

play true

ISSUE 2 - 2005

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY



Anti-Doping Administration & Management System

WADA's new web-based database management tool comes online, providing the functionality and flexibility to help stakeholders coordinate their anti-doping activities and meet their responsibilities under the World Anti-Doping Code



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AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY

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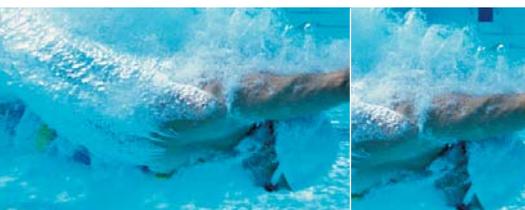
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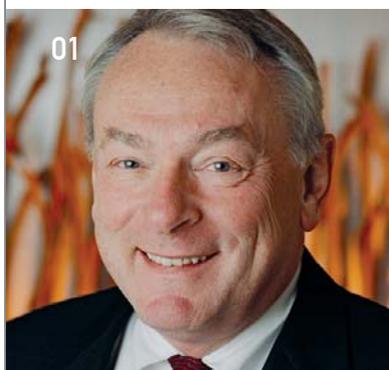


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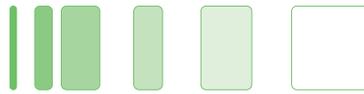
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01 The Next Steps

The launch of ADAMS and the inaugural meeting of WADA's Athlete Committee signify a new stage in the fight against doping in sport

We have come a long way.

Thinking back over the past several years, I am astounded by the progress we have made in all areas of anti-doping. When I say "we," I mean all of us committed to the fight against doping in sport—the International Olympic Committee (IOC), the International Paralympic Committee (IPC), international and national sports federations (IFs and NFs), National Olympic Committees (NOCs), governments, national anti-doping organizations (NADOs), laboratories and the scientific community, and athletes alike.

To put it into perspective, five years ago, having identified the need for a concerted and coordinated worldwide effort to rid sport of doping, stakeholders created the World Anti-Doping Agency (WADA) who then set about crafting the consensus document that would become the World Anti-Doping Code (the Code). Two years ago, all major sports federations and nearly 80 governments gave their approval of the Code. Last year we participated in the first ever Olympic and Paralympic Games after the implementation of the Code.

Indeed, for most of the past five years, we have had to focus efforts on developing the Code, ensuring global acceptance of its principles, and establishing international standards for implementation and compliance. These have been our priorities, alongside supporting research to stay in step with the rapidly developing science of doping, and advancing education programs to help deter doping altogether.

And now, we launch ADAMS, heralding a new phase in the evolution of the fight against doping in sport. ADAMS is

the platform that links all stakeholders in the chain of the anti-doping process. A streamlined, flexible, efficient and effective process that facilitates stakeholder compliance with the Code—this is our goal.

Up until now, the anti-doping process has been a collection of multiple and varied systems: different forms, different deadlines, different processes, mostly paper and fax. We are confident that this internet-based database management solution brings much needed innovation and consistency to stakeholders for managing anti-doping operations and will be widely adopted.

Ultimately, everything we do is designed to serve and protect the clean athlete.

IFs and ADOs can use ADAMS to manage test distribution in- and out-of-competition and their results, and to administer and track TUEs and athlete whereabouts. In addition, ADAMS serves as a clearing house—a central repository for all anti-doping information, including tests and approved TUEs. ADAMS is a doping control platform, providing the functionality to manage and operate a doping control program. That's on the back end of the system.

On the front end, ADAMS incorporates all the steps athletes need to take to fulfill their responsibilities under the Code. ADAMS is web-based, therefore accessible virtually anywhere in the world. An athlete needs only to log in to a computer with internet access in order to manage his or her profile, including updating whereabouts information, following the TUE application process or receiving test results. And athletes without internet

access may nominate a representative such as their ADO or NF to enter information on their behalf.

Ultimately, everything we do is designed to serve and protect the clean athlete. It is only fitting that the launch of ADAMS, which will greatly simplify the doping control process for athletes, coincided with the inaugural meeting of WADA's Athlete Committee.

In May, the newly-formed Athlete Committee joined WADA in Montreal for a two-day session. With sleeves rolled up, athletes and WADA staff together tackled some of the tough

questions facing us all. "How do we stay ahead of the cheaters? What can WADA do to make things better for athletes? How do we encourage clean athletes to lead in the fight against doping?"

There are no quick and easy answers to these questions, yet we are determined to move forward incrementally, step-by-step, as we have in our endeavours beginning with crafting the Code in 2000. The athletes on the WADA Athlete Committee represent different sports and regions of the world, and bring a wealth of practical experience and knowledge to our discussions. These motivated individuals are fully committed to using their position and voice to influence the anti-doping process and to convince today's youth to keep sport clean.

Bolstered by the voice of the clean athlete, let us continue to press on in the fight against doping in sport. Much is yet to be done. ■





Anti-Doping Administration & Management System

02 To help stakeholders meet their responsibilities under the World Anti-Doping Code, WADA has developed a web-based database management system that coordinates anti-doping activities. *Name: ADAMS. Profile: innovation and efficiency.*

The World Anti-Doping Code—the document which harmonizes the rules relating to doping in all sports—imposes a number of obligations on the World Anti-Doping Agency (WADA) and its stakeholders in their daily operations. Effective January 1, 2004, the Code states that "WADA shall act as a central clearing house for Doping control Testing data" for registered testing pool athletes (article 14.5). The Code also states that

International Federations (IFs) and anti-doping organizations (ADOs) should "coordinate the identification of athletes and the collection of current location information and shall submit it to WADA," who then makes the information available to the authorized anti-doping organizations (article 14.3).

Since 2003, WADA has been collaborating with a number of different stakeholders to develop a system that helps all stakeholders fulfill their responsibilities under the

Code. The result? An electronic system that coordinates anti-doping activities on a worldwide scale. The name? ADAMS, short for Anti-Doping Administration & Management System.

ADAMS is a web-based database management system that simplifies the daily activities of all stakeholders and athletes involved in the anti-doping system. Not only is this system easy to use, but also it is free to WADA's stakeholders in French and in English, increasing the efficiency and effectiveness of the fight against doping in sport.



Test Results

MISSION

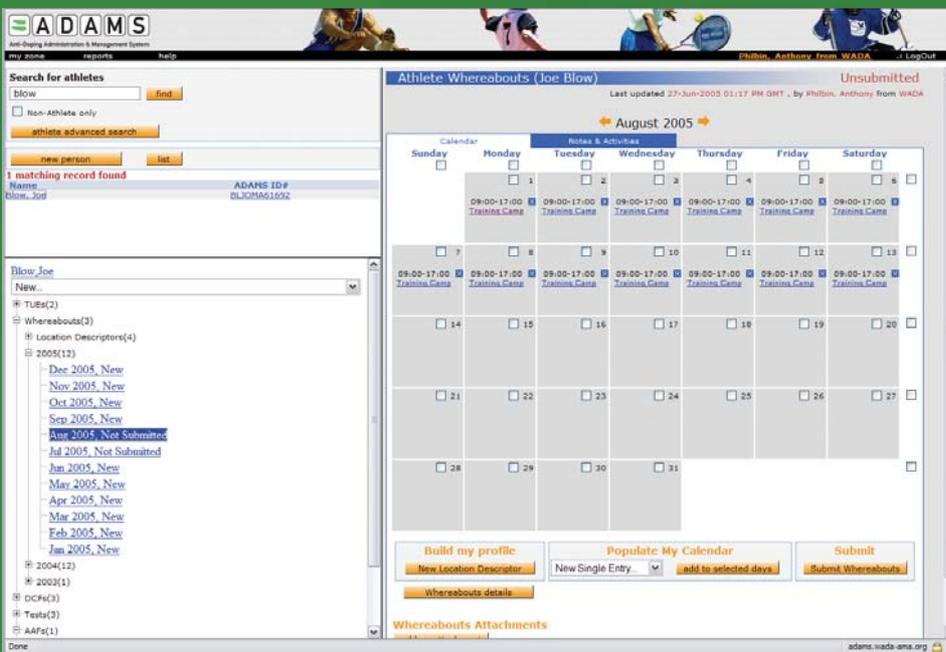
What does ADAMS do?

Stakeholders will benefit greatly from the support and ease of use ADAMS brings to their anti-doping programs. The system permits the collection of

information existing in different formats, especially paper, and puts it in the network. "ADAMS will help our stakeholders fulfill their responsibilities that are required by the World Anti-Doping Code," said David Howman, director general of WADA.

"The system is intended to meet certain important needs of anti-doping organizations, and I am very pleased by the overwhelming response ADAMS has received from a number of these organizations."

ADAMS Sample Functionality



Athlete Whereabouts

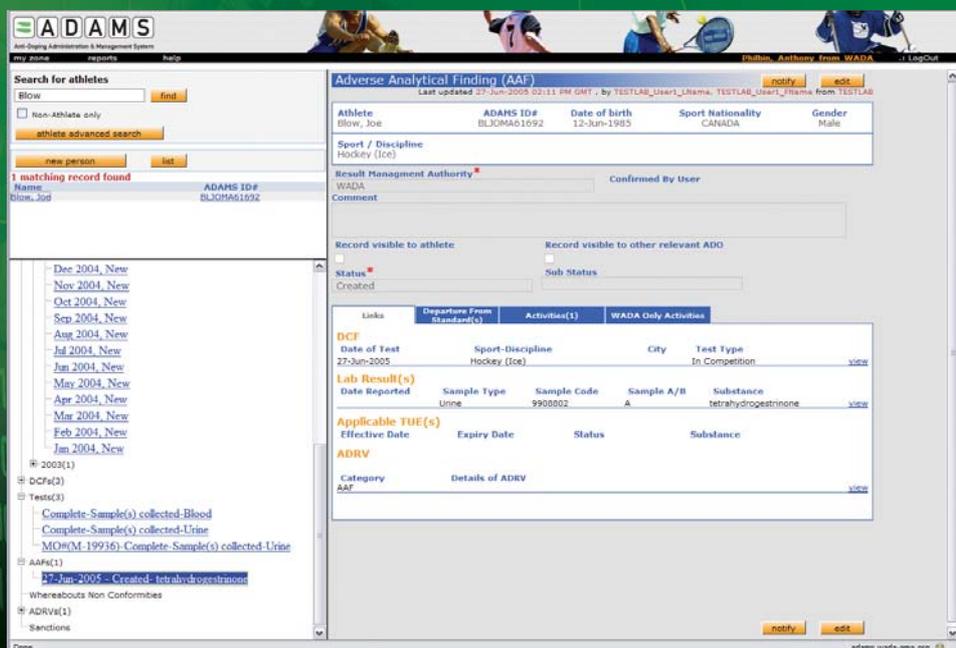
This function was developed to help stakeholders share whereabouts information, crucial for maximizing the surprise effect and the efficiency of unannounced out-of-competition testing.

The World Anti-Doping Code states that all athletes who are part of a registered testing pool should furnish precise and up-to-date whereabouts information. ADAMS allows athletes and ADOs alike to provide this information online. The system also helps to avoid athletes having to submit their whereabouts information to more than one organization. WADA is required to share this information with the relevant stakeholders, and ADAMS greatly facilitates this task.

Information Clearing House

The clearing house is where all data is stored, in particular lab results, Therapeutic Use Exemption (TUE) authorizations and anti-doping rules violations. It permits the sharing of information among the relevant organizations and guarantees that anti-doping activities are performed with the highest level of transparency.

The clearing house is a tool for the coordination of anti-doping activities. In this way, WADA can monitor anti-doping operations and link them with doping controls and lab results.

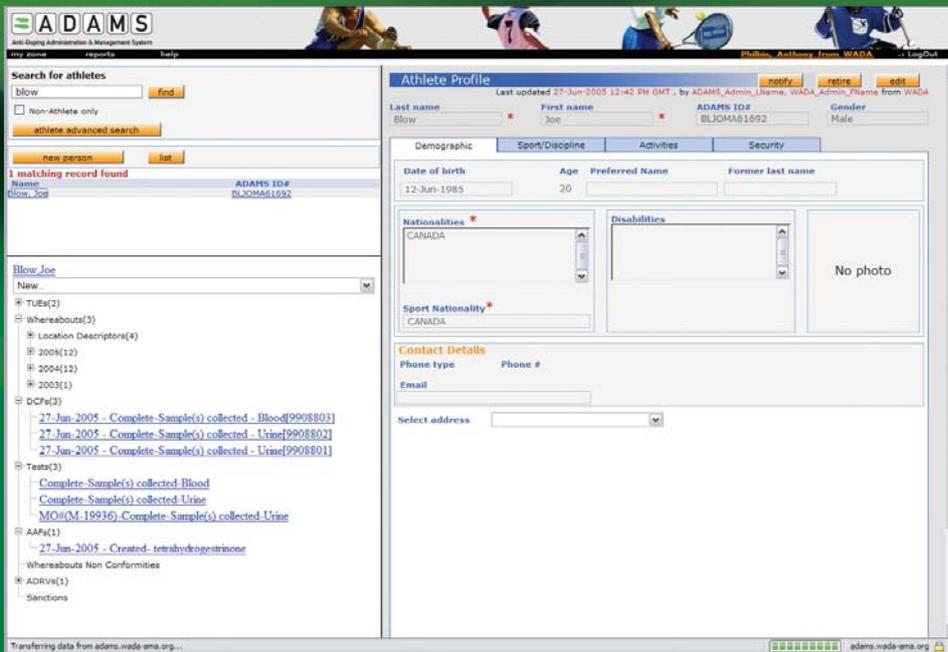


Because ADAMS is a modular system, an ADO that already has its own system in place—for athlete whereabouts for example—can opt for only the modules it needs, complementing its own data management system. Import and

export features aid information transfer.

ADAMS has four primary functions addressing the key activities of anti-doping operations. For this reason, ADAMS is used by several different groups of stakeholders within the

anti-doping community and each group has access to different levels within the system: athletes, national anti-doping organizations (NADOs), IFs, National Federations (NFs), major games organizers, WADA, and WADA-accredited labs.



Doping Control Platform

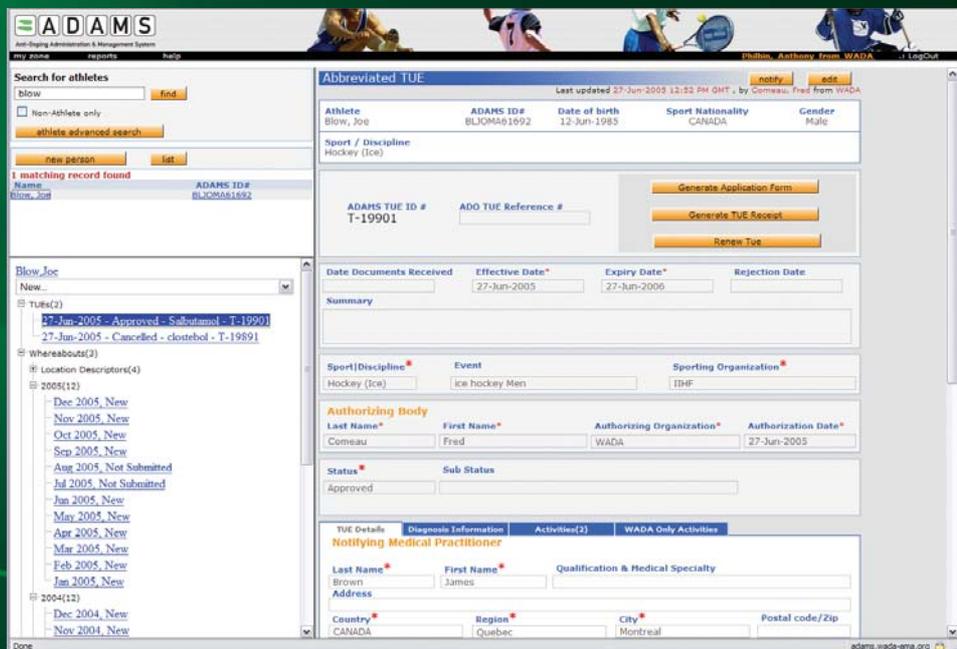
The ADAMS doping control database provided to ADOs is an essential tool for managing a doping control program, both in- and out-of-competition. Stakeholders can use ADAMS to plan, coordinate and order tests, as well as manage test results. A real benefit to the coordination of doping control programs in the ADAMS system is that it helps to avoid duplication in doping controls.

An ADO is now therefore able to use one centralized and streamlined system to manage its registered testing pool and results, as well as the process for hearings, sanctions and appeals. The ADO also can verify when its athletes have been tested by other ADOs and create athlete profiles with their testing records.

TUE Management

The World Anti-Doping Code states that all IFs and NADOs should have a process in place for athletes with documented medical conditions to request TUEs, and that their TUE requests be reviewed by an independent medical panel.

ADAMS allows for online management of TUE requests, as well as online notification of those involved in the process. An added benefit is that through ADAMS, approved TUEs can be linked with abnormal test results.



Security and Protection of Data

Two of the most important aspects that WADA considered in the development of ADAMS are system security and data protection.

ADAMS is hosted by service provider CGI Group Inc. in two highly protected data centers, using the same high security protections as those for banking applications. Further, data is made available only to the relevant organizations and authorities, in compliance with the Code, and access is strictly limited and controlled. All athlete personal information is guarded under the strictest confidentiality. In addition, athletes will always know which organizations have access to their data.

System users are granted access under the strict control of their organizations and to only the parts of the system that pertain directly to them. In this manner, the anti-doping administrators for an IF may view and modify the data of athletes in their sport only. Similarly, an athlete does not have access to other athletes' information. And, as is currently the case, an ADO must request permission if it wants to obtain information from another organization on its doping control plans.

WADA's staff is under certain restrictions as well. Not only does the ADAMS administrator not have access to data, but also WADA staff responsible for monitoring testing must request authorization of an ADO before gaining access to its doping control information.

In regards to the protection of data, WADA, with European and North American legal consultation, has assured that ADAMS conforms with

legal requirements. "The data that will be hosted by ADAMS already circulates today under many different forms," said Oliver Niggli, WADA's legal director. "We had to ensure that the treatment of this data in an electronic environment respects the laws already in place."

Issues, such as the transfer of stored data on request and the tracking of all transactions with the system, in addition to how long data should be stored and when it should be destroyed, were considered at great length. All of these questions were evaluated to guarantee that the data requested and shared are absolutely necessary to the anti-doping activities.

Roll-out in Phases

Approximately 20 organizations have been working closely with WADA on the development and initial launch phase to test different parts of the ADAMS system. "It was important to collaborate with different types of stakeholders to receive their comments and reactions, to refine the system and to make it perfectly operational," said Tom Dielen, Director of WADA's European office and a key member of the project team. "The user acceptance phase during the month of May permitted us to eliminate final system errors and to proceed to the next step." The IOC was also helpful in providing input throughout the development of ADAMS. A number of these organizations are in the process of adopting ADAMS, either partially or fully, for their own doping control management (see testimonials on page 6).

The use of ADAMS is free to stakeholders (certain local costs may apply). WADA has made it available in French and in English at no cost. In addition, WADA will

train one person in each stakeholder organization incorporating ADAMS into their doping control processes. This person is then asked to train his or her colleagues within the organization and within other relevant organizations (NFs, for example).

As for athletes, their ADO should teach them how to use the system in order to provide whereabouts information and to submit TUE applications. A video for athletes explaining how to use ADAMS will be posted on the WADA Web site and a customer service phone line will be available for assistance.

ADAMS is being rolled-out in phases. The next phase will begin in August 2005. By the end of the year, approximately 25 organizations should be using the system, and priority will be given to IFs of winter sports in light of the upcoming 2006 Winter Olympics in Turin. Data on more than 10,000 athletes should be loaded into the system by year-end. WADA is also working with its accredited laboratories to bring them into the system as soon as possible.

A third phase in the roll-out of ADAMS is currently planned to begin in January 2006, to be followed by a new phase every four months thereafter. ☰

TO LEARN MORE

Download the "Q&A on ADAMS" brochure located on the WADA Web site at www.wada-ama.org.

A video for athletes to learn how to use ADAMS will be posted soon to the WADA Web site at www.wada-ama.org.

ACKNOWLEDGEMENTS

WADA acknowledges the involvement of the two vendors who have been instrumental in the realization of ADAMS. *CGI Group Inc.* provided management consulting throughout the assessment process followed by the ADAMS project management over the last two years. *eLynx Medical Systems* has been responsible for the customization of their InjuryZone web-based system and the development of additional modules according to the specifications provided by WADA.

WADA Recruits New Chief Information Officer



Karam S. Birdi

WADA is pleased to announce the appointment of Karam S. Birdi as WADA's Chief Information Officer. Mr. Birdi has extensive experience in management consulting and has served as Director of IT departments of a number of international corporations. He has been associated with WADA for the last two years as management consultant and ADAMS Project Manager. His academic qualifications include Bachelor degrees in Science and Engineering along with a Masters in Business Administration.



The User's Perspective

Stakeholder participation throughout the ADAMS development cycle proved critical in many areas. Administrators and athletes gave Play True their feedback on this important new tool.

Karen Myers - International Union of Modern Pentathlon (UIPM)

"UIPM, the World governing body for Modern Pentathlon, was very pleased to participate in the Training Session and User Acceptance Testing of ADAMS as a member of the reference group. For us, the importance of the system is its centralized functionality—TUE Processing, Whereabouts Management, Clearing House, Doping Control System—all based in one system. This will streamline our internal and external operations, thereby saving time and manpower in our management of medical matters.

Of equal importance is the fact that ADAMS is web-based, with configurable security, and accessible to all of our partners involved in the particular processes relating to the World Anti-Doping Code. It is hosted and run at no cost to us, promotes information sharing and this information will be kept up-to-date. As our sport grows, our athlete base grows and ease of communication and transfer of information around the globe becomes of vital importance.

A browser-based system that meets our requirements and fulfills our needs is very welcome by our administration and our worldwide family."

Lisa Skinner - United States Anti-Doping Agency (USADA)

"An effective, functional and secure athlete information and results management database is essential to an anti-doping organization. In 2005, USADA launched its database solution, SIMON, to integrate and support all of the facets of its administrative needs, including test distribution planning, athlete whereabouts, test result management and TUE information.

The ADAMS database includes many of these same features. USADA looks forward to using the potential of ADAMS data sharing capabilities."

Jacqui Cooper - World champion in freestyle skiing and WADA Athlete Committee member

"Being a World Cup Skier means that I travel to a new country every week in the wintertime. Competitions get cancelled and plans can change. Having the ADAMS Whereabouts system online will make life so much easier for me.

I am excited that I will be able to log all of my current information from anywhere in the world. Having updated information will make it easier for WADA to track every athlete, so that anyone can be tested, anywhere, at anytime."

Beckie Scott - Olympic champion in cross-country skiing and WADA Athlete Committee member

"In terms of doping controls and monitoring, a new page has been turned with ADAMS. The system makes life so much easier on athletes with its ease of use and convenience.

Providing whereabouts, keeping track of your testing history and having easy access to important information are all just a mouse-click away with ADAMS—it's great!"

Stakeholder Support

When developing ADAMS and testing its multiple function areas, WADA consulted closely with approximately 20 stakeholders, grouped into four main categories:

Major Event Organizers:

International Paralympic Committee (IPC)

International Federations:

International Basketball Federation (FIBA)

International Cycling Union (UCI)

International Archery Federation (FITA)

International Ski Federation (FIS)

International Ice Hockey Federation (IIHF)

International Rugby Board (IRB)

International Ice Skating Union (ISU)

International Modern Pentathlon Union (UIPM)

National Anti-doping Organizations and National Olympic Committees:

United States Anti-Doping Agency (USADA)

Canadian Centre for Ethics in Sport (CCES)

Japan Anti-Doping Agency (JADA)

Australia Anti-Doping Agency (ASDA)

South Africa Anti-Doping Agency (SAIDS)

Swiss Olympic Association

Laboratories:

Montreal

Lausanne

Athens

Tokyo

Cape Town



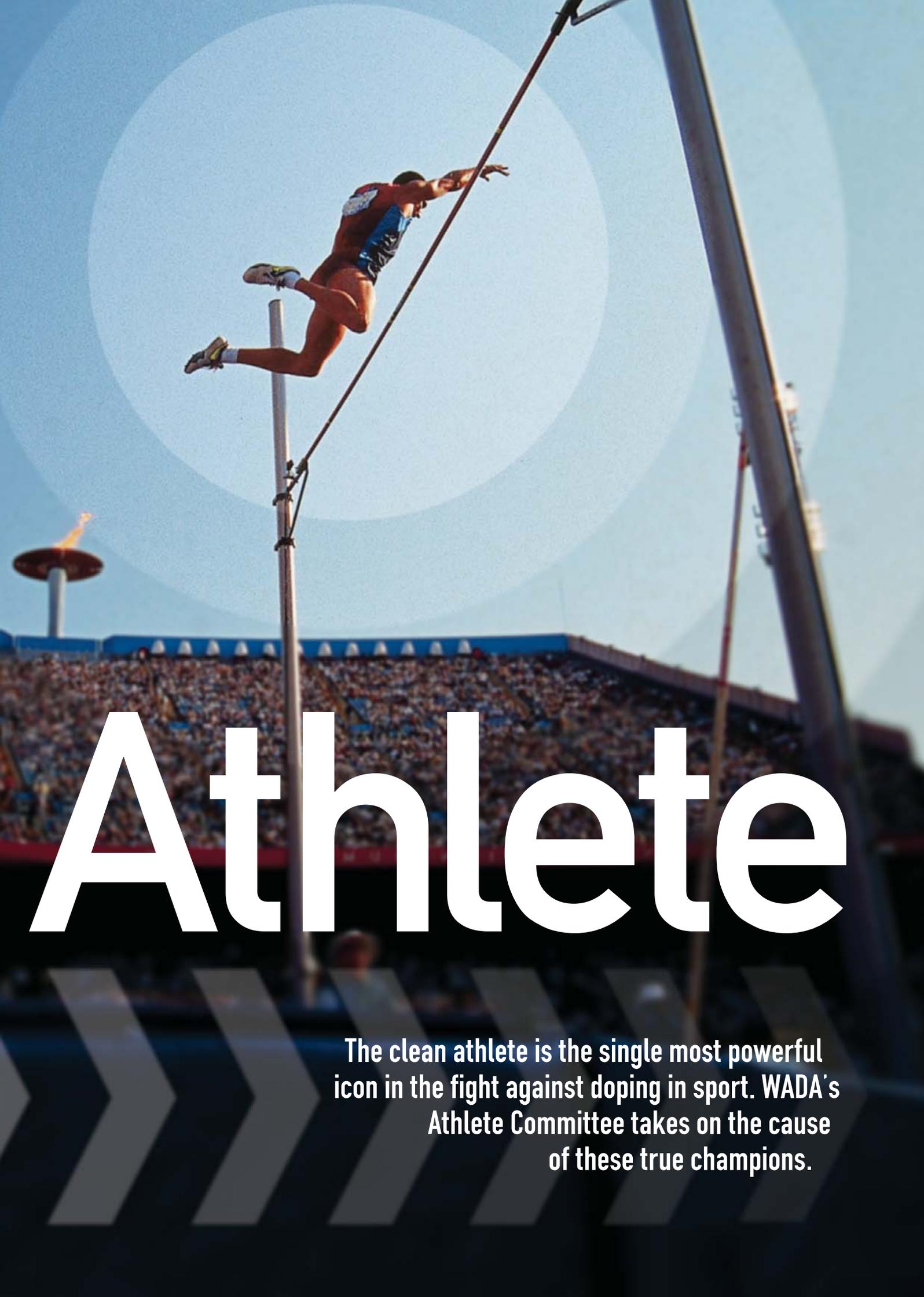


04

Focusing on

The





Athlete

The clean athlete is the single most powerful icon in the fight against doping in sport. WADA's Athlete Committee takes on the cause of these true champions.

Athlete Focus: WADA Athlete Committee

The fight against doping in sport is not just about catching the cheaters—although undeniably it's a key aspect to the work of the anti-doping community.

Rather, for this war to be won, we must remember to balance our perspective and make room for the clean athlete. After all, it's the clean athlete whom we pledge to protect. It's the clean athlete who resists the temptation of shortcuts. It's the clean athlete who embodies the virtues of "fair play." In short, the clean athlete is the most powerful icon and voice in the fight against doping in sport.

WADA understands this well and has brought together a select group of athletes, both retired and competing, who are especially concerned about the prevalence of doping in sport. The athletes who make up the WADA Athlete Committee, chaired by world and Olympic ice hockey champion and currently Russian Sports Minister Viacheslav Fetisov, have committed to provide guidance on WADA initiatives directly impacting athletes as well as to lend their voice to the fight against doping in sport.

At its inaugural meeting in May in Montreal, WADA's Athlete Committee

devoted two days to tackling the tough questions: How do we stay ahead of the cheaters? What can WADA do to make things better for the clean athlete? How do we best educate parents and youngsters about the dangers of doping? How do we encourage clean athletes to lead in the fight against doping?

From these discussions, the group prioritized ideas and concepts about how we can be most effective in the fight against doping in sport.



Viacheslav Fetisov (Chair of the Committee)

Chairman of the State Committee for Physical Culture and Sport (Minister of Sport)
Olympic and world champion in ice hockey
Russian Federation

"Athletes have to speak out louder about the importance of clean sport. Cheaters cannot be allowed to shame those thousands of athletes who have been honest to the game."



Jacqui Cooper

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

"We know more today about the harmful effects of doping. Cheaters should realize there are side-effects not only harmful to them but also to their offspring."



Marcus De Freire

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

"We have to work as a team to fight doping in sport. That's why this Athlete Committee is so important. Team work is the key in all aspects of my life."



Stéphane Diagana

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

"I think that clean athletes have to explain that they want to be tested more often. A strong stand can help people understand that most athletes want to get rid of doping in sport."



Clean Athlete Movement

Committee members agreed that there is a great need for a worldwide "clean athlete" campaign. They felt that there is not enough public attention focused on clean athletes, and that clean elite athletes should be more vocal about the importance of keeping sport clean, especially because of the influence they can have on youth.

Penalties for Athletes

Committee members suggested that there should be harsher penalties for cheating and that the two-year penalty for a first serious doping violation was not strong enough. Other suggestions included financial penalties.

Dangers of Doping

Committee members noted that many athletes are not aware of the serious consequences of doping on health. They agreed that more publicity and information about the consequences would help to deter those who might consider doping.

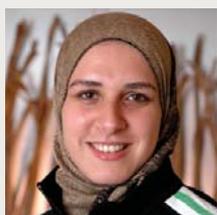
Penalties for Influencers

Committee members noted that athletes are influenced by several important groups within the athlete entourage, including coaches, trainers, doctors and parents. They emphasized that athlete agents are especially influential and that there should be penalties for those who pressure or enable athletes to dope.

Education

Committee members agreed that elite athletes need education about the dangers of doping and how to fulfill their responsibilities under the Code. For youngsters, they recommended that education focus on instilling the values of clean sport. Committee members stressed that, to reach young athletes, it is important to use the appropriate format and distribution of educational messages. They recommended using music, comic books, video games, poetry and other culturally sensitive methods for disseminating the anti-doping message to youth.

COMMITTEE



Rania Elwani

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

"Protecting clean athletes is an important aspect of anti-doping. We don't want to take away their dreams and hopes and discourage them. Our work is a way of paying them back for their efforts."



Janet Evans

Chairman of the Athletes Commission of the International Swimming Federation (FINA)
Olympic and world champion in swimming
USA

"While I believe that the athlete bears the majority of the responsibility, I also believe that trainers, coaches and family can have an influence upon the athlete."



Tanja Kari

Member of the Athletes Committee of the International Paralympic Committee
Paralympic and world champion in cross-country skiing
Finland

"We have to create a safe and enjoyable atmosphere for young athletes to enjoy sport. We have to stress the core values of sport. It is important that athletes have a healthy relationship with sport."



Jari Kurri

Member of the IOC
Member of the IOC Athletes Commission
Olympic and world medalist in ice hockey
Finland

"There is more knowledge and much more awareness today about anti-doping. It is very important to spread the information. I think that we are going in the right direction."

CONTINUED

Athlete Focus: WADA Athlete Committee

The involvement of current and retired athlete leaders will assist in all areas of WADA programs and activities. Clean athletes are the ideal partners to help create a level playing field in sport.

"We are very pleased to have a new mechanism for working even more closely with athletes," said David Howman, WADA's director general. "The committee members' energy and passion to raise awareness about

anti-doping issues is an exciting step forward for WADA. We look forward to incorporating their ideas and enthusiasm into our initiatives." ■



Anis Lounifi

World champion in judo
Tunisia

Anis was competing at the time of the WADA Athlete Committee meeting in May. We look forward to his participation at future meetings.



Rosa Mota

Member of the Superior Council of Sports of Portugal
Portuguese ambassador for fair play at the Council of Europe
Olympic and world champion in marathon
Portugal

"The message I want to give to young athletes is that you can achieve a lot without taking drugs. You do not need to cheat and lie to win."



Beckie Scott

Spokesperson for "Sport for Life," an anti-tobacco and drug program
Anti-doping campaign advocate
Olympic champion in cross-country skiing
Canada

"Athletes are probably one of the most important components of the anti-doping movement. There's no other group that cares more about cleaning up sport."



Yoko Tanabe

Director of the Japan Anti-Doping Agency
Olympic and world medalist in judo
Japan

"We are here to support clean athletes. Sport should be reaching the highest level, not cheating and winning by any and all means."



Sarah Ulmer

New Zealand Sports Drug Agency role model
Olympic and world champion in cycling
New Zealand

"We have to get down to the grassroots level—to the younger athletes—to raise awareness and fix their mindset before doping even becomes an option."



Yang Yang

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

"It is important for clean athletes to take a strong stand against doping. It is a responsibility for all of us as role models."

OUTREACH

Reaching out to athletes continues to be a top priority for WADA. The Athlete Outreach Program encourages direct interaction with competing athletes while also raising awareness and educating about anti-doping issues.

For the balance of 2005, WADA's Athlete Outreach Program will participate in the following major events:

- Mediterranean Games (Almeria, Spain)
- FINA World Championships (Montreal, Canada)
- IAAF World Championships (Helsinki, Finland)
- Francophone Games (Niamey, Niger)

At each event, WADA recruits a team of anti-doping experts and athlete role models to deliver the anti-doping message.

The demand for WADA's Athlete Outreach Program continues to grow. To empower stakeholders and maximize our collective resources for a more global impact, WADA has begun to partner with stakeholders, packaging the outreach program for sport specific and for national implementation. Partners such as the IRB have helped to contribute to the development of this program (see story below).



IRB
INTERNATIONAL RUGBY BOARD
www.irb.com

KEEP RUGBY CLEAN

In Partnership with
WORLD ANTI-DOPING AGENCY
play true

IRB and WADA work to keep rugby clean

The International Rugby Board (IRB) is the first stakeholder to launch a sport-specific outreach program in partnership with WADA. Titled "Keep Rugby Clean," the IRB presented its program during the Under 19 World Championships in April 2005, in Durban, South Africa.

IRB incorporated WADA's doping quiz and educational resources, disseminating core anti-doping information in a fun and interactive way with prizes for players who won the doping quiz. Anti-doping experts were also on hand to clarify any questions players or officials had on the topic.

"The IRB Under 19 World Championships was the ideal place to launch the IRB's Player Outreach Program," said Tim Ricketts, IRB Anti-

Doping Manager. "Raising awareness and educating the players about anti-doping issues is an important part of the IRB's anti-doping program and implementing a Player Outreach Program at our major events is a key step toward ensuring that we keep rugby clean."

Ultimately, these sport-specific and national outreach partnerships will allow more athletes, from more sports and from more countries, to learn about their rights and responsibilities related to anti-doping, as well as the dangers of doping.



Rugby players take part in the IRB outreach activities at the Under 19 World Championships in Durban, South Africa. Tim Ricketts (center), IRB Anti-Doping Manager, answers an athlete's questions.



“I would like young athletes to know that while it's rewarding to become a champion athlete, it's not the most important part. The best part of being an athlete is rising to the challenge, doing your best under the circumstances and enjoying the process.”

Janet Evans

A passionate promoter of clean sport and athlete rights, U.S. swimmer Janet Evans is the current Chairperson of the International Swimming Federation (FINA) Athlete Commission and is a member of WADA's Athlete Committee. With three of her world records still standing (400, 800 and 1500m freestyle) and multiple Olympic and World Championship medals, Evans is considered one of the greatest female distance swimmers of the past century.

At the age of 15, Evans swam her way to her first national ranking. From there Evans went on to compete at three Olympic Games (1988, 1992, 1996), winning a total of four gold medals. Although retired from competitive swimming, Evans' involvement in the world of sport continues to this day. She shares her thoughts on the anti-doping movement, athletes as role models and the pressures to cheat.

How important is it for athletes to be role models for young athletes and society?

I believe that being a role model is the most important part of being an Olympian. Sharing my journey with young athletes and inspiring them to be the best that they can be is the greatest reward I've received for all of those hours I spent in the swimming pool as a kid.

Do you feel there is a particular role that athletes should play in the anti-doping movement?

Since world class athletes have the opportunity to inspire others, I believe it is our responsibility to educate young, aspiring athletes about the anti-doping movement. We are an example of what an athlete can accomplish with hard work, mental fortitude and dedication. We need to pass this message on to young athletes around the world.

What is your opinion of the anti-doping movement today and how would you compare it to when you were competing?

Today's anti-doping movement has grown leaps and bounds since I was competing. At the beginning of my career (in the late 1980s), having an independent organization such as WADA was unthinkable. Through the

years, I was witness to an increased awareness regarding drug use in Olympic sports. This increased awareness has led to the programs we have in place today. I believe that WADA is imperative not only to solve the doping issue, but to educate and inspire generations of young athletes to steer clear of performance enhancing drugs.

In your competitive career, you must have seen a lot of doping (or heard whispers of it). How did you handle that as an athlete?

My first Olympics was in 1988 in Seoul, when the East German women swimmers were dominating my sport. As a 17 year old who weighed 100 pounds, their size was daunting, to say the least! And of course, there were people from the swimming community who wanted to remind me of how tough it would be to beat them. However, I was able to put aside any of the talk I was hearing and focus completely on my own races. I had confidence in my abilities, and the reason I was successful was because I used all of my mental energy to believe in myself and not worry about what my competitors were doing.

What is the competitive pressure like for athletes to make the decision to cheat?

I personally never received any pressure to cheat. But the pressure definitely exists. I believe that the importance society has placed on winning forces some athletes to believe that anything short of a gold medal or a world record is considered a failure. Couple that with the financial rewards and celebrity status that comes with athletic success, and you will find athletes willing to risk it all in order to win.

Is anti-doping fully the athlete's responsibility?

While I believe that the athlete bears the majority of the responsibility, I also believe that trainers, coaches and family can have an influence upon the athlete. It is imperative for an athlete to have positive, honest instruction and feedback from everyone involved in his or her training. If an athlete is considering cheating, he or she must have trusted individuals who can convince the athlete that they are making a poor decision. And it is imperative that these individuals exert positive influence over their athletes when it comes to the question of cheating.

What is the message you would like to give to young athletes?

I would like young athletes to know that while it's rewarding to become a champion athlete, it's not the most important part. The best part of being an athlete is rising to the challenge, doing your best under the circumstances and enjoying the process. Winning medals and breaking records is just the icing on the cake. Being dishonest and risking your future health in order to win is not the name of the game, nor is it worth it.

What are your thoughts on the WADA Athlete Committee?

I am proud to be a member of the WADA Athlete Committee. I look forward to working with both WADA and the athletes of the world to bring insight to the challenge of keeping sport clean. Ultimately, I believe that the goal of clean sport and fair play will be attained. ■



The Past, Present and Future of IAAF Anti-Doping

by Nick Davies, IAAF Communications Director

Founded in 1912 as the International Amateur Athletics Federations (IAAF) with 17 members, the IAAF continues to be the world governing body for the sport of athletics. Now, with 211 members, IAAF is one of the largest sporting organizations in the world. The inexorable move towards greater professionalism in the sport was symbolically recognized in 2001, when the IAAF Congress voted unanimously to change its name to "International Association of Athletics Federations," removing "amateur" but keeping "IAAF."

Until the late 1970s, athletics had its moment of glory every four years, at the Olympic Games. Today, the official IAAF Competition Program includes World Championships, World Junior Championships, World Youth Championships, World Indoor Championships, World Cup, World Cross Country Championships, World Race Walking Cup, World Athletics Final and a World Half Marathon Championships. But there is also an international circuit of one day athletics meetings, which includes the high profile TDK Golden League, a Combined Events Circuit and a Race Walking Circuit.

Fourteen multi-sport and area games competitions, including the Olympic Games, are organized on all continents with athletics as the core sport. Added to this are thousands of other national and local area events and such disciplines as mountain running and ultra-distance running, which are strongly supported by the IAAF.

Highlights of the IAAF Anti-Doping Program since 1972

Since the early 1970s when it first established the IAAF Anti-Doping Program, the IAAF has steadily increased its anti-doping activities, mainly under the expert stewardship of Professor Arne Ljungqvist (SWE), the IAAF senior vice-president and IOC Medical Commission chairman.

The IAAF has had its own Medical Committee since 1972 and anabolic steroids were first noted on an IAAF prohibited substances list in 1974. In 1977, anti-doping controls became compulsory at IAAF major championships and in 1983 the IAAF made negative doping controls an essential requirement for official world record ratification.

The IAAF was the first sport to set up an out-of-competition testing program in 1990, and began collecting blood samples at some of its top invitation meetings in 1993. The organization then began to link competition awards payment to out-of-competition testing. IAAF athletes now must have two negative out-of-competition tests in the 12 months prior to competition before they are paid.

Starting in 2000, the IAAF began cooperating with WADA in the out-of-competition testing program and began testing for EPO at the World Championships the following year. The IAAF also began to test for EPO out-of-competition early in 2002.

IAAF has accepted the World Anti-Doping Code as the basis for the fight against doping and revised its anti-

doping rules accordingly. Further demonstrating its commitment to the fight against doping in sport, IAAF has significantly increased resources dedicated to anti-doping and has established a separate Medical and Anti-Doping Department.

In February 2005, IAAF brought together the first-ever joint meeting of the IAAF Medical and Anti-Doping Commission, Athletes' Commission and Coaches' Commission. Some 60 people participated, including past and active athletes, coaches, medical experts, anti-doping officials and IAAF staff. President Lamine Diack chaired the meeting accompanied by General Secretary Istvan Gyulai and the respective chairmen of the IAAF Athletes', Coaches and Medical and Anti-Doping Commissions, namely Alberto Juantorena (CUB), Igor Ter-Ovanesian (RUS) and Juan Manuel Alonso (ESP). All parties confirmed their willingness to be unified and proactive in the fight against doping.

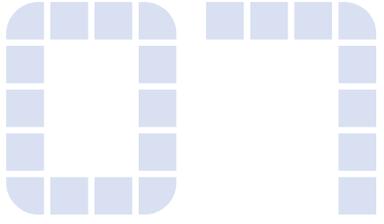
Looking to the Future ...

The IAAF Medical and Anti-Doping Commission consists of 12 Members, all experts in sports medicine and anti-doping, drawn from every area of the world.

Following a meeting of the IAAF Council in Helsinki in December 2004, a major revamp of the IAAF anti-doping structures and procedures was set into motion. The medical and anti-doping functions are now handled by a separate department with increased funding and staff resources. Work is also on-going to finalize an anti-doping database to support the daily work of the department.



Photo courtesy IAAF



A comprehensive out-of-competition testing program is central to the success and credibility of the IAAF anti-doping campaign. The goal is to conduct regular, unannounced tests during training periods of the World Top 20 ranked athletes from close to 50 different disciplines (male and female), as well as other athletes outside this target group who may show an unusually impressive rate of progression. As of March 2005, 881 athletes from 82 national member federations had been registered in the IAAF Registered Testing Pool. Final developments are now being made for a "whereabouts database" to allow athletes to update their own information online.

In 2004, 2,998 out-of-competition tests were made by IAAF's testing partner IDTM. It is worth noting though that a number of national and other anti-doping agencies carry out tests in athletics so that the total of athletics samples analyzed by WADA-accredited laboratories in 2004 was 20,000, representing 12 percent of all the samples in all sports processed by WADA labs.

The IAAF conducts in-competition tests at major competitions with the support of the competition organizers.

Further, the IAAF oversees the processing of positive test results and manages positive cases by:

- Collecting positive sample results from WADA-accredited laboratories and ensuring they receive expert analysis;
- Informing IAAF National Member Federations concerned by alleged doping cases;
- Following up the standard disciplinary procedures (provisional suspension, hearing of the athletes, appeal, etc.);
- Applying sanctions and ensuring that compulsory controls are carried out during the athlete's ineligibility period.

The IAAF also manages Therapeutic Use Exemption applications.

Because anti-doping education is an important priority, the IAAF has developed a number of initiatives including publications, Web site information and news, seminars and courses for athletes, member federations and support personnel. The IAAF is working closely with WADA in 2005 on several new projects, including a WADA Athlete Outreach Program in the Athletes' Village in Helsinki during the IAAF World Championships in Athletics.

2005 IAAF World Championships

The IAAF World Championships in Athletics takes place in Helsinki in August 2005. At the first ever World Championships (1983), also hosted in Helsinki, 214 doping controls were taken. For this year's World Championships, the doping control plan includes around 100 tests in the month leading up to the competition and some 500 urine samples in the days before, during and after competition. At least 300 blood samples will be analyzed to detect EPO and other types of blood tampering.

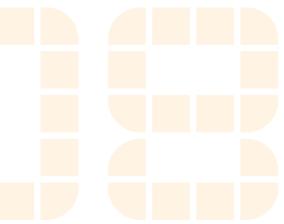
In Helsinki, the IAAF team will be supported by around 100 staff from the Finnish anti-doping agency FINADA as well as WADA officials. The WADA Athlete Outreach Program in the Athletes' Village will give athletes the opportunity to pick up anti-doping educational materials, talk to experts and play the online "Doping Quiz" to test their knowledge.

"The IAAF will be increasing testing before and during the competition and our goal is to make these World Championships the cleanest ever," said Juan Manuel Alonso on a recent visit to Helsinki. "We are also determined, with the support of WADA, to focus our efforts on education and information because we need our athletes to support our zero-tolerance policy for doping in athletics." ■



Photo courtesy IPC

Photo courtesy IAAF



Koïchiro Matsuura



Photo courtesy UNESCO

With considerable momentum building and only a few months remaining prior to the 33rd UNESCO General Conference, Play True took the opportunity to interview Koïchiro Matsuura, UNESCO Director-General, about what the Convention means for UNESCO, its Member States and the world of sport.

What is the significance of the Convention Against Doping in Sport for UNESCO?

In January 2003, a UNESCO-organized Round Table of Ministers and Senior Officials Responsible for Physical Education and Sport called upon the Organization to prepare an anti-doping convention before the 2006 Turin Olympics. Later that year, this proposal was considered by the 32nd session of the UNESCO General Conference, which invited the Director-General to investigate the question of combating doping in sport and to prepare a draft convention. It was natural for UNESCO, which stands on principles of equality and justice, to take on this task, particularly with its strong interest in education and the fundamental values underpinning physical education and sport.

UNESCO has taken much pride and pleasure in developing the first global intergovernmental convention to address doping in sport, and to be doing so in record time. The

Convention against Doping in Sport has been a key area of focus for UNESCO over the last two years and the consideration of this item will be one of the highlights of the 33rd session of the UNESCO General Conference in October 2005.

What has the drafting process been like compared to that of other conventions?

The development of an international convention is usually a lengthy and complicated process. Therefore, to develop a comprehensive agreement within two years, and well in advance of the 2006 Turin Olympics, is a tremendous achievement. I am pleased that we have met this challenge and in so doing we have reinforced the important role of UNESCO in international standard-setting.

The Convention has been developed after extensive drafting and consultation meetings involving representatives from over 95

countries. It is the product of three meetings of an experts group and three sessions of an intergovernmental meeting. Further, the Fourth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS IV) considered the draft Convention and helped to resolve a number of outstanding issues.

While this process was no different to other conventions, the speed of the development was significant. Throughout the drafting process there was a strong commitment of all governments to tackle doping in sport. A range of organizations, including WADA, the IOC and the International Paralympic Committee, made considerable contributions to this process. This allowed the work to progress quickly; however, it was also important to recognize that anti-doping programs across the world are at different stages of development and to ensure that the final Convention meets the needs of all countries.

How do you see the acceptance of the Convention in October impacting the world of sport?

Once adopted, the Convention will have a significant impact on the world of sport. The Convention will harmonize anti-doping efforts worldwide and will provide a legal framework within which all governments can take action to remove doping from sport. In this regard, the Convention provides the force of international law to the fight against doping and ensures all governments have a legal commitment to implement the World Anti-Doping Code, uniting the sporting movement and governments in this cause.

The Convention also provides the means for governments to back the efforts of the sporting movement. While athletes might not be aware of the precise details of the Convention against Doping in Sport, they soon will enjoy the benefits as concrete steps are taken to eliminate doping. There is a degree of flexibility in the approach governments can take to give effect to the Convention, either by way of legislation, regulation, policies or administrative practices. However, it is anticipated that governments will take specific action to:

- Restrict the availability of prohibited substances or methods to athletes (except for legitimate medical purposes) including measures against trafficking;
- Facilitate doping controls and support national testing programs;
- Withhold financial support from athletes and athlete support personnel who commit an anti-doping rule violation or sporting organizations that are not in compliance with the World Anti-Doping Code;
- Encourage producers and distributors of nutritional supplements to establish "best practice" in the labeling, marketing and distribution of products which might contain prohibited substances; and
- Support the provision of anti-doping education to athletes and the wider sporting community.

Another important product of this exercise has been the forging of new ties with the sporting community and with other organizations involved in the fight against doping in sport. For example, UNESCO has developed a good working relationship with WADA and the Council of Europe during the development of the Convention and will be looking to explore opportunities for further cooperation. It is essential that organizations work together and avoid duplication so that the full force of our energies can be directed towards removing doping from sport. ■

Convention Countdown: How governments will adopt the Code

UNESCO Convention

Many governments cannot be legally bound by a non-governmental document such as the World Anti-Doping Code (the Code). Governments have accordingly, pursuant to the Code, drafted an International Convention under the auspices of UNESCO, the United Nations body responsible for education, science and culture, to allow formal acceptance of WADA and the Code. The UNESCO-led International Convention against Doping in Sport will be presented to the 33rd UNESCO General Conference to be convened in Paris in October 2005.

Copenhagen Declaration

Another important part of the government process occurring separately from the drafting of the UNESCO Convention is the Copenhagen Declaration, the political document that allows states to signal their intention to formally recognize and implement the Code. As of June 29, 2005, 168 governments have signed the Copenhagen Declaration. It is expected that those states that sign the Copenhagen Declaration will also sign the UNESCO Convention in October.

October in Paris

In October, the Convention will be considered for adoption by UNESCO Member States for final endorsement and approval. A Commission of the General Conference will consider the Convention in detail. UNESCO has advised WADA that on October 6, at the meeting of the Education Commission II, Education delegates will discuss and consider the final draft Convention. The Convention then will be submitted to the full plenary session later that month. A two-thirds majority of delegates present at this plenary session is required for the Convention to be adopted.

States' Work on the Home Front

On the day the Convention is adopted, it will be available for UNESCO Member States to ratify according to their respective constitutional jurisdictions. Some 30 instruments of ratification are required to be submitted by governments to the UNESCO Director-General to enable the Convention to come into force.

WADA Report Leading up to Turin

The Code also stipulates that the UNESCO Convention be implemented by nations in time for the Turin Winter Olympic Games in February 2006. WADA will therefore report to the International Olympic Committee (IOC) and the WADA Foundation Board prior to the Turin Olympics on government acceptance and compliance with the Code.



State of the Nations

Our continuing series on government representatives who are particularly active in the fight against doping in sport.



**Col. Musa Mohammed
(NIGERIA)**

The deployment of Col. Musa Mohammed, a retired Army Officer, as Nigeria's Minister of Sports and Social Development since July 2003 has brought in its wake an emphatic stamp on personal and professional discipline for both athletes and sports managers in the country.

With the benefit of a successful military career where sports feature in the daily affairs, Mohammed has elevated the importance and value of sports in Nigeria. This is seen in the holistic approach to training, development and expansion of facilities and infrastructure. Also he has ensured the availability of scholarships to athletes so that they have a fruitful after-sports life.

A member of the WADA Foundation Board, Mohammed has affirmed his commitment to the fight against doping in sport by frequently speaking publicly on the issue. He has supported increased funding for anti-doping activities including out-of-competition testing, especially leading up to major games, and education and information programs to create awareness among elite athletes as well as at the grassroots level.

Mohammed retained the in-competition testing of athletes at the biennial National Sports festival and has challenged his colleagues in the Supreme Council for Sports in Africa to sign the Copenhagen Declaration and demonstrate the region's support for the World Anti-Doping Code.

Mohammed has also been championing several other projects in the fight against doping in sport, including supporting the establishment of a WADA-accredited laboratory in Nigeria and the establishment of a National Anti-Doping Agency which would coordinate and harmonize the country's anti-doping activities in line with the World Anti-Doping Code.



**Agnelo Queiroz
(BRAZIL)**

Doctor Agnelo Queiroz is Minister of Sport for Brazil and a member of the WADA Foundation Board. Queiroz believes that sports play an important role in social and human development, and that youth participation in sports helps reduce drug abuse and urban violence.

In 2003, Queiroz established the Commission to Combat Doping within the National Council of Sport. Its mission is to promote and coordinate the fight against all forms of doping in sport in Brazil. The Commission has the important duty of watching over the nation's implementation and compliance with the World Anti-Doping Code (the Code).

Brazil signed the Copenhagen Declaration in March 2003 at the World Conference on Doping in Sport, signifying the nation's support of the Code. In 2004 the Commission developed a set of standards aimed at adapting national law to the global principles of the Code, including the adoption of the List of Prohibited Substances and Methods. Acceptance of these measures was accomplished by year-end 2004.

Queiroz has also supported the development of data about the state of doping in sports in Brazil, having published the first statistics on "Antidoping Control in Brazil: Results of the year of 2003 and Prevention Activities." A follow-up report will be published with 2004 data. Further, under Queiroz's watch, the Ministry of Sport is spreading and intensifying the fight against doping in sport by preparing a nationwide advertising campaign to be launched in 2005.



**Santiparb Tejavaniya
(THAILAND)**

Santiparb Tejavaniya is Thailand's top sports ambassador and has helped mold sports into an integral component of Thailand's culture. Tejavaniya is a well known sports administrator in Asia, having served as Treasurer of the Olympic Council of Asia (OCA) and as the Advisor to the OCA President on Intellectual Properties. He is the first ever Governor of the Sports Authority of Thailand (SAT).

With extensive experience in working with the Olympic Committee of Thailand, the Southeast Asian Games Federation and the OCA, Tejavaniya has encountered many problems with regard to doping in sports and understands the issues surrounding it, both in- and out-of-competition. As the Governor of SAT, he has emphasized anti-doping activities, including the dissemination of anti-doping education, sample testing and the enforcement of sanctions in every level of sport competitions.

Under Tejavaniya's leadership, SAT has translated the World Anti-Doping Code into Thai and distributed it to all sports federations in the country for study and understanding. In 2004, SAT conducted doping control programs among national and university athletes, and among athletes participating in National Games and National Youth Games. SAT also cooperates with the Thailand National Olympic Committee in the management of athlete whereabouts information and doping control programs.

Demonstrating Thailand's strong determination to fight against doping in sports as well as maintaining and strengthening close relations and cooperation among WADA's stakeholders in Asia, Tejavaniya has initiated the idea of hosting the 3rd Asian Intergovernmental Meeting on Anti-Doping in Sports next year.

Montevideo chosen for WADA Latin America office



WADA will open a regional office in Latin America in Montevideo, Uruguay. WADA's Executive Committee made this decision at its May 2005 meeting, following numerous expressions of need from countries in the region.

The Latin American office will be WADA's fourth regional office, joining those serving Europe (based in Lausanne, Switzerland), Asia/Oceania (Tokyo, Japan) and Africa (Cape Town, South Africa). Regional offices are a key element to WADA's fight against doping in sport, increasing understanding and facilitating implementation of the World Anti-Doping Code.

WADA Director General's contract renewed

WADA's Foundation Board members have renewed the contract of the Agency's Director General David Howman through 2008.

The 56-year old New Zealander joined WADA as Chief Operating Officer and Special Counsel in Montreal in March 2003. He became WADA's Director General in August 2003.

Prior to that, he had worked with the organization since its inception in 1999. A career lawyer, David Howman was a member of WADA's Foundation Board and

head of the Agency's legal committee. He served as vice-president of WADA's Independent Observers (IO) team at the Sydney Olympic Games in 2000 and president of the IO team at the Olympic Games in Salt Lake City in 2002.

Howman served as president of the New Zealand Anti-Doping Agency and of the country's National Tennis Federation. He has extensive experience as a lawyer in the field of doping in sport, notably before the Court of Arbitration for Sport.



David Howman, speaking at a recent WADA meeting.

2007 World Conference on Doping

WADA seeks expressions of interest from potential host cities

WADA's Executive Committee unanimously supported holding a third World Conference on Doping in Sport in 2007 and approved the publication in May of a Request for Expressions of Interest to host this Conference.

The Conference will be an important opportunity to assess the status of the fight against doping following the implementation of the World Anti-

Doping Code and the International Convention against Doping in Sport, and to identify the next steps that should be taken.

The first World Conference, held in Lausanne in February 1999, conceived the idea of an independent international agency to be responsible for coordinating and monitoring the fight against doping in sport and led to the birth of WADA in November

1999. A second World Conference followed in Copenhagen in March 2003, when the World Anti-Doping Code was unanimously approved by representatives from governments and the sports movement.

Representatives of interested cities can find all information on WADA's Web site at www.wada-ama.org. The deadline for submission is October 14, 2005.



THE FOLLOWING PROGRAMS ARE CURRENTLY SCHEDULED. FOR FREQUENT UPDATES AND ADDITIONS, VISIT 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 of gene doping. *December 4–5, 2005. Karolinska Institutet, Stockholm*

SUPPLEMENTS SYMPOSIUM

A second symposium on dietary supplement use in sport is being organized by WADA and co-sponsored by the International Olympic Committee and German sporting and government authorities. It is a follow-up to the May 2004 symposium, convening leaders from groups impacted by the issue such as anti-doping officials, governments, industry, scientists and sports authorities. *September 29–30, 2005. Leipzig, Germany*

EDUCATION SYMPOSIA

WADA's Education Symposia seek to broaden the reach of anti-doping education messages to athletes, coaches and other key support personnel in developing regions of the world. *September 13–14, 2005. Moscow, Russia • November 28–29, 2005. Cairo, Egypt*

ATHLETE OUTREACH

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

| | | |
|---------------|-----------------------------------|----------------------|
| June 2005 | Mediterranean Games | Almeria, Spain |
| July 2005 | FINA World Swimming Championships | Montreal, Canada |
| August 2005 | IAAF World Championships | Helsinki, Finland |
| December 2005 | Francophone Games | Niamey, Niger |
| February 2006 | Olympic Games | Turin, Italy |
| March 2006 | Paralympic Games | Turin, Italy |
| March 2006 | Commonwealth Games | Melbourne, Australia |

INDEPENDENT OBSERVER & EVENT AUDIT PROGRAMS

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.

The Event Audit (EA) program, currently a pilot project, aims to contribute to effective doping control services during major games. Its goal is to evaluate whether procedures conform to the Code and International Standards, as well as to provide on-site advice, guidance or assistance as needed. EA differs from IO in that corrective action may be suggested on-site and improvements made in a timely manner to ensure more effective doping control services at the event.

| | | | |
|---------------|----|-----------------------------------|----------------------|
| July 2005 | EA | World Games | Duisburg, Germany |
| July 2005 | IO | FINA World Swimming Championships | Montreal, Canada |
| August 2005 | IO | IAAF World Championships | Helsinki, Finland |
| August 2005 | IO | Summer Universiade | Izmir, Turkey |
| February 2006 | IO | Olympic Games | Turin, Italy |
| March 2006 | IO | Paralympic Games | Turin, Italy |
| March 2006 | IO | Commonwealth Games | Melbourne, Australia |