-based database management system that enables stakeholders to comply with the Code. Within one secure system, stakeholders coordinate anti-doping activities, from athletes providing whereabouts information, to anti-doping organizations ordering tests, to laboratories reporting results, to anti-doping organizations managing results.

Anti-Doping Development

To help ensure that all athletes benefit from the same anti-doping protocols and protections, no matter the nationality, the sport, or the country where tested, WADA facilitates the coordination of **Regional Anti-Doping Organizations (RADOs)**. WADA brings together countries in regions where there are no, or limited, anti-doping activities, so that they can pool human and financial resources in developing and managing their own anti-doping organization.

Education

WADA leads and coordinates effective doping-free education and assists stakeholders in their implementation of anti-doping education programs. The Agency's **Education Symposia**, hosted in key regions of the world, help to raise understanding about anti-doping efforts among stakeholders and offer guidance and practical tools to initiate or enhance doping prevention programs worldwide. WADA's **Social Science Research** program fosters understanding of behavioural aspects of doping to enhance doping prevention strategies.