

play true

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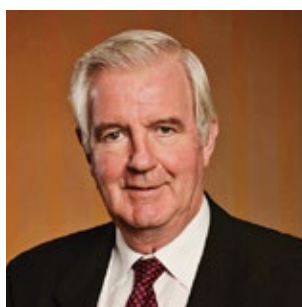
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Beckie Scott takes the clean sport pledge at the 2014 Incheon Asian Games. Photo: WADA

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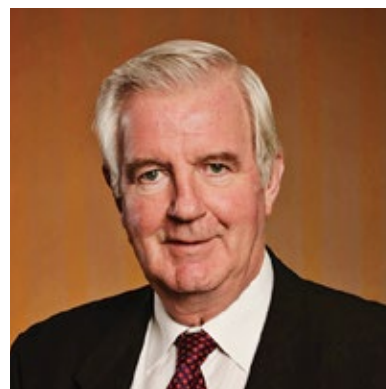
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Realizing a New Vision

Sir Craig Reedie, WADA President



The former British Prime Minister Harold Wilson once famously said “a week is a long time in politics.” That may well be the case, but as I write this column, having now completed my first year as President of WADA, I can myself attest that a year is a very long time in anti-doping. It has been quite a year, which included the implementation of the updated World Anti-Doping Code by no fewer than 665 organizations from every corner of the globe.

At the start of 2014 we saw the introduction of the Steroidal Module, which, since its introduction, has complemented the Haematological (Blood) Module effectively, and helped strengthen the overall Athlete Biological Passport (ABP). We are starting to see a greater number of sports use the ABP – cycling, athletics and football to name just three – and this can only be a positive thing as we continue to progress anti-doping practices.

The year was brimming with Outreach activity, which continued to inform and unite both athletes and their entourage with the clean sport message from Sochi to Glasgow, and Incheon to Nanjing. However, it was not just awareness campaigns being driven by WADA. The Independent Observer (IO) program continued to be an important ingredient of major multi-sport events the world over. In Sochi, for the Winter Olympic and Paralympic Games, and Glasgow, for the Commonwealth Games, the IO programs in gave athletes and the viewing public full confidence in the anti-doping system. During the Commonwealth Games, WADA was able to join forces with the Commonwealth Games Federation (CGF) to conduct a new “better practice” model which focused to a greater degree on planning and pre-competition tests than had been the case for the previous IO programs. This new style of independent observation will now form the basis for how IO programs are run at events of this stature in the future.

It would be remiss of me to reflect on 2014 without mentioning the Technical Document for Sport Specific

Analysis, or TDSSA as it is more commonly known in anti-doping parlance. The TDSSA is a remarkable piece of work that stemmed from many months of consultation between WADA and the anti-doping community, especially the International Federations who invested many hours of their time throughout the consultation period. It is a central piece of the 2015 World Anti-Doping Code jigsaw, and at its heart is the idea that all sports should be resourceful by testing the right athlete for the right substance at the right time. This “smarter” method of testing – which substitutes what some used to describe as a “one size fits all approach” – promises much, and, with its efficient implementation by all anti-doping organizations, should act as a great deterrent to those looking to cheat the system in the future.

Alongside the TDSSA, Code signatories were undertaking the vital role of aligning their own rules with those of the 2015 World Anti-Doping Code. During this time, WADA was constantly alert to the challenges faced by signatories, and was on hand to assist them with bringing those rules up-to-date. This ‘guidance’ approach is one we have continued in the early months of practice of the revised Code.

2014 also saw the new Anti-Doping Research fund make some excellent progress. We are now in a position where a considerable amount of the IOC’s investment will be matched by governments. The fund’s existence alone reveals the commitment that was shown by the sport movement and governments in November 2013 in Johannesburg, when all parties agreed to a new future for anti-doping, and with research at the very heart of that future. The fund is a prime example of sport and government working well together. It has already brought about a sea change in terms of how we do things in anti-doping. We are now looking for that little spark or bright idea which the fund can help advance so that we, the clean sport movement, can stay ahead of those looking to cheat. Outside the box thinking will be central to determining how this fund is administered as we go forward.

Regrettably, the year ended with a series of shocking revelations on German television alleging systematic doping in Russia, and other potential serious breaches of the anti-doping Code. As President of WADA, I can assure all those in the anti-doping community that we take these allegations very seriously and we initiated an independent investigation into the matters. Above all, WADA is here to provide the clean athletes of the world full confidence in the anti-doping system, and our work into these serious allegations is being carried out with this at front of mind.

Having been involved with WADA since the agency's formation in 1999, I have witnessed a shift in how the issue of doping has been discussed. There was much talk in the early days of 'fighting doping', which is, in essence, a negative starting point. Today, I am pleased to say, we are talking more about 'protecting the rights of the clean athletes'. We are, after all, here to represent those competitors that want to compete in a fair environment and on a level playing field. As we talk more about protecting the clean athletes, people will start to wonder, how have we fared? How well are we representing the athletes we serve? These questions would be best answered once we have had a chance to assess the new rules we now work under. Anti-Doping Organizations across the world are now practicing quality rules, which we hope will result in higher quality results.

New test distribution planning forms one part of these new rules, and we hope these plans will foster quality-driven testing programs across all sports and all regions. Information sharing and investigations is another area in which organizations have increased responsibilities. Longer periods of ineligibility for dopers promises much in the way of deterring athletes from cheating, whilst prevention-based education programs will help promote values-based messages to the young generations and those that aspire to become athletes one day. All these changes have been introduced with the aim of obtaining better results for those we serve – the clean athletes.

“ It is important to highlight that we at WADA have now begun conducting our affairs under a new Strategic Plan, which for the first time expressly mentions the need to serve the clean athlete. This new plan has arrived at the perfect time, and will guide WADA throughout all its activities in the coming years.”

It is important to highlight that we at WADA have now begun conducting our affairs under a new Strategic Plan, which for the first time expressly mentions the need to serve the clean athlete. This new plan has arrived at the perfect time, and will guide WADA throughout all its activities in the coming years.

WADA is well underway with overseeing the practice of the improved rules of the 2015 Code, and the agency now has a robust new compliance plan in action to help the agency meet its responsibilities. The agency has already begun, and will continue, helping signatories with their implementation of the improved set of rules. It is especially important at this early stage of the next anti-doping cycle to ensure all organizations are comfortable with the practice of these rules, so WADA is working collaboratively with all signatories with the aim of ensuring these practical and effective anti-doping programs are developed in a coordinated fashion. I believe we can count on all 665 organizations to help us realize this new quality-driven vision for anti-doping so that the overwhelming majority of athletes – the clean athletes – continue to have faith in our system in the days, months and years ahead. //

// Director General Comment

Practicing Success

David Howman, WADA Director General



I am pleased to be able to bring you my latest *Play True* magazine column in time for the 2015 WADA Anti-Doping Organization Symposium taking place in Switzerland this month. The ADO Symposium, as it is better known, is the number one global anti-doping event for the anti-doping community, and is an event whose stature continues to grow year-on-year. This year the ADO Symposium will take place over three days instead of two, and it will include WADA-accredited laboratories and media for the first time. The event's continued improvement is testament to the work that WADA and anti-doping organizations carry out, and I very much look forward to meeting with representatives from anti-doping organizations in Lausanne to discuss the progress being made under the revised World Anti-Doping Code in just a few weeks' time.

It was hugely pleasing to observe throughout 2014 the efforts that were made by all signatories to bring about the rule changes required of them by the revised Code. WADA asked a lot of all its partners, but the answer was a positive one with the vast majority of organizations adjusting their rules effectively in time for 1 January 2015. As part of its mandate, WADA published a list of all those organizations that had successfully aligned their rules and, in parallel, also published a list of those organizations that were still in the process of completing this task. We can all be pleased that our community is underway with practicing quality programs.

Now that we have an improved set of rules in action, many people have already turned their gaze towards the word 'compliance'. At WADA, we prefer that people first direct their attention to practice. Good rules can only be considered good if practiced fully and well, and we believe that today's priorities are less about compliance than they are about enabling quality programs under these new rules. Whilst WADA remains vigilant to any serious cases of nonconformity, we are aware that there are many different rules to be implemented and

practiced, and it is our priority to work with signatories to allow them to carry out the new duties asked of them to the high standard that clean athletes so deserve. There is an expectation of more effective and more efficient testing programs, and whilst the rules pave the way, it is only the Anti-Doping Organizations that can show the athletes that they are fully supporting them by practicing these rules completely.

As for the practicalities of how WADA now views compliance, the Foundation Board, following the report from the Compliance ad hoc group in 2014, approved a new compliance process during its meeting in Paris in November. At the heart of this new approach is an independent Compliance Review Committee that will provide advice, guidance and recommendations to the Foundation Board on important compliance matters. In turn, this Committee will be served by the WADA management team. To continue to encourage quality, an ISO accreditation process will underpin the process undertaken by the committee, and will help deliver added confidence in the system.

There has been much discussion about the Anti-Doping Administration & Management System (ADAMS) in recent months. Under the Code, WADA is mandated to provide a clearing house for anti-doping activities and information. ADAMS is the system that serves this purpose, and it continues to coordinate activities for Anti-Doping Organizations and athletes. It is important to remind stakeholders that the current ADAMS is being continually updated and improved to help make the life of our stakeholders easier, and, furthermore, we are this year putting our energies to the development of the new, improved *ADAMS 2016*, which will combine improved performance with better functionality, and will continue to ensure all stakeholders' needs are addressed. We want all stakeholders to use ADAMS in 2015, or otherwise seek approval for an alternative system, which is now a requirement under the revised Code.

Under the revised Code, Regional Anti-Doping Organizations (RADOs) play a crucial role in developing anti-doping programs in parts of the world that not so long ago were untouched by anti-doping. Since 2004, RADOs have allowed anti-doping resources to be pooled under one umbrella, and in doing so have created a system where athletes the world over have been subject to anti-doping programs no matter which part of the world they were in. It is this very principle that fosters confidence amongst the athlete community. RADOs are already realizing that quality testing and quality education programs are two important pillars of the latest iteration of the Code, and that these two different but equally important strands need to be at the heart of their programs. On the subject of regions, I would like to highlight the importance of Asia, a vast continent that has emerged as a sporting powerhouse. Asia is becoming more dominant in anti-doping activities, so that its athletes can have confidence in anti-doping programs. I look forward to seeing the progress that is made in Asia in the coming years.

One of the ways we are going to foster a quality-driven approach to testing and education is through strong relationships. We have seen some excellent examples of these types of partnerships already. The Canadian Centre for Ethics in Sport (CCES)'s support of Jamaica's anti-doping program last year is one such example. More recently, we saw Anti-Doping Norway and CHINADA offer to pool their technical expertise to help Kenya with the set-up of its new National Anti-Doping Organization. Mentoring can be a productive technique in any field, but particularly in the world of anti-doping where the quality of programs can be significantly enhanced. The idea of partnering with fellow anti-doping organizations – be it NADO-NADO partnerships or even IF-NADO partnerships – can help advance clean sport as a whole. The revised Code encourages such partnerships to be nurtured, and guidelines have also been produced to help facilitate inter-NADO cooperation. I look forward to seeing much more of this as we move forward in this new chapter for anti-doping.

The presentation I am soon to make at the ADO Symposium is titled: 'What is expected from ADOs in 2015?' Well, some of the responses to this question I have spoken of, and as you will see a great deal is expected of all organizations both now and in the years to come. One thing on which I hope all individuals in the clean sport movement will concur is that we now have an excellent set of rules in place which will inspire excellent practice. WADA will support all organizations in developing this practice, so that we will provide athletes with full confidence in the anti-doping system. //

“ Under the Code, WADA is mandated to provide a clearing house for anti-doping activities and information. ADAMS is the system that serves this purpose, and it continues to coordinate activities for Anti-Doping Organizations and athletes.”

// WADA Interview

Code Practice:

What is expected from ADOs in 2015 and beyond

An interview with **Olivier Nigli**, WADA Chief Operating Officer and General Counsel



With the arrival of 2015, the anti-doping community has begun mobilizing to comply with the rules, requirements and expectations introduced in the revised World Anti-Doping Code (Code).

In this *Play True* interview, WADA's Chief Operating Officer (COO) and General Counsel Olivier Niggli provides an insight into what these changes mean for Anti-Doping Organizations (ADOs) on a day-to-day basis and in the long term.

What will WADA's focus be in 2015 regarding the implementation of the revised Code?

WADA's role continues to be one of encouraging ADOs and assisting with the changes, providing clarity and direction.

You were recently appointed WADA's COO - how do your new responsibilities support this mandate?

The role of the COO is to ensure operational efficiency across the organization and proper, horizontal coordination internally to avoid silo activities.

The value of collaboration over working in isolation is reflected in the language of the revised Code. This is the direction WADA is taking, with the hope of bringing everyone together with the collective mission to protect the integrity of sport. To accomplish this, we all need to step up our game by leveraging partnerships, sharing information and expertise, in order to upscale anti-doping programs worldwide.

On a day-to-day perspective for WADA, this means respecting budgets, meeting performance expectations, recruiting the right people for the right jobs, and collaborating in the most efficient way to ensure there are no gaps or duplications.

The approach with the new Code is cooperation - how do you foresee the coming year, perhaps even two years in terms of ADOs moving toward compliance?

We must always come back to the basic question, "What are we here for?"

WADA is here to protect the clean athlete. Our goal is to have an efficient anti-doping system that works

worldwide, and for every party to play its role. We want close collaboration between National Anti-Doping Organizations (NADOs) and International Federations (IFs), and we want governments to ensure that proper legislation is in place.

How will WADA achieve this goal?

We will achieve this goal by helping organizations and people understand what they have to do, and what needs to be implemented to get there.

For the fight against doping to progress, quality anti-doping programs must be put in place.

This means moving beyond the philosophical approach of saying, "we are going to be collaborative" to real commitment and action.

Clearly, that is the main goal and WADA's initial approach to the new Code...

WADA is starting from the premise that everyone is going to try to do their best to progress, and we are here to help them.

At the first stage, we think the priority in the fight against doping is to raise the overall level of ADO anti-doping programs, and we will only achieve this by working with people, teaching them and helping them.

How will WADA help ADOs raise the level of their anti-doping programs?

WADA is putting in place an internal process to ensure we have a global view as to how these programs are being implemented by ADOs. We are going to continue

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to use existing tools to bring all the information together to have a better picture of every ADO, and what each one is doing. We are adopting a much broader approach.

As prescribed in the Code, International Standards and Guidelines, we are communicating to ADOs the value of information gathering and sharing, and how to use available resources to help organize their testing so that they can get more targeted, meaningful results.

We will go onsite to understand their particular situation and, when appropriate, help them establish a meaningful Test Distribution Plan. For example, what information to take into account, where ADOs can get this information, how to apply this knowledge to their Test Distribution Plan, and so on.

These important changes in approach and mindset are reflected in the revised Code and the processes described in the Standards and Guidelines.

Can you give an example of this change in approach and mindset?

The International Standard for Testing and Investigations (ISTI) prescribes quality testing over testing quantity in anti-doping programs. We are moving away from simply number crunching. Conducting 10 or 50 or 5,000 tests at the wrong time is worth nothing.

This is not to say that ADOs will no longer conduct random testing, but the portion will be smaller.

ADOs have access to a lot of information, such as the Athlete Biological Passport (ABP), scientific data on doping protocol, our new technical document on the minimum level of testing (TDSSA), and, potentially, evidence collected by customs or law enforcement during investigations.

WADA wants to help ADOs make the best use of these resources and apply them to their own testing strategies.

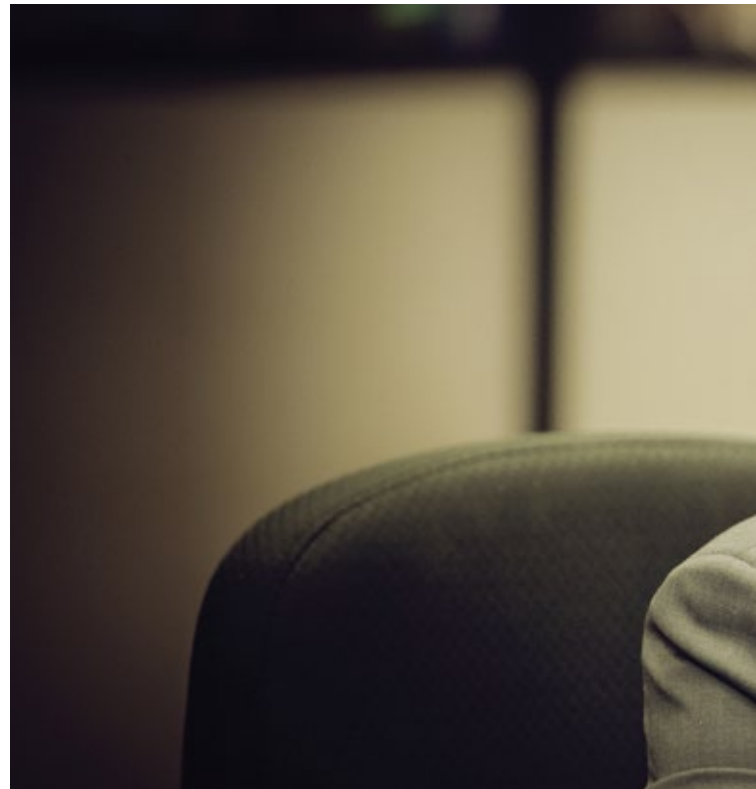
The ADO may decide to test an athlete because information from the athlete's profile or another source indicates that the individual may be doping.

We want the ADO to understand the mindset of the cheater: *"If I were to cheat, this is when I would do it."*

These are just two scenarios.

As the Agency's General Counsel, what is your role in relation to Code practice?

The General Counsel and, more specifically, WADA's legal department are responsible for ensuring that



WADA's COO: Olivier Niggli assumed his new Montreal-based role in 2014. Photo: WADA

the decision taken by an ADO in a doping case complies with the Code, always bearing in mind WADA's right of appeal towards the end of the process, should we not be satisfied that the ADO's decision is Code-compliant.

What was your contribution to the Code Review Process?

The Code Review was a real process, with stakeholders invited to bring to the table their views on how to make the fight against doping more efficient and effective.

The Code Project Team, of which I had the privilege of being a member, analyzed all this stakeholder feedback to see how it could be transcribed into the new legislation and the revised Code. We were not there to impose our own views.

The World Anti-Doping Code is the *world's* Code. We repeatedly told our stakeholders, "This is your Code, not our Code. This is the Code that came about by our working together to make the fight against doping as productive and powerful as possible."

From a legal perspective – and I was not the only lawyer in the group – the objective was to ensure that the content of the Code remained realistic to withstand scrutiny from any arbitration, disciplinary panel and court of law. We engaged external specialists to guide us in our work, including the former president of the European Court of Human Rights, Judge Jean Paul Costa.



“The World Anti-Doping Code is the *world’s* Code. We repeatedly told all our stakeholders, “This is your Code, not our Code. This is the Code determined by our working together to make the fight against doping as productive and powerful as we can.”

Can you connect ADOs’ testing the right athlete for the right substance at the right time to the legal cases that can be built from testing results and information gathering?

There are two distinct categories of legal cases – analytical and non-analytical.

Testing at the right time for the right substance should return more positive results from the laboratories, and hence result in more analytical cases. Legally speaking, these cases are more straightforward, due to the work done by the laboratories and the presumptions in the Code rules. Athletes always have a chance to explain their result, and usually try to find an excuse. However, most of these cases end up finding that the athlete was indeed cheating, and therefore result in a sanction.

The non-analytical cases are more demanding and often more complicated. The question is, what evidence do you have to support your case? You often have a lot of information. By bringing small pieces together, you start to get a compelling picture. Obviously, this can be a lot of work.

What WADA is trying to do is not so much take a legal perspective, rather try to help ADOs with information management. WADA wants to facilitate the collection and the sharing of this information among ADOs.

How do the new processes and WADA’s existing tools contribute to information sharing among ADOs?

There is a lot of existing information in WADA’s Anti-Doping Administration & Management System (ADAMS). One ADO may have a bit of information that may not be enough on its own, but, when combined with information from another ADO, could prove quite useful. However, to achieve that, ADOs need to talk to each other, and they need to be legally allowed to do so.

In support of the revised Code, WADA is putting into place a system to facilitate information sharing among ADOs that will also address the legal restrictions in data protection and privacy that limit how information can be shared. This system will alert ADOs to the availability of information on a related topic they are working on, allowing them to start talking to each other to see how they can legally share this information.

How does this reflect reality and the challenges faced by the anti-doping community to protect clean athletes?

The cheats are often well organized and benefit from the advice of competent people. We in the anti-doping community have to be well organized, too. Otherwise, they are always going to be in front of us.

We also need good relations with law enforcement and customs, and to have in place the appropriate legal basis needed to be able to exchange information. This requires an urgent effort from governments to put in place legislation that will allow this to happen. Without a legal basis, the exchange of information is often difficult, if not impossible, particularly between law enforcement and the anti-doping world.

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Do Code signatories have any legal accountability to comply with the new rules and regulations?

There are two systems working in parallel. One addresses Code compliance. The signatories have to abide by the Code rules, either referring to the Code or transcribing it into their rules. Then they have to follow these rules. This process will be monitored through WADA's Compliance Program. Disciplinary decisions are the concern of the Court of Arbitration for Sport (CAS), which is the ultimate appeal body.

Then there is a separate system under UNESCO to which governments are accountable.

The International Convention against Doping in Sport provides the legal framework under which governments can address specific areas of the doping problem that are outside the jurisdiction of the sport movement.

The mechanisms may be different, but the effort to combat doping through the coordinated, harmonized approach reflected in the Code is very much a joint effort between the sport movement and governments.

Code Article 22 reaffirms the principles of the UNESCO Convention agreed to by governments, and puts forward what Code signatories expect from governments.

Governments have different legislation, different practices. The most important factor is that they put in place legislation that allows cooperation and the sharing of information. This is key in promoting clean sport.

Governments are in a unique position to contribute to the fight against doping. There are areas of responsibility that lie solely within their jurisdiction.

What are your expectations for the next two years?

This is not the first Code. Stakeholders know what to expect. They are putting their rules in place. Progress on that front is coming along.

There may be a slight delay here and there, but I think overall the legal framework will be in place by the next WADA Foundation Board meeting in May. If not, we'll have a discussion with those who have not done their homework.

Then the implementation phase will follow.

WADA will very closely monitor very closely decisions rendered under the revised Code, and will appeal any decision that is not compliant with the Code. So there may be a higher number of appeals for a time to ensure that we have the right precedent in place.

At the same time, WADA will start a formal Compliance Program, which will be a longer-term exercise. We understand that ADOs have a steep learning curve. Our strategy is to be helpful, have a dialogue with our partners, provide training courses, guidelines, and models of best practice. After guidance has been provided, decisions on compliance will only be taken as a last resort measure.

What are the main expectations of ADOs regarding the revised Code?

Given the guidance, framework and resources WADA has put in place, I think the expectation is for ADOs to become more effective and efficient in their anti-doping programs.

We hope to see ADOs organize themselves, with a person dedicated to making sure the ADO collects, stores, uses and shares the right information.

WADA wants to facilitate all that, but more than that, we really want ADOs to experience a shift in mindset. By targeting their resources, ADOs will get more meaningful results. They will need to apply the principles of quality testing, information gathering and information sharing.

Protecting the clean athlete is a team effort. IFs, NADOs, Major Event Organizations (MEOs), laboratories, governments and WADA all need to partner together to help protect the rights of the clean athlete. We have to be team players operating under a well-organized system, because the cheats often operate in just that way. //

“Our strategy is to be helpful, have a dialogue with our partners, providing training courses, guidelines, and models of best practice.”

During the Code revision process, Article 22 was described by some as, “the expectation from the sports world and the athletes toward the governments.” And that is exactly what it is.

// TDSSA

TDSSA: Building stronger relations between ADOs and laboratories

The Technical Document for Sport Specific Analysis (TDSSA) represents a significant step forward in anti-doping, setting a new direction in risk assessment and testing, and establishing a renewed partnership between Anti-Doping Organizations (ADOs) and laboratories.

The TDSSA brings a new dynamic to ADO–laboratory collaboration with integration, harmonization and transparency at its core.

Optimizing existing tools within a well-established system

Changes and adjustments are to be expected from ADOs and laboratories once the TDSSA requirements are implemented.

Working with existing tools within a well-established system should ease the transition, maintains WADA's Science Director Dr. Olivier Rabin, with refinements in the 2015 Code and International Standard for Laboratories (ISL) supplying the necessary framework and information flow the two groups will need to succeed as partners.

“The ISL has always mandated ADOs to provide a minimal core of information to laboratories, and the laboratory expert opinion box has always been a part of the test result reporting page in WADA's Anti-Doping Administration & Management System (ADAMS),” Rabin notes. “These tools are part of a natural evolution that will greatly contribute to ADO information gathering, help with their Test Distribution Plan (TDP) and target testing, and assist in discovering and reporting useful information or an adverse analytical finding.”

Furthermore, core anti-doping governance processes known to both ADOs and laboratories remain steadfast, including measures in the Code and ISL that govern how an ADO can interact with a laboratory to ensure the independence and integrity of the laboratory's work, and the confidentiality of the athletes tested.

“The TDSSA optimizes the use of these familiar resources and processes,” he says, “helping ADOs and laboratories to become more efficient and effective in their respective roles in the fight against doping.”

With the addition of the Laboratory Services and Pricing Template in ADAMS, ADOs will have access to the services and prices of WADA's 32 accredited laboratories worldwide.

Increasing mutual transparency

Greater transparency contributes to that efficiency and effectiveness.

With the addition of the Laboratory Services and Pricing Template in ADAMS, ADOs will have access to the services and prices of WADA's 32 accredited laboratories worldwide.

Among the benefits, ADOs faced with competitions or sample collections in parts of the world less known to them can anticipate their testing needs and better plan their anti-doping activities.

Similarly, the global network of accredited laboratories can anticipate the testing technology, methods and capacity required, as each ADO will be responsible for

(continued on page 12)

applying the required Minimum Level of Analysis (MLA) percentages in a targeted manner to defined athletes throughout its testing year.

As WADA's Senior Manager of Laboratory Accreditation, Thierry Boghosian knows the value of this information.

"Laboratories have to justify the expense of adding any necessary equipment or expertise to run the equipment, and keeping the method running over time," Boghosian explains. "It is not a matter of 'just shut down and then start again eight months later.'"

"The ADOs will want to ask the laboratories questions to better understand the information reported."

Creating expectations and a new dynamic

Optimization of tools, and transparency of process and information will result in new expectations, contend Rabin and Boghosian.

As the likelihood of laboratories reporting abnormalities increases with target testing, so will ADOs' expectations of the results of the analyses. Interest in the contents of the opinion box of the Laboratory test result report in ADAMS

will grow, especially when an ADO's suspicions that an athlete is doping are confirmed. ADOs will also be motivated to contact the laboratories to clarify any observations.

"The ADOs will want to ask the laboratories questions to better understand the information reported," Rabin says. "The tools and the system are already in place. This dynamic that we are seeing between ADOs and laboratories is simply a step forward in integrating, discussing and making good use of the information."

An increased understanding will lead to increased demand.

As ADOs collect more information and conduct more information-based testing, they will want to incorporate those comments into their information gathering system.

Laboratories will expect ADOs to provide the information they need to meet ISL reporting requirements and TDSSA reporting criteria, including the identification of the Testing Authority, Sample Collection Authority, Results Management Authority, sport and specific discipline.

This detailed data in ADAMS will allow WADA to monitor anti-doping from year-to-year at a much finer level.

"ADOs and laboratories are moving far beyond the simple exchange of information – ADOs sending a sample and laboratories returning the result," Boghosian says. "Discussion is no longer confined to the significance of the result on a legal or sanctioning basis. Anti-doping has become much more complex." //

ADO Symposium: Breaking barriers

For the first time, WADA-accredited laboratories will participate in this month's WADA ADO Symposium in Lausanne, with one segment dedicated to ADO-laboratory partnerships.

Dr. Peter Van Eenoo, Director of the WADA Accredited Laboratory in Ghent, and President of the World Association of Anti-Doping Scientists (WAADS) will deliver the keynote presentation, with a roundtable discussion to follow.

Of his expectations, Van Eenoo says, "A renewed collaboration can start. Each group will hear from the other. Laboratories can express exactly what is and is not possible, and at the same time – and for me this is very important – we can hear, as a group, what the ADOs want us to specialize in over the next couple of years."

// ADO Partnerships

Collaborating for the greater good: ADO partnerships and information sharing

WADA stands as an organization built on partnership, the result of governments and the sport movement joining together in the fight against doping in sport and the protection of clean athletes.

That legacy continues in several forms, including the many collaborations among Anti-Doping Organizations (ADOs) worldwide – organizations that are themselves the products of partnership.

Regional Anti-Doping Organizations (RADOs) came out of the concept of partnering with smaller countries or countries that weren't yet involved in anti-doping.

Similarly, anti-doping programs at a national level result from partnerships with either governments or National Olympic Committees (NOCs). In some cases, the creation of a National Anti-Doping Organization (NADO) stems from a RADO partnership that involves both the Government and NOC.

As Rob Koehler, WADA's Senior Director, Education and NADO/RADO Relations, explains, "The anti-doping community inherently realizes the need to bring together all existing capacities, to learn from each other and to lessen the human and financial burden."

Frédéric Donzé, WADA's Director, European Regional Office and International Federation (IF) Relations, works in tandem with Koehler to facilitate IF/NADO partnerships. Together, Lausanne-based Donzé and his Montreal counterpart offer a global view into what collaboration looks like for WADA and its constituents today – and in the future.

For Donzé, "Our work on a daily basis is to encourage these stakeholders to collaborate in the most fluid, efficient way in order to reduce gaps or duplications and maximize the opportunity to protect clean athletes worldwide."

Koehler agrees. "What flows from WADA as a partnership between sport and government flows through the entire anti-doping community," he says.

"Harmonization is key to what we are trying to do. Our goal is to accommodate differences, and bring about a process of partnership and mutual learning."

"What flows from WADA as a partnership between sport and government flows through the entire anti-doping community."

Setting the stage for successful partnerships

Shared goals, common interests, mutual respect and commitment all go into building a successful partnership. Partners learn from one another and are on equal footing.

"When you have a partnership, you gain trust. When you have trust, you get buy in," Koehler says. "When you get buy in, the people, the mandate and the organization become relevant. That is one of the key outcomes of having a partnership."

How do these partnerships come about? More often than not, WADA sets the stage, by meeting the prospective partners, before overseeing the project plan and serving as a steering committee member.

Often, ADOs approach one another directly, which Koehler and Donzé foresee happening more and more, as a natural evolution of the partner relationship.

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The many forms and benefits of partnership

Like ADOs themselves, partnerships vary in type, size and mandate. At times, the pairings may appear “geo-diverse,” if not downright odd.

Yet all are backed by sound logic. Be it matching anti-doping needs with expertise, mutual exchange and common interests, or a matter of foreign policies that affect more than anti-doping, the ultimate goal is to level the playing field in sport.

The partnership between WADA, Anti-Doping Norway, the Chinese Anti-Doping Agency (CHINADA) and the Africa Zone V RADO in Kenya covers all those bases.

What might seem like a complex partnership has proven quite successful. “Our shared goal is to ensure that Kenya has an effective anti-doping program,” Koehler says. “We have common interests and work very well together.”

Sport-specific interests have also been the basis of successful ADO partnerships in the past. For example, World Rugby teamed with the Oceania RADO – a region known to be strong in that sport – in a mutually beneficial partnership that promotes anti-doping education and testing.

“Many organizations are working hard to protect the integrity of sport and get rid of the cheats.

These partnerships help ensure that, country to country, all athletes competing in that sport are subject to the same rigor,” Donzé says.

Collaborations frequently help ADOs overcome budget limitations.

By working with NADOs in countries that are particularly strong in their sport, IFs can test in parts of the world where less testing is being conducted by the NADO, or work with RADOs to fill the gaps.

Partnerships can also promote best practices moving forward.

In what is becoming a standard best practice, Donzé, other WADA representatives and the International Olympic Committee (IOC) met with representatives from IFs, NADOs, NOCs, and upcoming Olympic Games’ organizing committees for a formal debriefing on the Sochi 2014 Games’ anti-doping program. The session captured various viewpoints on enhancements and improvements for the next Games.

Under WADA’s Independent Observer (IO) and Outreach Programs, NADOs, IFs and RADOs are invited to nominate staff to join the Agency at the event. Experts come from different parts of the world, representing different cultures and speaking different languages. They deliver their expertise, then bring back new knowledge and benefits to their countries.

ADO: Partnership and Information Sharing Resources

WADA also takes the partnership approach in resource development.

ADO involvement continues throughout the process, from creation to release, with ongoing feedback encouraged.

The latest edition to the ADO toolkit is ADEL, an e-learning tool for anti-doping administrators, which joins these partnership- and information-sharing resources:

ADAMS



ADEL

ADO Webinar Series



International Cooperation Projects Guidelines



Coordinating and Sharing Anti-Doping Information

The present and future role of partnerships in intelligence gathering

The 2015 World Anti-Doping Code (Code) puts a premium on collaboration, placing new information-sharing obligations on all signatories.

ADOs must be equipped to obtain, assess and process anti-doping intelligence from within their available resources, with cross-the-board cooperation in all rule violation investigations the name of the game. Governments are expected to put in place any formal measures needed to facilitate cooperation and information sharing with and among ADOs.

For Koehler and Donzé, these changes point to a greater recognition of the growing importance of non-analytical evidence in catching doping cheats.

“Over the years, we have seen a number of major doping scandals that were not the result of analysis, but of other types of evidence. The revised Code is further encouraging partnerships in all aspects of anti-doping, and information sharing is part of this,” Donzé says.

The new Code obligations reflect a change in mindset, and perhaps challenge the traditional notion of ADO partnerships, which up to now have primarily assumed a more concrete form in terms of relationships and initiatives.

Instances of ADO collaboration in the form of intelligence sharing are occurring more and more often, largely due to the level of trust built through partnerships with WADA, government, law enforcement and other ADOs. Such collaborations may result from a highly coordinated operation, a confidential tip line or a simple phone call to ask, “I came across information that might be of interest to you.”

Koehler and Donzé anticipate more exchanges of this type in the future, with ADOs accessing tools and key support documentation provided by WADA to support intelligence gathering and information sharing. (See sidebar.)

“Everything we do has to be about cooperation,” Donzé concludes. “There are many partners involved in the anti-doping community, and all these different actors have to work together to ensure we have an effective fight against doping in sport.” //

ADEL:

Providing ADOs with easy access to centralized anti-doping information

Feedback from Anti-Doping Organizations (ADOs) resulted in the creation of an online resource that centralizes anti-doping information and provides an extensive overview of the main anti-doping processes. The anticipated launch date is late 2015.

The Anti-Doping Organization Online Resource (ADEL) responds to the request from stakeholders that the interface should be accessible and easy to understand, with information no more than three mouse clicks away.

WADA, iNADO and SportAccord have formed the project working team.

“Our approach has been to work inclusively with ADO administrators and consider all points of view,” says Rob Koehler, WADA’s Senior Director of Education and NADO/RADO Relations.

ADEL consists of three sections: Introduction to Anti-Doping, Core Anti-Doping Activities and Integrated Processes.

Each section outlines the purpose, scope and responsibility of each anti-doping activity and process, with an overview page for users to directly access technical resources and related documents. Tutorials are written in layman terms in order to encourage greater understanding of anti-doping.

WADA: supporting ADOs implementing the 2015 World Anti-Doping Code

2014 was a year of transition, with Anti-Doping Organizations (ADOs) the world over fine tuning their rules to those of the revised World Anti-Doping Code (Code). Many changes to the Code were substantial. So, for WADA, the year was a time for guiding signatories and providing resources to help them adopt the necessary changes by the start of 2015.

Here, *Play True* takes a look at some of the materials WADA prepared to ensure that all signatories were ready at the starting line on 1 January 2015.

2015 Code Implementation Collection

wada-ama.org/2015code

As part of its responsibilities under the Code, WADA created the 2015 Code Implementation Collection to help signatories a) understand their compliance and reporting obligations, and b) adjust their rules, operations and programs to accurately reflect the upcoming changes.

The Collection was designed to conveniently centralize relevant Technical Documents, Model Rules and Guidelines in a single location.

A prominent e-mail opt-in ensured stakeholders consulting the Collection kept the opportunity for instant notification of ongoing updates and modifications at the front of their minds.

Signatories and 2015 Code Adoption

Following the November 2013 World Conference on Doping in Sport, all Signatories were required to:

1

Incorporate Revised Code provisions in their policies, statutes, legislation or rules.

2

Implement an anti-doping program based on the new regulations each signatory will draft and formally adopt.

Technical Documents

Technical Documents (TDs) highlighted mandatory technical requirements specific to the operational processes and procedures of WADA-accredited laboratories.

- TD2015 BAR
- TD2014 EPO
- TD2014 DL
- TD2014 MRPL
- TD2014 EAAS
- TD2014 NA

A Summary of Modifications document accompanied each TD, making it easy for ADOs to see the key changes that were made.

Five new TDs joined WADA's Resources collection. These represented new requirements and protocols that came out of the Code Consultation Process and the resulting 2015 Code:

- TD2015 BSCR
- TD2015 RMR
- TD2015 BSTR
- TD2014 SSA
- TD2014 IRMS



Model Rules

With Signatories required to incorporate provisions of the revised Code into their existing policies, statutes, legislation or rules before the end of 2014, WADA supplied 2015 Model Rules for National Anti-Doping Organizations (NADOs) International Federations (IFs), Major Event Organizations, and National Olympic Committees (NOCs).

These documents took ADOs through the process of drafting anti-doping rules for their organization that align with the rules of the 2015 Code. WADA then reviewed each Signatory's rules upon submission.

Countries with an established NADO in their country were directed to the Model Rules for NADOs. For countries without an established NADO, the responsibility of anti-doping activities – including drafting NADO rules – reverted to their NOC.

Clauses to be reproduced without substantive change were highlighted in yellow. Optional clauses, alternative options, notes to the drafter, and paragraphs to be completed by the ADO were highlighted.

For signatories that had already adopted rules in line with the 2009 Code, redlined comparisons between the Model Rules based on the 2009 Code and the Model Rules based on the 2015 Code identified the provisions to be edited.

Guidelines

Issuance of WADA's 2015 Guidelines followed the review of all Level III documents that were relevant to the provisions of the 2015 Code and IS.

This analysis helped identify which new elements of anti-doping practice under the revised Code and IS warranted additional guidance for ADOs.

While not mandatory, these Guidelines were produced to further enhance the quality and consistency of anti-doping programs, and to reflect current best practices.

Results Management, Hearings and Decisions and Implementing an Effective Testing Program were two new additions, with updates made to **WADA's seven existing Guidelines: Athlete Biological Passport, Blood Sample Collection, Breath Alcohol Testing, Education, Sample Collection Personnel Recruitment, Training, Accreditation, and Re-Accreditation, Therapeutic Use Exemption, and Urine Sample Collection.**

WADA will continue to amend these Guidelines, following ongoing consultation with all stakeholders. //

// TDSSA

From 'One Size Fits All' to 'sport specific analysis'

By **Tim Ricketts**, WADA Director, Standards & Harmonization



In a special feature for *Play True* magazine, Tim Ricketts, WADA Director, Standards & Harmonization, explains how the *Technical Document for Sport Specific Analysis* (TDSSA) is contributing to a new direction in testing.

Mandated by the *2015 World Anti-Doping Code* (Article 5.4), and under the *International Standard for Testing and Investigations* (ISTI), the TDSSA went into effect on 1 January 2015.

Today's reality and requirements

Once upon a time, a standard urine test was the only way to detect the substances on the Prohibited List, however those days are now long gone. Over time, new science has developed new testing methods for certain prohibited substances, some in urine and some in blood.

The first test for Erythropoietin (EPO) occurred at the 2000 Sydney Olympic Games. Then came Growth Hormone (GH) tests around the time of the Athens Olympic Games in 2004, which required the collection of blood samples, as GH is currently only detectable in blood serum.

Anti-Doping Organizations (ADOs) are now faced with a different matrix of sample collection and analysis that involves added logistics and costs, and requires making the best use of limited resources to get optimal results from their Test Distribution Plans (TDP).

To be effective in today's anti-doping environment, an ADO's TDP must be the product of a thorough risk assessment that considers multiple individual, social and scientific aspects – from prior infractions to cultural influences to the physiological demands of sport. Tests allocated to sports and disciplines must then be applied based on available data or risk factors specific to a sport or its discipline and its individual athletes. This information assists ADOs in directing

their available resources to test the right athletes for the right substances in the right sports and disciplines, at the right time.

The TDSSA is one part of the development of a robust, comprehensive TDP, which is clearly outlined in the [International Standard for Testing and Investigations](#) and, in greater operational detail, in the [Guidelines for Implementing an Effective Testing Program](#).

Purpose and Objectives

The new TDSSA arose from the need to increase the level of testing and deterrence for a set group of prohibited substances that are not analyzed within the standard urine analysis menu. These include:

- Erythropoietin Stimulating Agents (ESAs) (EPO and its analogues, including CERA);
- GH; and
- Growth Hormone Releasing Factors (GHRFs).

Previously, the testing for these substances was at the discretion of ADOs and there was limited accountability attached to their not being analyzed at all.

This resulted in a clear imbalance in the testing of athletes within the same sport where these substances are at risk of abuse. For the clean athletes being tested regularly for these prohibited substances, the question was, 'Why am I being tested for all these extra substances, when I know my competitors in other countries are not?'

“ Why am I being tested for all these extra substances, when I know my competitors in other countries are not?”

The TDSSA addresses this issue by setting minimum levels of analysis (MLAs), referenced as a percentage that applies to all ADOs testing national-level and international-level athletes in the sports and disciplines identified in the TDSSA as being at risk for those particular prohibited substances.

Once a TDP is developed, the ADO is responsible for applying the required MLAs in a targeted manner to pre-defined athletes.

The TD aims to achieve the following:

- Close current loopholes in analysis via the MLAs
- Increase the level of deterrence and detection through increased levels of analysis and strategic targeting of tests
- Hold ADOs more accountable, while increasing the quality of testing programs
- Increase the capacity of WADA-accredited laboratories
- Provide greater protection to clean athletes.

A product of ADO consultation and Expert Group analysis

The TDSSA is the result of four rounds of consultation with IFs and two with NADOs and MEOS. Laboratories were also consulted. The process took place over nine months in 2014 and was developed proactively. A seven-member independent Expert Group with backgrounds in anti-doping, exercise and laboratory science, physiology and sports medicine assessed over 200 sports and disciplines in developing the MLAs.

The TDSSA's development was primarily based upon a physiological risk assessment of the sports

and disciplines against the performance enhancing-benefits of the prohibited substances within the scope of the TDSSA.

As part of this, the Expert Group also considered:

- The effectiveness of the prohibited substances towards increasing physical performance.
- The current global Laboratory capacity to analyze the prohibited substances.
- The existing level of analysis being conducted in the sports and disciplines for the prohibited substances.

In addition, the Expert Group was conscious of not raising the bar to a level that was out of reach to those ADOs not currently meeting the MLAs, but also not restrictive to those ADOs already implementing high level intelligence based testing programs for the prohibited substances.

2015 – a year of practice

WADA is conscious that the TDSSA brings with it many changes, on top of a revised Code and Standards.

ADOs have not only had to amend their anti-doping rules to be in line with the 2015 Code, but have also had to reassess their internal resources and programs. Additionally, ADOs have had to review how they currently conduct their existing testing programs and how they can be more intelligence-and data-driven with the aim being that these programs would result in more efficient and target-specific testing.

For these reasons, 2015 will be a year of practice by ADOs and guidance from WADA, rather than a year of strict measurement of compliance to the TDSSA. This will provide WADA, ADOs and the TDSSA Expert Group the opportunity to review the implementation and consider any fine tuning for 2016.

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This provides ADOs with a period of time to adjust to the change of having put in place the additional anti-doping program requirements. This may include collecting blood or starting an Athlete Biological Passport program for the first time, sourcing additional funding if required, or even re-prioritizing their existing anti-doping and testing programs.

Anti-Doping Administration & Management System (ADAMS) will be a key tool in monitoring the level of implementation, and WADA's annual Anti-Doping Testing Figures Report will continue to contain the level of analysis by Testing Authority, substance, sport and discipline. The correct recording of sports and disciplines, as well as who the testing authority is, will be critical in helping the laboratories correctly attribute the results of the samples they receive.

The analytical services that all WADA accredited laboratories provide, as well as the related costs, are now available within ADAMS. ADOs can easily access the prices for the analysis of the prohibited substances on the TDSSA for all regions of the world in which they may be testing at the click of a button. This new service will assist ADOs with their implementation of the TDSSA.

Aside from the requirement to meet the MLAs, the manner in which the analyses are linked to actual tests is the key to implementing the TDSSA effectively, and this assessment will be part of WADA's monitoring and compliance program in the near future. Conducting all of the MLAs in-competition is not considered intelligent testing when the majority of tests for these substances should be performed out-of-competition. WADA urges all ADOs to attempt to meet all MLA percentages this year so that the best possible evaluation can be undertaken. In doing so, some ADOs may have had to consider a reduction in the actual number of tests they conduct, and if this was necessary we would hope that any such reduction does not occur on those sports identified as high risk. The focus should be entirely on quality over quantity.

WADA Support for ADOs

In addition to the TDSSA support documentation and resources available on WADA's website.

This month at the ADO Symposium in Lausanne, WADA will take the opportunity to speak to stakeholders, seek initial feedback and promote practice of the TDSSA through a series of presentations and workshops.

Later this year, WADA will stage a consultation process with all ADOs and will engage with the WADA-accredited laboratories to assess the impact of the TDSSA 2015 implementation. This will be a crucial exercise in helping us obtain feedback from the various stakeholders. The TDSSA Expert Group will continue to be involved, assessing the comments as we plan for 2016.

We continue to encourage stakeholders to contact us with questions or feedback on the 2015 implementation via tdssa@wada-ama.org. //

TDSAA Resources for ADOs

The following are available on WADA's website:

TDSSA - Technical Document
on Sport Specific Analysis



TDSSA - Sports and Disciplines -
Able-bodied (Appendix 1)



TDSSA - Sports and Disciplines -
Athletes with impairments
(Appendix 2)



Information and Guidance for the
Prohibited Substances on the TDSSA



Guidelines for Implementing
an Effective Testing Program



TDSSA Frequently Asked Questions



Application for a Reduction in MLA(s)



TDSSA Webinar for NADOs/RADOs



TDSSA Webinar for IFs/MEOs



International Standard for Testing
and Investigations (ISTI)



// ADO Joint Feature

The revised Code from an ADO perspective: UKAD and FIH

The revised Code has resulted in a number of significant changes which have been implemented by Anti-Doping Organizations (ADOs). As part of this special ADO Symposium edition, UK Anti-Doping Interim Chief Executive, Nicole Sapstead, and International Hockey Federation (FIH) Chief Executive Officer, Kelly Fairweather, told *Play True* what the revised Code means from an ADO perspective.

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Photo: FIH



“UKAD has worked with all UK signatories to plan, prepare and support the move to the 2015 Code.”

Photo: UKAD



Nicole Sapstead, UK Anti-Doping Interim Chief Executive



Change in any industry is always a challenge, especially when it requires the support of a wide range of partners and stakeholders. Successfully implementing the 2015 World Anti-Doping Code is not something that can be achieved overnight. However, in the world of anti-doping, evolution is a necessity to ensure we have the most sophisticated tools, rules and regulations at our disposal to achieve our shared vision of clean sport.

Since departing Johannesburg over a year ago, UKAD has worked with all UK signatories to plan, prepare and support the move to the 2015 Code, including the revision of all UKAD resources and education programs. To help support partners and athletes during this transition period, UKAD has introduced a series of initiatives, including a dedicated microsite, a new ‘100% me Clean Sport App’, and the opportunity for National Federations of Sport to drop in to the UKAD office and receive expert advice and guidance. We have also published an updated version of the UK Anti-Doping Rules and worked with sports to ensure they were rules compliant on 1 January.

The next challenge is to ensure the 2015 Code is utilized to the fullest extent in every aspect of our prevention program. UKAD’s priorities for 2015 are focused on supporting the delivery of education to athletes and athlete support personnel, outlining what is expected of them in the revised Code and the added

risks of failing to adapt to the new rules. UKAD has built strong partnerships with the National Federations and athlete-centered organizations, such as the British Athletes Commission, which has been essential during this process. This includes an increased emphasis on working with education partners to ensure the values of clean sport are promoted and instilled in the next generation of athletes from an early age.

The organisation is also focusing on implementing the new Technical Document on Sport Specific Analysis and closely monitoring UKAD’s Test Distribution Plan. Importantly, the International Standard for Testing and Investigations is enabling more athletes to be part of a designated testing pool. This has provided us with the opportunity to test more athletes at a time and place of our choosing, which will benefit out-of-competition testing programs.

UKAD is already benefitting from increased information sharing opportunities with other anti-doping organizations and global partners. From a legal perspective, there is a greater flexibility to issue fairer and appropriate sanctions, plus two new anti-doping rule violations that are providing an increased deterrent for athletes associating with banned athlete support personnel or complicit in doping activity.

Fundamentally, the 2015 Code means clean sport has risen up partner organizations’ agenda, meaning anti-doping is no longer on the periphery of the sport system in the UK, but right at the heart of it. This will lead to the development of stronger partnerships, resulting in more comprehensive prevention strategies across a wider range of sports. The revised Code is responsible for this progression and is being utilized by UKAD to harness partnerships that better protect clean athletes.



Kelly Fairweather,
Chief Executive Officer



At FIH's 2014 Congress, we launched a new 10-year strategy designed to unite the hockey community. The strategy outlined our ambition, purpose and goals. In the first year under the revised Code, two of these goals in particular are aligned with Code implementation. These are to build a recognized, powerful image for hockey and increase the degree of professionalism in the sport, and while these are over-arching goals for FIH, they will assist in the way we implement the Code.

This step has been followed up through interaction and communication with our 132 National Associations (NAs), our Athletes and all relevant support personnel. The interaction has ensured that they understand and ultimately are able to follow the rules.

Hockey is seen as a clean sport and we will strive to ensure that this remains the case by continuously re-enforcing this message through demonstrating the low number of positive tests within the sport. An important part of our testing strategy will be the focus on more intelligent testing. The MLA and the increased RTP testing will already enforce this, but we'll be looking at other clues, such as missed tests, injuries, etc.

From a resource perspective, FIH has invested significantly in the area of anti-doping. Throughout the course of the year, we will be expanding the testing program by increasing the number of tests done on our registered testing pool of athletes and implementing the new minimum level of analysis to the total number of our out-of-competition and in-competition tests. This

means an increase in our usual urine testing menu; 10% of all our tests will be for ESA and 10% for Growth Hormones.

The revised Code has provided increased clarity of the rules and of the consequences of doping. The responsibility lies ultimately with the Athlete, and his/her support personnel; but the NA, as well as the International Federation, must accept their role in supporting the clean athlete, through the provision of sufficient education. This should include information on the sanctions, periods of ineligibility and financial consequences of an Anti-Doping Rule Violation and, therefore ensure that doping is not a route any athlete pursues.

We are prioritizing offering continued support to athletes to ensure they follow the revised Code without question. Particularly pertinent is the mandatory requirement for our NAs to educate their Athletes, with the assistance of the local National Anti-Doping Organization (NADO). However, to support this, as part of our communication strategy, which focuses on education, we will be introducing WADA's educational tool, *ALPHA*, as part of our engagement.

Overall, we think that accountability is the most important effect of the new rules on the anti-doping community. All Stakeholders of the WADA Code (Athletes, Support Personnel, NAs, NADOs, IFs) are responsible and clearly accountable for what happens in the world of anti-doping. The revised Code is a great step forward in protecting and promoting the Clean Athlete.

At FIH, our purpose in the coming months and years will be to continue to raise the global status and popularity of hockey which in turn will achieve our ambition – a global game that inspires the next generation. Therefore, it is of paramount importance that hockey remains a clean sport as it continues to grow in popularity and attracts an ever-increasing fan and participant base. //

“It is of paramount importance that hockey remains a clean sport as it continues to grow in popularity and attracts an ever-increasing fan and participant base.”



Photo: FIH

Global Voice of the Clean Athlete

Since it formed in 2005, the WADA Athlete Committee has come a long way and is now widely considered one of the leading athlete committees in world sport. As it approaches its 10th birthday, the WADA Athlete Committee is now playing more of a leading role in anti-doping than ever before, as signified by the underlying athlete theme of this year's ADO Symposium in Lausanne. Here, *Play True* reflects on the body's arrival on the world scene and takes a look at what awaits the Committee in this fresh chapter for clean sport.

How it all began

The WADA Athlete Committee formed in 2005, with its overarching goal being to represent the views and rights of athletes worldwide, while providing insight and oversight into athletes' anti-doping roles and responsibilities. As WADA Director General, David Howman explains: "Before the Athlete Committee was formed, WADA, and indeed the anti-doping community, was often considered to consist only of "suits" and to lack a formal representation from the athlete community. Whilst our Foundation Board included four athletes from the IOC Athlete Commission prior to 2005, there was no official WADA Athlete voice.

"That changed when we had Vyacheslav Fetisov who was an ice hockey legend, Sarajevo 1984 Olympic gold medalist and former Russian Minister of Sport. Having attended many WADA meetings, Slava helped us kick-start the Committee, and led a formal representation of clean athletes as the WADA Athlete Chair. That move helped in significantly "bridging the gap" between

those who were behind anti-doping rules and those – the athletes – who needed to be fully alert to the rules, and the reasons why they existed."

Led by a true champion of clean sport

Since it formed, one of the Athlete Committee's key roles has been to help WADA understand the challenges faced by athletes in the field, and to advise WADA how it can develop strategies that not only detect instances of doping, but deter and even prevent such activities from taking place at all. Canadian cross-country skier Beckie Scott has chaired the WADA Athlete Committee since the start of 2014, and came into anti-doping having experienced first-hand during her career the effect that an uneven playing field can have on a clean athlete's success. "I had always strongly believed that sport should be fair, and competed on a level playing field. I grew up with the view that there should be no short cuts to success, just hard work. But, it wasn't until the Salt Lake City Winter Olympics that I really became an outspoken advocate of anti-doping. Competing in the



Members of WADA's Athlete Committee help promote clean sport. Starting top left and clockwise: Adam Pengilly, Katarzyna Rogowicz, Felipe Contepomi, Claudia Bokel, Kenneth Egan and Francis Dodo. Photos: WADA

cross-country event, I originally won the bronze medal, but when it was later discovered that the two competitors that finished ahead of me had tested positive for banned substances, I was awarded the silver and then eventually was upgraded to the gold medal,” says Scott. “Serving as WADA’s Athlete Committee Chair is an honor, and I am fortunate to be leading such a world class group of athlete leaders. It is the Committee’s responsibility to generate real momentum for the clean athlete’s voice. The overwhelming majority of athletes crave sport that is fair, honest and played on a level playing field and as a leading athlete body we will continue to garner support for that message and encourage those that believe in clean sport to speak out. Whilst we are ambassadors for the athlete community, equally important is our role in providing guidance on matters ranging from educational programs to WADA activities to the more technical aspects of the Code and related documents. Anti-doping is a complicated subject but it doesn’t always require complicated answers. I like to think, as athletes, we’re able to get the messages across in an easy-to-understand fashion,” adds Scott.

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“Anti-doping is a complicated subject but it doesn’t always require complicated answers. I like to think, as athletes, we’re able to get the messages across in an easy-to-understand fashion.”

Beckie Scott, Canadian cross-country skier

Meet the ATHLETES

2015 WADA Athlete Committee

Ms. Beckie
SCOTT

(Chair)
Cross Country Skiing
CANADA

Ms. Claudia
BOKEL

Fencing
GERMANY

Ms. Mariana
QUINTANILLA

Shooting, Tennis
PERU

Mr. Ben
SANDFORD

Skeleton
NEW ZEALAND

Ms. Fabiana
DE OLIVEIRA

Volleyball
BRAZIL

Ms. Kirsty
COVENTRY

Aquatics
ZIMBABWE

Mr. Francis
DODOO

Long jump, Triple jump
GHANA

Mr. Tony
ESTANGUET

Canoe - Kayak
FRANCE

Mr. Kaveh
MEHRABI

Badminton
FRANCE

Mr. Koji
MUROFUSHI

Hammer Throw, Athletics
JAPAN

Mr. Adam
PENGILLY

Skeleton
UNITED KINGDOM

Mr. Matthew
DUNN

Swimming
AUSTRALIA

Mr. Felipe
CONTEPOMI

Rugby
ARGENTINA

Ms. Andréanne
MORIN

Rowing
CANADA

Ms. Lauryn
WILLIAMS

Track and Field,
Sprint, Bobsled
USA

Ms. Soo Nyung
KIM

Archery
KOREA

Ms. Victoria
AGGAR

Rowing
UNITED KINGDOM

Ms. Maria Fuster
MARTINEZ

Swimming
SPAIN

Pivotal to the evolution of anti-doping

One of the ways of communicating the message effectively has been through the widely-respected Athlete Reference Guide to the Code, which was published in late 2014. The guide – while in no way replacing the Code itself – is already acting as a crucial reference point for all athletes looking to enhance their knowledge of the rules, and is helping nurture a better understanding of the rules, regulations and framework of the Code. “The WADA Athlete Committee members really championed, and provided the backbone to this guide,” says Scott. To me, it was crucial from the beginning that it would be a guide by athletes for athletes.”

The guide was not the start of a greater level of involvement in anti-doping work for athletes, far from it. In recent years, the Athlete Committee’s role has been increasingly pivotal to the development of anti-doping rules and processes. Throughout the course of the Code review process, athletes played a central role, offering feedback to draft rules and putting across the athlete argument effectively. This culminated at the World Conference on Doping in Sport in Johannesburg 16 months ago in a series of significant interventions from Athlete Committee members, who gave their full backing to the revised rules that were unanimously approved. “It was important for the members of the Athlete Committee to be part of the process of developing these rules, so that they had athlete buy-in from the word go,” says Scott. The Code consultation process is just one example of how athletes have been given a greater voice in the evolution of anti-doping rules in recent years. Discussion groups have now been formed for the Athlete Committee to explore everything from education to supplements, and ADAMS 2016 to issues closer to home, such as Whereabouts.

The clean athlete voice has also been given greater prominence by leading global sports figures, including WADA President Sir Craig Reedie, and International Olympic Committee (IOC) President Thomas Bach who began his keynote speech in Johannesburg by stating three times: “It’s all about the clean athletes.”



WADA Athlete Committee joins WADA's Outreach efforts during the 2014 Asian Games in Incheon, Korea. Photo: WADA

“Athletes are at the heart of all that we do. We must make sure that the most integral part of the anti-doping system, the athlete, has a seat at the table, and has the opportunity to provide both insight and feedback on all things anti-doping. Anti-Doping is a complicated issue – but it does not always require complicated answers. Ensuring that the athlete understands the system is our job – and it needs to remain our priority.”

Beckie Scott, WADA Athlete Chair

Digitally-minded athletes in a digital age

Crucial to the Athlete Committee’s work has been the way it communicates with its target audience. Face-to-face interaction at events and Outreach programs around the world continue to be an excellent way of reaching not just today’s athletes, but the athletes of tomorrow, too. The key to reaching the next generation of aspiring sportsmen and women has been social

media. In recent years, sport has cottoned on to the idea that if you want to engage the young, then you need to be present on Twitter and Facebook. London 2012, dubbed by some ‘London tweety12’, was widely considered the first social media Olympics. It has been global multi-sport spectacles such as this that have encouraged the WADA Athlete Committee to start interacting more on digital platforms. Last year, Beckie Scott and her body of anti-doping crusaders launched

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“It’s all about the clean athletes.”

Thomas Bach, IOC President

the acclaimed *Ask the Athlete* social media campaign. Scott recalls: “In asking clean sport followers the world over to pose their anti-doping questions to the committee, *Ask the Athlete* was an excellent way of engaging with those who want to know more about the system, its rules and why such rules exist. We were able to film our responses on WADA’s YouTube channel, and we’ve had around 1,000 views already so it’s clear that this was a good way to reach a large number of sport-lovers right across the world.”

Already, the Athlete Committee is exploring new communications techniques. A central aspect of its activities moving forward is to improve the way it shares information with other Athlete Committees within International Federations (IFs), National Olympic Committees (NOCs) and National Anti-Doping Organizations (NADOs), whilst also providing an open door for others to communicate with them. “Enhanced communication networks are absolutely crucial to how we continue to build momentum for the clean athlete voice going forward,” says Scott. “It is about so much more than the 18 athletes that sit on WADA’s Athlete Committee. The key for us is finding new ways to engage the thousands of athletes worldwide around this important issue. We will continue to use each member’s passion for clean sport to make sure that we are effective in sharing information on this complicated topic.”

All eyes on the future

With a new page in anti-doping history recently turned, the Committee’s focus is now entirely on building on its success in the future. There is now a strong level of support across the anti-doping community for the athlete’s voice to be at the heart of matters, helped not least by the IOC’s athlete-centered approach at its Agenda 2020 meeting it held in Monaco in December. With the passing of Agenda 2020, clean sport will be one of the leading priorities for the Olympic movement in the months and years ahead. //

Athlete Committee:

What’s the aim?

Purpose

To represent the views and rights of athletes worldwide while providing insight and oversight into athletes’ roles and responsibilities, as they relate to anti-doping.

Objectives/Key Activities

- 1 Generate and support a global voice for athletes on anti-doping issues;
- 2 Continually solicit and share athlete feedback on WADA programs and activities;
- 3 Review, evaluate and provide guidance on educational programs and materials;
- 4 Provide insight to and feedback on the World Anti-Doping Program including the Code, testing standards, ADAMS etc.
- 5 Act as ambassadors and spokespersons for WADA and doping-free sport;
- 6 Actively promote Play True sport and WADA’s Outreach activities;
- 7 Assist in reviewing and recommending effective ways to reach athletes.



Photo: WADA

// WADA News

RADOs rendezvous in Montreal for four-day training session [↗](#)

The RADO community convened in Montreal in December for a four-day training session just weeks ahead of the introduction of the 2015 World Anti-Doping Code. The purpose of the meeting at WADA's headquarters was to address key issues and to assist the RADOs in their ongoing supporting role with their member countries. A total of 15 RADO staff, including administrators from Barbados, Botswana, Cameroon, Fiji (Samoa), Georgia, Jordan, Kazakhstan, Kenya, Kuwait, Maldives, Morocco (Tunisia), Niger, Panama, Seychelles and Singapore, attended the meeting. In total, the group represented a total of 123 countries from all continents.

The objectives of the training were to reinforce the knowledge and skills of each RADO Staff person; to benefit from the high level expertise of WADA staff on specific anti-doping related areas; and, to openly discuss issues, concerns and ideas related to the implementation of RADO activities. More specifically,

the scope of the training ranged from a review of the changes to the 2015 Code to tips on how to develop more effective testing plans and how the Anti-Doping Administration & Management System (ADAMS) can assist and facilitate the daily management of anti-doping work. The 15 RADO staff were provided

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Photos: WADA

with a comprehensive overview of the Results Management and TUE processes, scientific topics such as the Athlete Biological Passport (ABP), the Prohibited List and working with the WADA Accredited Laboratories, as well as the implementation of effective information and education programs.

A total of 26 WADA staff were individually engaged in the training, providing all RADOs with the unique opportunity to exchange ideas with specialists in all areas related to the protection of clean athletes as well as establishing direct working relationships after many after years of collaboration. An external keynote speaker also participated, delivering a dynamic presentation on effective management skills and offering the opportunity to all RADO Staff to reflect on their priorities and challenges, and to develop solutions to enhance their efficiency.

The WADA Regional Office Directors, who were also in Montreal for the training, organized regional roundtable sessions where region-specific issues were discussed and strategies developed. The upcoming sports calendar was analyzed in detail, which helped participants target those events that could benefit most from RADO anti-doping support.

The development of the RADO program worldwide has been the direct result of the strong partnerships formed with National Anti-Doping Organizations (NADOs) who provide regional training and expertise. During the four-day training, the Canadian Centre for Ethics in Sport (CCES) provided an overview of blood and urine sample collection procedures, and stressed the importance of the role of the Doping Control Officer (DCO) in protecting the clean athlete.

The RADO Staff Training was also an opportunity for all representatives to experience – many for the first time – some of the ‘joys’ of the Canadian winter, including ice skating, snow and freezing temperatures.

WADA Director General, David Howman: “This was a unique opportunity for RADO staff worldwide to congregate in Montreal and reinforce their knowledge and skills of the complex world of anti-doping. “I’m pleased that so many committed RADO administrators were able to brace the sub-zero Canadian temperatures, to benefit from the high level expertise WADA provided on matters relating to anti-doping and the revised World Anti-Doping Code, and to see first-hand WADA’s operations in action. For WADA, it was equally important to understand the challenges that different regions face, and to support



them in advancing the excellent work that is done in their respective parts of the world.”

WADA Senior director, Education and NADO/RADO Relations, Rob Koehler: “The meeting offered a unique opportunity to engage with fellow RADO staff and to develop ways to increase the engagement of 123 countries involved in the RADO community. More work is needed by member countries as we enter this next phase of anti-doping, and the full engagement of all regions will continue to be crucial in ensuring ensure the effective implementation of the 2015 World Anti-Doping Code.”

Central Asia RADO Manager, Ms. Venera Abdulla, who was awarded the Mahmoud Ali Khalifah award for outstanding commitment to the development of countries in her region, said: “This training provided me with a wealth of knowledge that I was able to take home and use to improve anti-doping programs across Central Asia.”

The RADO program is continuing to go from strength to strength this year, with meetings and capacity building activities aimed at encouraging the transfer of knowledge to member countries taking place in each of the regions. //

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// WADA Calendar

Calendar of Events

With the Commonwealth Games, Youth Olympic Games and Asian Games in quick succession, WADA had a busy time on the road throughout the second half of 2014. Here, *Play True* takes a look at recent events WADA has organized or attended, and glances ahead at what's coming up in the first half of 2015.

EVENT	DATE	LOCATION
PAST		
WADA at Commonwealth Games – Athlete Outreach and Independent Observer mission	23 July - 3 August 2014	Glasgow, Scotland
2014 Youth Olympic Games	16 - 28 August 2014	Nanjing, China
Asian Games – Athlete Outreach and Independent Observer mission	19 September - 4 October 2014	Incheon, Korea
WADA at TUE Symposium	23 - 24 October 2014	Paris, France
FUTURE		
WADA co-hosts Second International Conference: The Pharmaceutical Industry and the Fight Against Doping in Sport	28 January 2015	Tokyo, Japan
FIS Nordic World Ski Championships – Legacy Outreach	18 - 21 February 2015	Falun, Sweden
2015 WADA ADO Symposium	24 - 26 March 2015	Lausanne, Switzerland
WADA at SportAccord Convention	19 - 24 April 2015	Sochi, Russia
European Games – Athlete Outreach and Independent Observer mission	12 - 28 June 2015	Baku, Azerbaijan
Pan Am Games – Athlete Outreach and Independent Observer mission	10 - 26 July 2015	Toronto, Canada
Parapan Am Games – Athlete Outreach	7 - 15 August 2015	Toronto, Canada
All-Africa Games – Athlete Outreach and Independent Observer mission	2 - 19 September 2015	Brazzaville, Congo