

# play true

ISSUE 3 - 2005

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

## Harmonization

How Sport and Government synchronize efforts to wage a comprehensive and global fight against doping.



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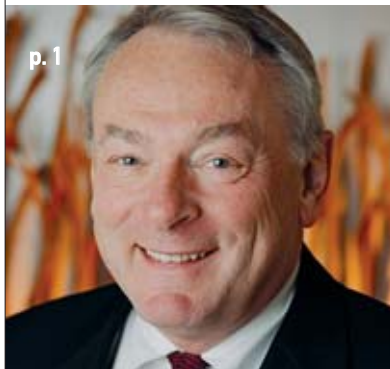
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# Remembering why

Harmonization. The theme of this issue of Play True is an important reminder of the reasons for which the world embarked on this path several years ago, as well as the policies and measures we agreed to adopt in order to work together to achieve our common purpose. We also hope to help those who may be new to anti-doping understand how the many pieces fit together.

Within these pages we show how the World Anti-doping Code (Code) and its related International Standards, along with the combined efforts of WADA, Governments and Sport, weave together to build an intricate net to protect athletes' fundamental right to clean sport, to catch cheaters, and to promote health, fairness, and equality for athletes worldwide.

Harmonization. We are reminded time and again since our beginnings in 1999 that harmonization is not a matter of choosing among alternatives. It's not an "us" versus "them." Rather, it is a creative, problem-solving process, involving coming up with plans and solutions to deal fairly with common concerns.

This was true in the crafting of the Code—the result of an extensive and exhaustive consultation process over the course of three years. This is certainly true of the List of Prohibited Substances and Methods—updated every year based on comprehensive scientific analysis and stakeholder review. And you'll find this to be especially true with the Model Rules—models of best practice in anti-doping work that are developed in partnership with stakeholders and consistently refined for optimal application by anti-doping organizations in their daily operations.

Of course, the most recent and striking illustration of collective problem-solving for the common good is the

UNESCO International Convention against Doping in Sport (Convention) which enables governments to align domestic legislation with the Code, thereby harmonizing sport and public policy in the fight against doping in sport. The Convention was developed through extensive drafting and consultation involving representatives from over 95 countries, underwent expert group analysis (including active participation by WADA) and intergovernmental review, and culminated with its unanimous adoption by the UNESCO General Conference on October 19.

It's important to understand the significance of the Government side of the harmonization in anti-doping equation in light of recent events. Real progress is made when the enablers, or the "up-stream" of doping, are targeted and held accountable—whether they be coaches, doctors, agents, suppliers, manufacturers or "chemists." The BALCO indictments and convictions illustrate this well.

Consider too that rampant abuse and flimsy or non-existent policies among professional leagues have been brought into the public spotlight over the past year thanks to government inquiry. Public awareness and debate may be the only immediate positive outcomes of the U.S. Congressional hearings. But with time and persistent efforts, serious reform may come. Or it may be imposed through legislation.

In other areas, WADA is working with Government and Sport to fill the gaps and build the anti-doping network worldwide. With the establishment of our Latin American regional office in Montevideo (Uruguay), important partnerships and activities will be forged to disseminate harmonized anti-doping education and programs in that vast and important region.

Similarly, our Regional Anti-doping Development program extends harmonization to underserved regions, so that athletes benefit from the same anti-doping protocols and procedures throughout the world, no matter what the sport, nationality, or country.

We look at ADAMS too, the innovative solution to harmonization through technology, that will eventually connect all members of the global anti-doping network in a highly efficient and streamlined system.

Also in keeping with any eye on this future and harmonization are the scientific research programs and symposia organized by WADA and its many stakeholders worldwide, aimed at stemming the practice of new doping technologies before they become widespread, particularly the threat of genetic doping.

Clearly, significant steps have been made toward global harmonization of anti-doping.

But, lest we become complacent with partial success or allow fragmentation to trip up our collective progress, let me remind everyone of something we already know too well. Doping is seldom—very seldom—an accident. Most doping activity is carefully and deliberately planned and carried out, often with the assistance of medical doctors, scientists, coaches, trainers and others, all of whom know that what they are doing is contrary to their professional ethical responsibilities, their moral responsibilities, is cheating and that the cheating may well be dangerous to the health of the athletes involved.

All the clean athlete wants to know is that the competition is fair. We are not so far removed from sport to see that the example we set will be remembered by those who put their trust in us. Let us not lose sight of our purpose before the end of the race. ■

# Working together

Great victories are about teamwork, and the global fight against doping is a remarkable example of how Government and Sport work together to take cheaters out of competition and level the playing field for clean athletes. Play True reveals the underlying framework that makes it possible for stakeholders to deliver these global anti-doping achievements—the inner workings of "harmonization."

Global concerns for athlete health and fairness in sport were grave enough to lead the Sport Movement and Governments of the world to unite in 1999 to develop a uniform approach to ridding sport of doping. It was agreed then, and is consistently reconfirmed today, that worldwide harmonization and coordination of

anti-doping activities by all stakeholders is the only sure way to address athlete health and preserve the spirit of sport.

Consider the laundry list of problems that arise in a world without a harmonized anti-doping program. Without harmonization, it is extremely

difficult to know just what substances and procedures are being used and to what degree. Without harmonization, the financial resources necessary to conduct research and testing, especially out-of-competition testing, are extremely scarce and inadequate. In some cases, the desire for continued "progress" in a sport may



go unchecked. Similarly, the "underground" and clandestine use of drugs and methods proliferates without threat of serious penalty. In a world without harmonization, certain organizations may actually participate in doping, if not tacitly approve of it. The perception that a positive result constitutes a "failure" or an embarrassment to the sport persists and may even influence decisions.

These risk factors played an important role in the creation of the World Anti-doping Agency (WADA) and the World Anti-doping Code (Code). Until that time, it was primarily the sports organizations which led the fight against doping within their own respective realms of influence. The perception then was that—with the propagation of conflicting definitions, policies and sanctions—too many

mixed messages were being sent. The somewhat isolated and disjointed efforts to combat doping, while well intentioned, did not help to stem the scourge of doping.

The turning point came in 1998 when a large number of prohibited medical substances were found in a police raid during the Tour de France. This led Government and Sport to join

## HARMONIZATION THROUGH SCIENCE: LIST, TUEs, AND LABS

The World Anti-doping Code (Code) is destined to harmonize the rules in all sports and all countries, and an important part of this work is tied to the harmonization of the List of Prohibited Substances and Methods (List), the granting of Therapeutic Use Exemptions (TUEs), and the work of the anti-doping laboratories.

In 2004, WADA took over the annual development and updating of the List from the International Olympic Committee (IOC). One of the cornerstones of the Code and one of the four International Standards that signatories of the Code must adopt, the List identifies the substances and methods that are prohibited both in- and out-of-competition, as well as in specific sports.

The use of a prohibited substance by an athlete for medical reasons may however be allowed if the athlete requests and is granted a TUE. Over the years, the procedure to follow in order to obtain a TUE varied a great deal from sport to sport. Today, with the Code in place, there now exists an International Standard for granting TUEs. This standard stipulates that all International Federations (IFs) and National Anti-Doping Organizations (NADOs) should establish a process for athletes to request a TUE based on a documented medical condition. WADA monitors this procedure and may, of its own initiative or at the request of the athlete, review the granting or refusal of a TUE by an IF or NADO.

Anti-doping laboratories are also an important aspect to the harmonization intended by the Code. Not only has WADA developed the International Standard for Laboratories, but also it issues technical documents for laboratory harmonization in their procedures and criteria for analysis as well as their reporting of results. Further, as of 2004, WADA is responsible for monitoring anti-doping laboratory competency worldwide, as well as accrediting and re-accrediting them each year.

forces to fight against doping in an organized and coordinated manner on an international level. And in February 1999, the first World Conference on Doping in Sport was convened with the participation of government representatives and certain intergovernmental organizations, alongside sports organizations. The Conference led to the creation of WADA to act as the

independent international agency to coordinate efforts to rid sport of doping. WADA's first order of business was to set about working with Sport and Government stakeholders to draft a consensus document for all sports and all governments to combat doping in sports. This process culminated in the unanimous acceptance by all stakeholders of the World Anti-doping Code in 2003.

Clearly, one of the most important achievements to date in the fight against doping in sport has been the acceptance and adoption of the Code. The Code outlines the World Anti-doping Program (WADP), clarifying the responsibilities of stakeholders and bringing harmonization where rules or policies varied before among different sports and countries. Harmonization is achieved through

*continued on page 7*

## HARMONIZATION THROUGH TECHNOLOGY:

Under the World Anti-doping Code (Code), WADA has an obligation to coordinate anti-doping activities and to provide a mechanism to assist stakeholders with their implementation of the Code. ADAMS (short for Anti-Doping Administration & Management System) was developed for this purpose. It is a web-based database management system that coordinates anti-doping activities worldwide under the Code.

"This is a significant step forward for global efforts to rid sport of doping," said WADA director general David Howman. "ADAMS simplifies the process for everyone. It helps us all become even more efficient at catching the cheaters and levelling the playing field for clean athletes around the globe."

With ADAMS in place, all parties involved in anti-doping activities are now able to coordinate information within one secure system, from athletes providing whereabouts information, to anti-doping organizations (ADOs) ordering tests, and from laboratories reporting results, to ADOs managing results. The four modules making up ADAMS are integral to the global anti-doping system:

- **Athlete Whereabouts:** Athletes update their information online, from anywhere in the world; stakeholders share whereabouts information, crucial for maximizing the surprise effect and efficiency of unannounced out-of-competition testing.
- **Doping Control Platform:** ADOs use ADAMS to plan and conduct doping control on a daily basis, including managing a registered testing pool and its results, as well as the process for hearings, sanctions, and appeals.
- **Therapeutic Use Exemption (TUE) Management:** ADOs and athletes manage TUE requests online, as well as notification of those involved in the process. Approved TUEs can be linked with abnormal test results.
- **Information Clearing House:** To ensure that all tests and results are coordinated and receive the appropriate follow-up, all data is stored and protected, including lab results, TUEs and anti-doping rules violations. Sharing information among relevant organizations guarantees that anti-doping activities are performed with the highest level of efficiency and transparency.

ADAMS first went online in mid-2005 for the initial pilot phase. The system has since been introduced to 30 ADOs and 10 anti-doping laboratories.

"The Canadian Centre for Ethics in Sport (CCES) officially implemented ADAMS into its anti-doping program in October this year," said Jeremy Luke, general manager of CCES' anti-doping program. "Already, we are beginning to notice the benefits of ADAMS—it has increased our efficiency and allowed more economic use of our resources, all in a secure online environment. The overall implementation has been relatively smooth and the feedback we are receiving from Canadian athletes and sport administrators has been positive."

ADAMS training and adoption is progressing rapidly, with a vision of bringing 85 ADOs and all anti-doping laboratories online in 2006.

# Harmonization through the World Anti-doping Program

Harmonization in the global fight against doping in sport is achieved by the adherence of stakeholders to the World Anti-doping Program (WADP). There are three levels to the WADP: the World Anti-doping Code (Code), the International Standards, and Models of Best Practices. The Code and International Standards (Levels 1 and 2) are mandatory for those participating in the WADP.

## Level 1: The World Anti-doping Code

The Code is the document that harmonizes anti-doping in all sports and in all areas of the world. It provides the framework for anti-doping policies, rules, and regulations within sport organizations and among public authorities.

In the area of Doping Control, the Code sets forth specific anti-doping rules and principles for anti-doping organizations (ADOs). While these rules do not replace or eliminate the need for comprehensive anti-doping rules adopted by ADOs, many of the provisions establish mandatory guiding principles to follow.

Some of the aspects specifically addressed in the Code include: definition of doping, what constitutes rule violations, proof of doping, the prohibited list, testing, analysis of samples, results management, sanctions, appeals, confidentiality, reporting, and statute of limitations.

The Code establishes that anti-doping education should aim to preserve the spirit of sport and to dissuade athletes from using prohibited substances and methods, and calls upon ADOs to educate athletes about the Prohibited List, health consequences of doping, doping control procedures, and their rights and responsibilities under the Code.

Research, both scientific and sociological, is highlighted as an important key to the development and implementation of efficient programs in doping control and education.

The Code's definition of stakeholder roles and responsibilities ensure coordination and harmonization. It entered into force on January 1, 2004.

## Level 2: International Standards

International Standards bring harmonization among ADOs responsible for specific technical and operational aspects of anti-doping programs. The four International Standards addressing the Prohibited List of Substances and Methods, Therapeutic Use Exemptions (TUE), testing, and laboratories, have been the subject of lengthy consultation among WADA's stakeholders.

### The List of Prohibited Substances and Methods (List)

Since 2004, as mandated by the Code, WADA is responsible for the annual preparation and publication of the List. It is a cornerstone of the Code and a key component of harmonization, identifying substances and methods prohibited in-competition, out-of-competition, and in particular sports.

### Therapeutic Use Exemptions (TUE)

Athletes, like all others, may have illnesses or conditions that require them to take particular medications. If the medication an athlete is required to take to treat an illness or condition happens to fall under the List, a TUE may give that athlete the authorization to take the needed medicine. The International Standard for TUEs helps to ensure that the process of granting TUEs is harmonized across sports and countries.

### Testing

The International Standard for Testing harmonizes the planning for effective testing, with the intent to maintain the integrity and identity of samples, from notifying the athlete to transporting samples for analysis.

### Laboratories

The International Standard for Laboratories and their related Technical Documents help to ensure production of valid test results and evidentiary data and to achieve uniform and harmonized results and reporting from accredited laboratories.

## Level 3: Models of Best Practice

WADA offers Models of Best Practice to its stakeholders to facilitate their implementation of the Code into their own rules and regulations. The Model Rules and Guidelines, making up the Models of Best Practice, are recommended as solutions in different areas of anti-doping.

### A: Model Rules

Two Model Rules have been developed, one for International Federations (IFs) and another for National Anti-Doping Organizations (NADOs). Written in collaboration with stakeholders, the Model Rules allow for great flexibility in their use by organizations.

For example, clauses that are mandatory under the World Anti-Doping Code and that should be "incorporated without any substantive changes" are highlighted in the text. And, it is at the discretion of each individual NADO or IF how the organization wishes to incorporate the non-mandatory articles into its current rules and regulations. These non-mandatory articles can be incorporated in whole, or in part, and can be amended or reworded to best fit the organization's needs and the requirements. Further, when appropriate, alternative approaches are offered.

### B: Guidelines

WADA also publishes guidelines relating to doping control activities. These are developed based on the Code and with the input of stakeholders. While not mandatory, they are intended to facilitate stakeholders' activities in areas including results management, out-of-competition testing, athlete whereabouts, and urine and blood sample collection.

In addition, in cooperation with WADA, the International Anti-Doping Arrangement (IADA) has developed guidelines for Anti-Doping Organizations that have already obtained an ISO certification or that wish to be ISO-certified. These include guidelines for transition and for certification.

The Guidelines, available on WADA's Web site, are subject to ongoing review and reassessment. WADA encourages feedback on their content and recommends that stakeholders always consult this Web site for the latest version.

### C: Forms

Sample forms and instructions also facilitate harmonization, providing stakeholders ready-made tools to adopt and use in their doping control processes. Some examples include the forms and instructions for Doping Control, Chain of Custody, and Athlete Whereabouts.



# The Three Levels of the World Anti-doping Program

To download the documents below and to learn more about harmonization in the fight against doping in sport, visit WADA's Web site at: [www.wada-ama.org](http://www.wada-ama.org)

## Level 1: The World Anti-doping Code



THE WORLD ANTI-DOPING CODE

## Level 2: International Standards



THE PROHIBITED LIST



THERAPEUTIC USE EXEMPTIONS



TESTING



LABORATORIES

## Level 3: Models of Best Practice

### A: Model Rules



MODEL RULES:  
NATIONAL ANTI-DOPING  
ORGANIZATIONS



MODEL RULES:  
INTERNATIONAL FEDERATIONS

### B: Guidelines



### C: Forms



stakeholder adherence to the WADP, which consists of three levels: the Code, the International Standards, and Models of Best Practice. (See *diagram, page 6.*)

Today, there are 575 signatories to the Code, including International Federations of Olympic sports, the International Olympic Committee, the International Paralympic Committee, all National Olympic Committees, all National Paralympic Committees, and

many other sports organizations. The list of signatories extends well beyond the original list of Olympic sports, and now encompasses many professional leagues and international sports such as cricket, Australian football, rugby, gaelic football, and kickboxing, thus attesting to the broad international backing of the principles of the Code. Sports organizations and anti-doping organizations that are signatories to the Code agree to ensure that their own rules and policies are in

compliance with the mandatory articles and other principles of the Code.

For governments, harmonization is being achieved through a two-step process. First, there is the adoption of the Copenhagen Declaration, the political document signaling a government's commitment to the principles of the Code. And second, through the drafting and adoption of an International Convention, to be

## HARMONIZATION THROUGH LEGAL: THE CODE

As the organization fundamentally responsible for the development of the World Anti-doping Code (Code), WADA has as an important part of its mission to monitor compliance with the Code by those organizations that have adopted it.

The Agency has a duty therefore to report those signatories that are not Code-compliant to the parties having the jurisdiction to impose sanctions, notably the International Olympic Committee (IOC) and the International Paralympic Committee (IPC), whose charters were amended

to require that sports in the Olympic and Paralympic Movements adopt the Code. Now, only the sports that have adopted and implemented the Code are allowed to participate in the Olympic and Paralympic Games.

WADA will also deliver a report to the IOC and IPC regarding governments' activity relating to the Code prior to the first day of the Winter Olympic Games in Torino, in February 2006. If a country does not ratify the International Convention against Doping in Sport, the IOC and other sports organizations may decide to take appropriate measures.


But harmonization on the legal front is also carried out on a day-to-day basis in the monitoring of sanctions. WADA closely monitors the doping cases set before the disciplinary panels of organizations that apply the Code. If the final ruling taken by a Code signatory does not respect the principles of the Code, then the Agency has the right of appeal before the Court of Arbitration for Sport (CAS), who will make a final decision.

ratified (or accepted, approved, acceded, according to the government's own internal procedures).

In many cases governments cannot be legally bound by a non-governmental document such as the Code, and therefore the International Convention against Doping in Sport (Convention) was created under the auspices of UNESCO. This Convention enables Governments to align their domestic policy with the

Code and thereby harmonize sport and public policy in the fight against doping in sport. (See *UNESCO article, page 10.*)

The Code, Copenhagen Declaration, and the Convention are the principle tools Sport and Government use to harmonize anti-doping policies, rules, and activities. These are complemented and supported by many other important programs marshalled by WADA and its

stakeholders. Within these pages, several of WADA's key priorities, such as science and anti-doping development, are highlighted as strong examples of the progress made in harmonization of global efforts to advance clean sport. 

## HARMONIZATION THROUGH DEVELOPMENT: RADO

In 2004, WADA launched an anti-doping development program consistent with its harmonization efforts. Through the establishment of Regional Anti-doping Organizations (RADOs), WADA contributes to the development of anti-doping programs by countries and organizations in regions of the world where doping control is either non-existent or underdeveloped, and where human and financial resources are limited.

This approach aims to enhance anti-doping capacity worldwide and to promote understanding and acceptance of anti-doping in sport by grouping and economizing limited resources. The ultimate goal is to ensure that athletes are subject to the same anti-doping protocols and procedures throughout the world,

no matter the sport, the nationality or the country where they are tested. WADA's role in this respect is that of initiator and coordinator. "In creating partnerships among the different organizations in these regions, we can help educate and develop anti-doping representatives and set up different types of anti-doping programs," explained Rob Koehler, responsible for WADA's RADO program.

The first such program—Oceania RADO—was established in 2004 in Suva (Fiji) through a partnership with the anti-doping agencies of Australia and New Zealand, the National Olympic Committees of the Oceania region, and the International Rugby Board, and covers the Pacific islands of Oceania.

Based on the experience acquired through the Oceania RADO, and thanks to the financial support provided by such partners as the Secretariat of the Commonwealth, WADA launched similar RADO projects in Africa (Zone V, with the support of the South African Anti-Doping Agency and the International Athletics Federation-IAAF), in the Caribbean, in Central America, and in the Gulf States. A similar project is also underway to combine the resources of the smaller sports federations. The development of more RADOs is expected in 2006 for other regions of the world (Anglophone Africa Zone VI, South America, Central Asia, Southeast Asia, Francophone West Africa). By the end of 2006, the goal is to involve more than 70 countries in the development of 10 RADOs.



# Standards and Harmonization

WADA's Standards and Harmonization Department is responsible for the acceptance, implementation, and compliance of the World Anti-doping Code (Code) as well as the development of International Standards and Guidelines focused on the doping control process. The Department also manages and coordinates an independent and targeted out-of-competition program.

To ensure transparency, accountability, and harmonization, the Department is responsible for the overall monitoring of the worldwide tests results management processes. To facilitate global harmonization and implementation of the Code, the Department is assisting countries in the establishment of anti-doping programs by way of Regional Anti-doping Organizations (RADOs). ■



**1** **Rune Andersen**, *Director, Standards and Harmonization*

- Norwegian
- Overall responsibility for the Standards and Harmonization Department including Testing programs, Clearing House, and the World Anti-doping Code (Code).

**5** **Janie Soublière**, *Manager, Legal and Results Management*

- Canadian
- Manages results for the OOC program, coordinates with the Legal Department in the review of anti-doping rules and sanctions.

**2** **Rob Koehler**, *Deputy Director, Doping Control Policy, and Development*

- Canadian
- Primarily responsible for the Anti-doping Program Development; also manages anti-doping symposia and assists with the Code, model rules, ADAMS, and testing programs.

**6** **Natalie Grenier**, *Project Coordinator*

- Canadian
- In the OOC program, coordinates for FIBT (bobsleigh and tobogganing), FIE (fencing), FIG (gymnastics), FIL (luge), FILA (wrestling), FISA (rowing), ICF (canoe), IJF (judo), ISU (skating), and ITU (triathlon).

**3** **Karen Parr**, *Manager, Testing*

- British
- Manages WADA's out-of-competition testing (OOCT) program including agreements, test distribution planning, and quality monitoring. In the OOC program, coordinates for the IPC (International Paralympic Committee), UCI (cycling), WCF (curling), AIBA (boxing), and Recognized Federations. Other projects include ADAMS and developing Code-related guidelines.

**7** **Ying Cui**, *Project Coordinator*

- Chinese
- In the OOC program, coordinates for FINA (aquatics), IWF (weightlifting), FIS (Skiing), IBU (biathlon), FITA (archery), FIBA (basketball), ISSF (shooting), ITTF (table tennis), FIH (field hockey), ISF (softball), and IBF (badminton).

**4** **Tom May**, *Manager, Doping Control Policy and Development*

- Canadian
- Works with the Anti-doping Program Development. In the OOC program, coordinates for the IAAF (athletics), UIPM (modern pentathlon), IBAF (baseball), IIHF (ice hockey), ITF (tennis), IHF (handball), WTF (taekwondo), and FEI (equestrian sports).

**8** **Marilyn Malenfant**, *Executive Assistant*

- Canadian
- Executive Assistant to the Director, monitors the status of Code acceptance, provides administrative and program assistance to all members of the Standards and Harmonization team.



Delegates at the UNESCO General Conference held this past October (above) unanimously adopted the International Convention against Doping in Sport.

# An historic convention: how governments will harmonize domestic policy with global anti-doping policy

Following the 5th of March 2003 (acceptance of the World Anti-doping Code at the World Conference on Doping) and the 1st of January 2004 (the date when the Code and its International Standards became effective), the 19th of October 2005 marks a fundamental step forward in the harmonization of the fight against doping. On that day, in Paris, the UNESCO General Conference unanimously adopted the International Convention against Doping in Sport (Convention).

Until now, many governments could not be legally bound by a non-governmental document such as the Code, the document harmonizing regulations regarding anti-doping in all sports and all countries of the world. Governments accordingly have undertaken a two-step process to align their domestic policies with the principles of the Code. First is the Copenhagen Declaration (Declaration) on Anti-doping in Sport which governments sign to indicate their commitment to the principles of the Code. Some 182 nations have signed the Declaration. Second is the drafting and adoption of the Convention under the auspices of

UNESCO, giving them the practical tool to align domestic policy with the Code, thereby putting into practice the harmonization of sport and public policy in the fight against doping.

"The adoption of the Convention by UNESCO is a strong signal of the commitment of the governments of the world to the fight against doping in sport," said David Howman, WADA's Director General. "The drafting of this Convention in just two years was a world record for international treaties. We warmly commend and thank UNESCO for facilitating the process, and we look forward to the treaty coming into force."

Illustrating the importance of the partnership between Government and Sport, the significance of the Convention's adoption relates to the fact that while sport can take some steps to eradicate cheating—by testing athletes in individual sports for example—Governments have a broader realm of influence that, when used appropriately, will greatly advance the ability to protect youth and athletes from the scourge of doping. States can, for example,

take measures against the trafficking of prohibited drugs, or withdraw financial support to athletes or members of the athlete support group that are found guilty of doping violations.

However, the adoption of the Convention is only one step. The Convention will enter into force 30 days after its ratification (or acceptance, approval, accession, depending on each government's process) by at least 30 countries, and the deadline established by the Code for the Convention's becoming effective is the first day of the Winter Olympic Games in Torino in February 2006.

"Governments have reached an important milestone," said WADA president Richard W. Pound. "But it is also a crossroads. The Convention does not mean anything unless it is ratified by 30 countries."

All eyes are now on the 182 nations that have publicly committed to the Code through the Copenhagen Declaration, governments, with the expectation that they will fulfill their commitment through the second and final step—implementation of the Convention. ■

# USADA & USOC unveil anti-doping campaign featuring 2006 U.S. Olympic & Paralympic hopefuls

By Nirva Milord, USADA Communications & Public Affairs Director

In an effort to promote the commitment to clean sport in the U.S. Olympic movement, the U.S. Anti-Doping Agency (USADA) and the U.S. Olympic Committee (USOC) launched in October 2005 a new anti-doping campaign featuring ten 2006 U.S. Olympic and Paralympic Team hopefuls.

The "Celebrating the Value of Fair Play" campaign includes a series of television, radio, and movie theater

public service announcements (PSAs) aimed to promote fair play, respect, and integrity in sport.

The TV PSAs feature short track speedskater Apolo Anton Ohno (Seattle, Wash.); bobsledder Vonetta Flowers (Birmingham, Ala.); luge athlete Mark Grimmette (Muskegon, Mich.); sled hockey goalie Manny Guerra (Minneapolis, Minn.); long track speedskater Jennifer Rodriguez (Miami, Fla.); and U.S. Women's

National Ice Hockey Team players Angela Ruggiero (Harper Woods, Mich.); Jenny Potter (Eagan, Minn.), and Julie Chu (Fairfield, Conn.). In a first for USADA, one PSA, featuring Guerra and Rodriguez, was recorded in both English and Spanish.

Figure skater Michelle Kwan (Manhattan Beach, Calif.), freestyle moguls skier Jeremy Bloom (Loveland, Colo.) along with Ohno, Flowers, and Rodriguez are featured



Stills from four of the USADA/USOC PSA advertisements. The "Celebrating the Value of Fair Play" campaign includes a series of television, radio, and movie theater public service announcements (PSAs) aimed to promote fair play, respect, and integrity in sport. In a first for USADA, the PSA featured above, featuring Guerra and Rodriguez, was recorded in both English and Spanish.

in movie theater advertisements slated for release in Denver, Chicago, Los Angeles, New York City, and Dallas. The movie theater PSAs ran for 28 weeks beginning in November.

"Participating in this campaign gives me the opportunity to promote what I believe a majority of U.S. athletes share and embrace," said two-time Olympic medalist Ohno. "I want young people to understand how

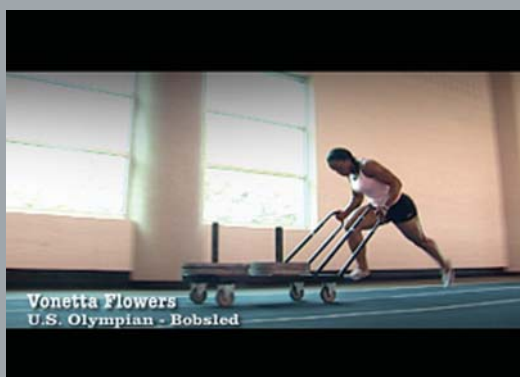
important it is to respect your sport and compete with integrity."

USADA has a tradition of collaborating with U.S. athletes as part of its outreach efforts. In advance of the Athens Olympic Games, USADA launched a series of anti-doping PSAs featuring 2004 U.S. Olympic athletes.

To view the TV and movie theater PSAs, visit [www.usantidoping.org](http://www.usantidoping.org).



*USADA is responsible for the testing and results management process for athletes in the U.S. Olympic and Paralympic Movement. USADA is equally dedicated to preserving the integrity of sport through research initiatives and educational programs.*





# Setting no limits

The new generation of one of New Zealand's great cycling families, Olympic Gold Medalist and WADA Athlete Committee member Sarah Ulmer talks candidly about her sport and challenges her peers to speak out for clean competition.



Setting no limits has always been the force behind Olympic Gold medalist and WADA Athlete Committee Member Sarah Ulmer. As a track cyclist one needs explosive power, speed, and fierce determination. After 12 years of training and competing in the three-kilometre individual pursuit, Sarah's determination helped her reach the pinnacle of her athletic career by winning gold at the 2004 Olympic Games in Athens Greece in world record time. Her medal was also the first cycling gold medal for New Zealand.

"Nothing is more satisfying in an event where everything is done by the stopwatch, and you spend months and years trying to get nano-second improvements," Ulmer said. "Words can't even describe how it felt, to be honest, but it was the highlight of my career."

Growing up in Auckland, New Zealand, a country with just over four million people, Sarah didn't start cycling until the age of 16, even though she came from a family of cyclists. Her father cycled for New Zealand and grandfather competed at the Empire Games and managed New Zealand's 1956 Olympic Team.

Sarah was a natural athlete who played plenty of different sports as a youngster and who only by chance found cycling. Both her potential and love for competition were quickly recognized and she speedily rose to the national ranks.

Today, at 29 years old, Sarah spends plenty of time living and training in Europe, but counts her roots in New Zealand as her primary reason for success.

"New Zealand is a great place. By being so far away from the rest of the world it allows you to concentrate on your own program and performance, without getting stressed out about what your competition is up to. The other positive is that because we have opposite seasons we get back to back summers. I haven't seen winter in nearly 13 years!" she exclaimed.

Instilled with the knowledge about drugs in sport at a young age, Sarah has always made herself available to promote clean sport. She began her anti-doping work as an ambassador for Drug Free Sport New Zealand talking with groups and young athletes.

"As athletes we have to play a far more vocal role in promoting drug-free sport, and promoting a total lack of tolerance to cheats and doping. We owe it to younger athletes to educate them. So often we hear from the authorities, we hear from the sports bodies, the drug testers, WADA, doctors, and the media, but rarely do we hear from athletes. Clean athletes need to take a far more vocal stance on the whole issue," she said.

"It would also be great if we could get to the cheats before they become cheats and try and change their mindset so it never becomes a choice."

**As athletes we have to play a far more vocal role in promoting drug-free sport, and promoting a total lack of tolerance to cheats and doping. We owe it to younger athletes to educate them on the whole issue.**

Clean athletes are the greatest ambassadors for clean sport and Sarah has never been shy to voice her thoughts. "The negative perceptions around cycling are justified, based on the number of positive tests that occur. It is a big problem in our sport," she continued. "The worst implication is that clean cycling performances are not immune from suspicion. This suspicion comes from the cycling world and from the public and this is just wrong."

"It may be a bit idealistic to believe that sport will one day be 100

percent drug free. But we can get it down to an excellent minimum and make it a better situation than what it currently is. Athletes just want to know that we are on a level playing field," she said.

Today Sarah continues to take on new challenges. Still training in the sport she loves, she has changed her discipline from track to road. The challenge, not always one that most elite athletes undertake, will allow her to bring fresh views and enthusiasm to her day-to-day training.

"I have switched to the road for a new motivation and a new challenge," said Sarah. "I hope to qualify for the 2006 Commonwealth Games in Melbourne next year and then continue training for the World Championships."



Sarah's grandfather.

Outside of that Sarah is looking toward the future and is launching her own bike brand which will offer long term goals of growing a business while staying close to the sport she loves.

"As a sports person, your life is full of extremes. You have extreme lows; but you also have extreme highs," she said with a smile. "It's an amazing ride, it's an incredible life." ■

## WADA launches upgraded Web site, interactive Doping Quiz



WADA recently launched its new Web site, a vital component of WADA's efforts in the fight against doping in sport. The redesigned site provides instant and user-friendly access to key information, including the World Anti-doping Code, the Prohibited List, operational materials for anti-doping organizations, educational materials for athletes, and the latest news about WADA activities and programs. Visit [www.wada-ama.org](http://www.wada-ama.org).

The Agency also launched its new Doping Quiz, an online interactive tool to educate athletes about the dangers and consequences of doping. The Doping Quiz, an integral part of WADA's Athlete Outreach Program, can be played in nine different languages, including English, French, Spanish, Italian, German, Greek, Chinese, Portuguese, and Russian. Soon it will be available in Arabic, Finnish, Japanese, Korean, and Polish.



## WADA at China National Games

A delegation from WADA, including its Director of Standards and Harmonization Rune Andersen, Director of the Asia/Oceania Regional Office Kazuhiro Hayashi, and Project Coordinator Ying Cui, was present at the China National Games in October in Nanjing. These WADA representatives met with the organizers from China to explore partnership opportunities in preparation for the 2008 Olympic Games in Beijing.

The delegation observed the doping control procedures during the events and will provide recommendations to the Chinese anti-doping authorities. During the Games, the Anti-doping Commission of the Chinese Olympic Committee also led an Athlete Outreach program in partnership with WADA. More than 10,000 athletes participated in the event.

## New video and leaflet explain doping controls

In partnership with the Swiss Federal Office of Sports, WADA has published a brochure and educational video demonstrating urine sample collection for in- and out-of-competition doping control, according to the International Standard for Testing and the Guidelines for Urine Sample Collection. The brochure and video give a step-by-step account of the doping control process, from athlete selection to sample analysis.

The video is available in five languages (Arabic, English, French, German, and Spanish) and the leaflet is available in two (English and French). Both may be accessed online at [www.wada-ama.org](http://www.wada-ama.org).

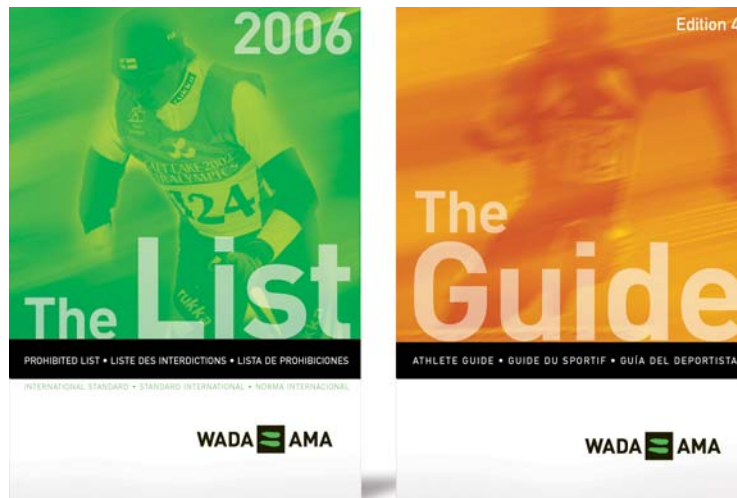
**The Doping Control video is available to athletes and other interested parties on DVD (shown here). The leaflet is available as a text download. Both are accessible online at [www.wada-ama.org](http://www.wada-ama.org).**



## 2006 Prohibited List and Athlete Guide

At its meeting in September, WADA's Executive Committee approved the Prohibited List of Substances and Methods for 2006 (List). After significant changes made to the List in 2004 and 2005, the 2006 List is a consolidation list and includes only minor modifications. The 2006 List goes into effect on January 1, 2006, and is published online at [www.wada-ama.org](http://www.wada-ama.org).

A booklet with the 2006 List, as well as a new (4th) edition of the Athlete Guide, both published as trilingual English, French, and Spanish versions, are available from WADA.



## New directors for regional offices



**Jean-Pierre Moser (top) will be heading up WADA's European regional office, while Diego Torres Villegas (below) will take over in Latin America.**



The Director of WADA's European Regional Office Tom Dielen left the Agency in September to rejoin the International Archery Federation (FITA) as its Secretary General. Dielen played a key role in the development and adoption of the World Anti-doping Code, as well as in WADA's day-to-day relations with the Sport Movement. Casey Wade, WADA's Education Director, left the Agency in November. Wade played an important role in the development of several WADA activities, including education projects and the Independent Observers program. WADA expresses its gratitude to both Dielen and Wade for their stellar work and wishes them the best in their new ventures.

WADA wishes to welcome Jean-Pierre Moser who replaces Dielen as the head of the Lausanne office. A Swiss national, Moser has spent the last nine years with FIM (Fédération Internationale de Motocyclisme) and currently serves as the organization's Financial Director. Moser will take on his new role with WADA in early 2006 and will assume the role of director of the Lausanne office and director of relations with International Federations.

WADA also has appointed Diego Torres Villegas as director of WADA's Latin America Regional Office, located in Montevideo (Uruguay). Villegas joins WADA after serving a number of years with the Colombian Institute of Sports (Coldeportes) as manager of its International Affairs office.

## WADA devotes record sum to scientific research

At its meeting in September, WADA's Executive Committee approved a record US\$ 6.5 million to scientific research in 2005. The Committee considered more than 60 proposed and peer-reviewed research projects from all five continents and is

supporting 22. This brings WADA's total scientific research commitment to approximately US\$ 21 million since 2001.

Recognizing the comprehensive approach to the fight against doping in

sport, WADA also committed US\$ 100,000 to social behavioural research to investigate the motivation behind the use of doping.



**THE FOLLOWING PROGRAMS ARE CURRENTLY SCHEDULED. FOR FREQUENT UPDATES AND ADDITIONS, VISIT [WWW.WADA-AMA.ORG](http://WWW.WADA-AMA.ORG)**

### GENE DOPING SYMPOSIUM

WADA, in collaboration with the Swedish authorities, is co-organizing a second expert meeting on the topic of "Genetic Enhancement of Athletic Performance." This conference will provide the opportunity for leading scientists and ethicists in the field to monitor the progress since the 2002 meeting in Banbury, and to envisage the future trends in prevention and detection. *December 4–5, 2005. Stockholm, Sweden.*

### EDUCATION SYMPOSIUM

Symposium to broaden the reach of anti-doping education messages to athletes, coaches, and other key support personnel in developing regions of the world. *May 26–28, 2006. Greece.*

### IF/NADO ANTI-DOPING SYMPOSIUM

Symposium for IFs and NADOs to discuss anti-doping issues and coordination. *March 30–31, 2006. Lausanne, Switzerland.*

### ATHLETE OUTREACH

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

<b>December 2005</b>	<b>Francophone Games</b>	<b>Niamey, Niger</b>
<b>February 2006</b>	<b>Olympic Games</b>	<b>Turin, Italy</b>
<b>March 2006</b>	<b>Paralympic Games</b>	<b>Turin, Italy</b>
<b>March 2006</b>	<b>Commonwealth Games</b>	<b>Melbourne, Australia</b>

### 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.

<b>February 2006</b>	<b>Olympic Games</b>	<b>Torino, Italy</b>
<b>March 2006</b>	<b>Paralympic Games</b>	<b>Torino, Italy</b>
<b>March 2006</b>	<b>Commonwealth Games</b>	<b>Melbourne, Australia</b>

### ANTI-DOPING PROGRAM DEVELOPMENT

Through the Anti-doping Program Development, WADA works with stakeholders in regions throughout the world to facilitate the establishment of Regional Anti-doping Organizations (RADOs). The following are meetings of various RADO project teams for the development of these programs.

<b>February 2006</b>	<b>Central American RADO-project team meeting involving 8 countries, <i>Panama City, Panama</i></b>
<b>February 2006</b>	<b>Caribbean RADO-project team meeting, board meeting and doping control officer training from 11 countries, <i>Granada</i></b>
<b>March 2006</b>	<b>Gulf States RADO-project team meeting involving 6 countries</b>
<b>April 2006</b>	<b>Central American RADO-board meeting and doping control officer training involving 11 countries, <i>Bogota, Colombia</i></b>
<b>April 2006</b>	<b>Africa Zone V RADO-board meeting involving 6 countries</b>
<b>May 2006 (TBC)</b>	<b>South America RADO-project team meeting involving 8 countries</b>
<b>June 2006 (TBC)</b>	<b>Central Asia RADO-project team meeting involving 5 countries</b>
<b>July 2006 (TBC)</b>	<b>South East Asia RADO-project team meeting involving 8 countries</b>
<b>Sept. 2006 (TBC)</b>	<b>West Africa RADO-project team meeting involving 9 countries</b>