



World Anti-Doping Agency

Overview and Youth Education Initiatives

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WADA Director General

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Celebrating a decade of **play true**

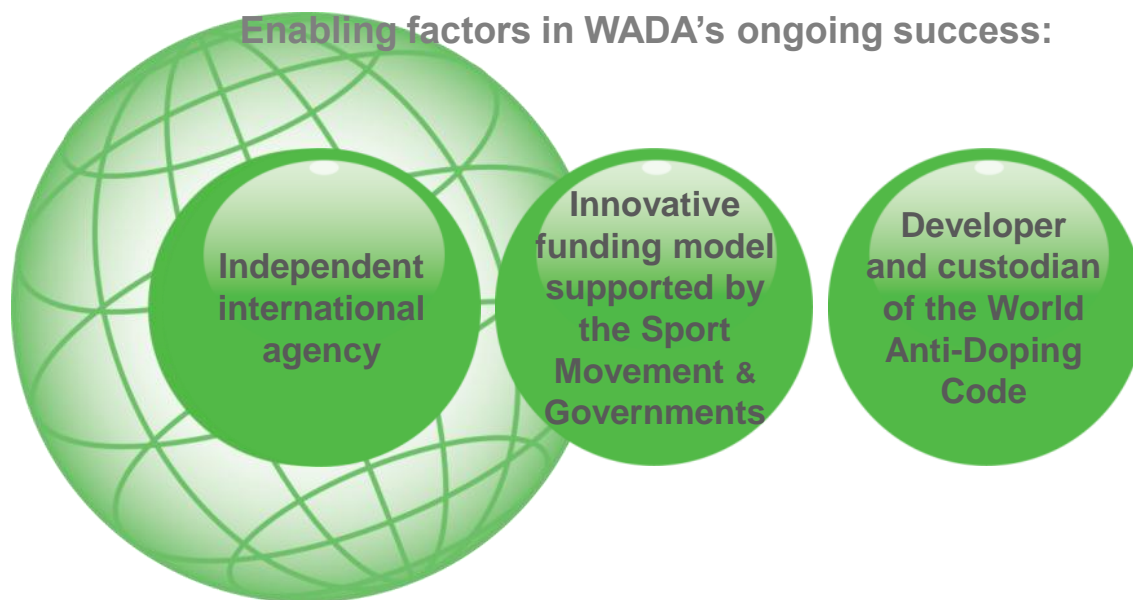




WADA's Mission

To globally **promote, coordinate, and monitor** the fight against doping in sport in all its forms.

Enabling factors in WADA's ongoing success:





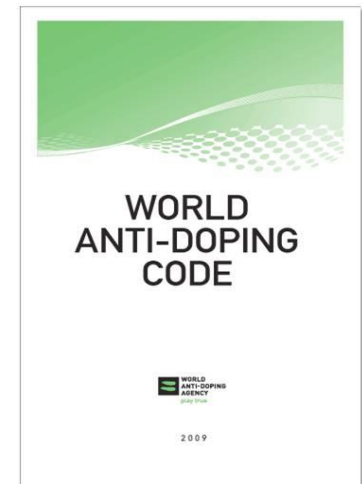
The World Anti-Doping Code

Framework

Adopted by more than 660 sports organizations around the world, including professional leagues

Governments commit through UNESCO Convention

- **Ratifications: 146 countries**
92% of world population



Yet to Complete: Belize, Dominica, BVI, Gambia, Kiribati, Lesotho, Maldives, Malta, Solomon Islands, Sri Lanka, Sierra Leone, Swaziland, Tanzania, Tuvalu, Vanuatu (15)





UNESCO Voluntary Fund

Must have completed the Convention to apply

- US\$ 3.2M available for anti-doping projects
- US\$ 20,000 National Project
(x3 per biennium, Jan 2010 – Dec 2011)
- US\$ 50,000 Regional Project
(x3 per biennium, Jan 2010 – Dec 2011)





Education

More programs supporting a single message

- Pilot with Ministries of Education & Universities
- Tool Kits
- Choose Your Own Adventure
- 2010 Youth Olympic Games – Pilot Pune, India (Oct. 2008)
- Social Science
- Develop Model of Best Practice
- Digital Library
- Online Resources (Coach True – Youth Game)





Ministry of Education Pilot

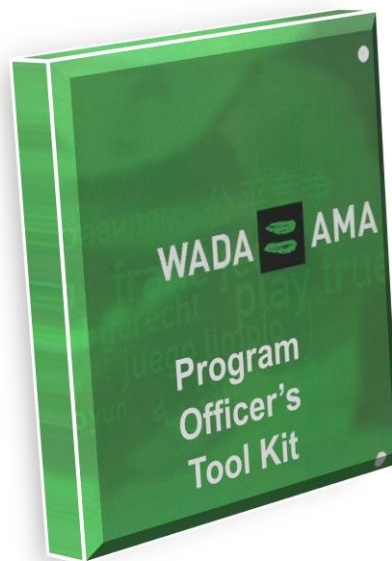
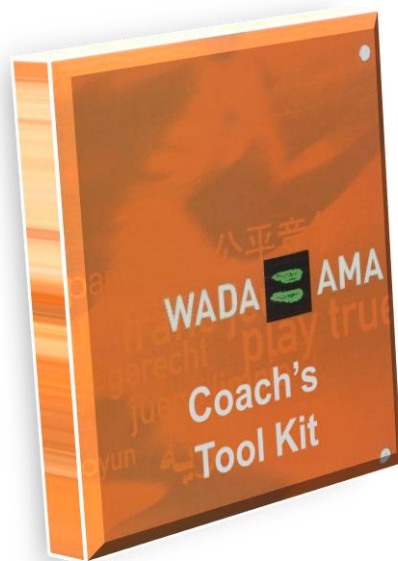
Implementation of anti-doping education into main stream curriculum

- Singapore
- Uganda
- Mexico
- Oman
- Quebec





Revised Tool Kits



A further concept....



A GENERATION:

- that embraces the values of doping free sport
- that will show the world that sport is one of the most fair and powerful tools we can have to embrace peace, fair play and respect

Play True Generation

Pilot at Commonwealth Youth Games Pune, India in 2008

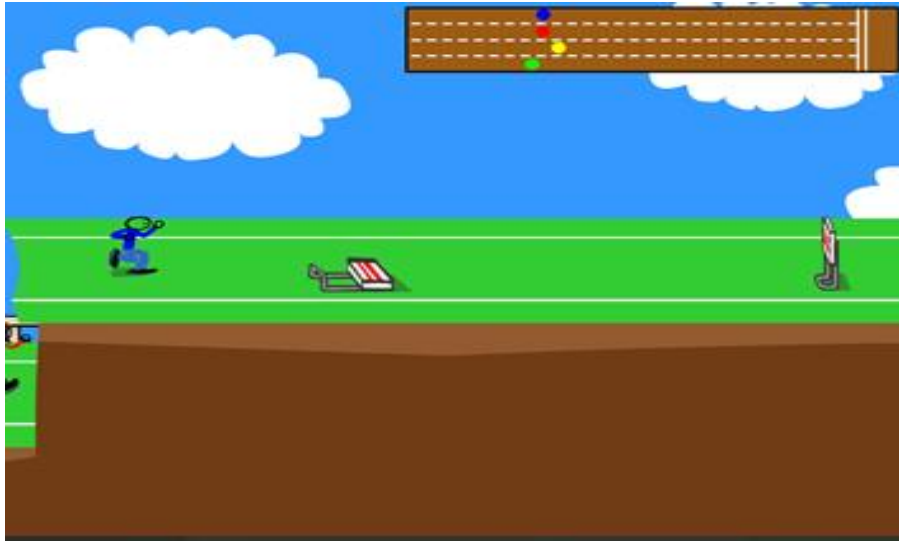
- 400 athletes and officials visited the booth
- Opportunity to discuss anti-doping issues



Launch of new tools in Singapore:

- Athletes played the Play True Challenge
- Coaches played Coach True

Play True Challenge



GAMES SIDE

Fun mini-video game where you control your character in the sport of JumpCross



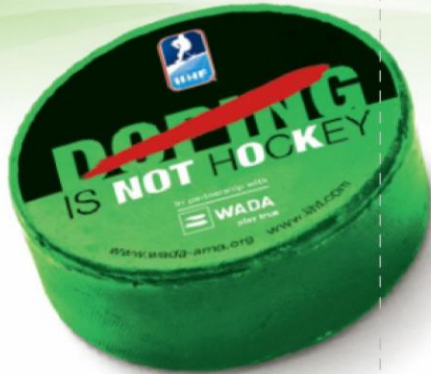
LIFE SIDE

Presented with a series of conversations with your coach, teammates, doctor and many others.

Say NO! to Doping

 WORLD
ANTI-DOPING
AGENCY
play true

**SAY NO!
TO DOPING**



The World Anti-Doping Agency's (WADA) **SAY NO! TO DOPING** Program is seeking to engage sport and anti-doping communities in demonstrating their commitment to clean sport.

At the very core of the fight against doping in sport is preserving the athlete's right to participate in doping-free sport and thus promoting health, fairness and equality not only for athletes worldwide, but for future generations.

Sport and anti-doping communities can draw attention to the commitment of athletes to compete free from doping by incorporating green elements into competition venues. **Green balls, towels, helmets, mouth guards, flip-flops** — No matter the sport, there are ample opportunities to highlight the importance of respect and fair play.

SAY NO! TO DOPING was first launched in collaboration with the International Ice Hockey Federation (IIHF), which involved young ice hockey players trained and warmed-up using **green pucks**. The slogan pucks became a springboard for discussion on **fair play** and **doping-free sport**, and athletes were encouraged to bring them back to their home clubs to play with others, spread the word and send back pictures to the IIHF. This helped create a global community of ice hockey players showing their pride in playing clean.



Celebrating a decade of **play true**



WADA

1999
2009



Youth Program – Dangers of Doping

Stamp out doping
— be part
of the



play true
Generation

WWW.WADA-

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WHAT HAPPENS to WHO AN ATHLETE USES?

STERIODS

Steroids may make your muscles big and strong, BUT... you may become dependent on it and it may:

- Give you acne
- Make you bald
- Increase your risk of liver and cardiovascular disease
- Give you mood swings
- Make you more aggressive
- Make you suicidal

Guys, you may also look forward to:

- Shrinking testicles
- Breast growth
- Reduced sex drive and even impotence
- Decrease in sperm production

Ladies, you may look forward to:

- Deeper voice
- Excessive facial and body hair
- Abnormal menstrual cycles
- An enlarged clitoris

EPO

EPO (erythropoietin) may help with the way your body uses oxygen, BUT... why risk it when it may lead to death?

Using EPO may make your blood more like honey — thick and sticky — than water. Trying to pump this thick blood through your veins may:

- Make you feel weak — not good when you are trying to train hard!
- Give you high blood pressure
- Make your heart work so hard that you have a heart attack or stroke (even at your age)

STIMULANTS

Stimulants are used to heighten the competitive edge, BUT... how edgy would you feel if you:

- Can't sleep (insomnia)
- Have involuntary shaking or trembling
- Have problems with your coordination and balance
- Are anxious and aggressive
- Develop an increased and irregular heart rate
- Have a heart attack (imagine dying of a heart attack at your age!) or stroke

These are the effects that using stimulants may have on your body.

HGH

HGH (human growth hormone) may make muscles and bones stronger and recover faster, BUT... it is not only your muscles that get bigger.

Using HGH may lead to:

- Acromegaly — protruding forehead, brow, skull and jaw — which can't be reversed
- An enlarged heart that can result in high blood pressure and even heart failure
- Damage to your liver, thyroid and vision
- Crippling arthritis

Some athletes try to cheat the system by using diuretics and other substances to cover-up the signs of using banned substances.

The side effects can definitely affect your ability to compete and train. You may:

- Become dizzy or even faint
- Become dehydrated
- Get muscle cramps
- Have a drop in blood pressure
- Lose coordination and balance
- Become confused and moody
- Develop cardiac disorders

MARIJUANA

Marijuana, cannabis, pot... whatever you call it, **IT IS BANNED**. Whether you are a pot-head or a casual user, marijuana may have a negative effect on your athletic performance and your health.

Using may:

- Reduce your memory, attention, and motivation — even result in learning disabilities
- Weaken your immune system
- Affect your lungs (chronic bronchitis and other respiratory diseases, even throat cancer)
- Lead to psychological and physical dependence

NARCOTICS

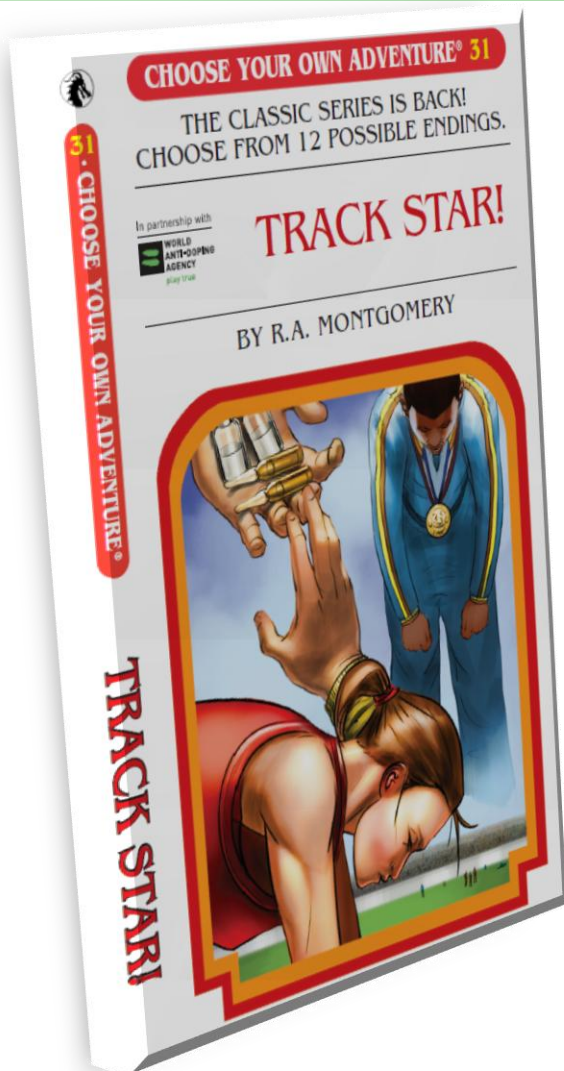
Narcotics, like heroin and morphine, may help you forget about the pain, BUT... how competitive do you think you'd be with a:

- Weakened immune system
- Decreased heart rate and suppressed respiratory system (you can't compete if you are dead)
- Loss in balance, coordination and concentration
- Gastrointestinal problem like vomiting and constipation
- Narcotics are also highly addictive — your body and mind quickly become dependent on them.





Youth Program – Chooseco



➤ **Ages 12+**

➤ **12 possible endings**

- **Decision to dope**
- **Explore – and not dope**
- **Explore – dope – caught**
- **Learn more about the risks**
- **Organized crime bad choices and the result is a negative ending.**



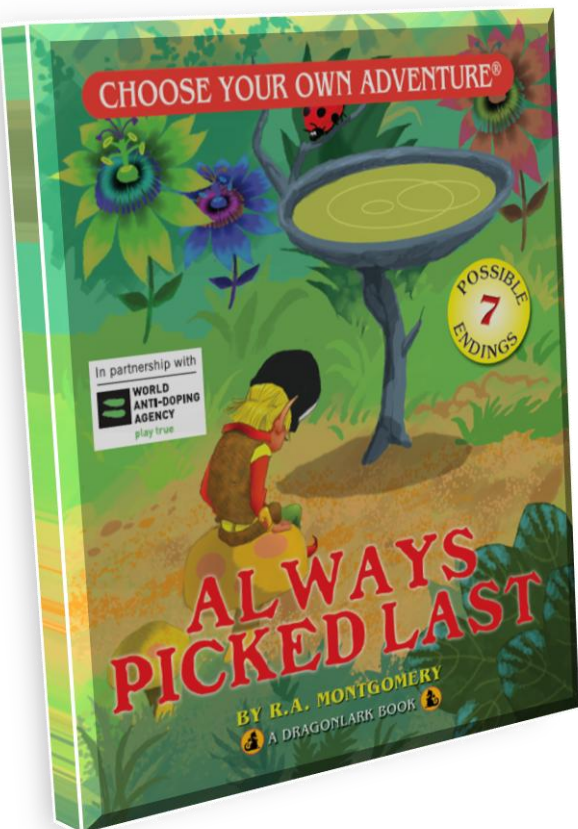


Youth Program – Chooseco

➤ Ages 6 - 11

➤ 7 possible endings

- Lessons about cheating
- Cheat – friends not happy
- Play within the rules & succeed
- Find something you are good at
- Look to friends for help





WADA's Role in the Commonwealth Games

Independent Observers

- Independent monitoring of the doping control and results management processes
- Audit model allowing immediate action

Athlete Outreach

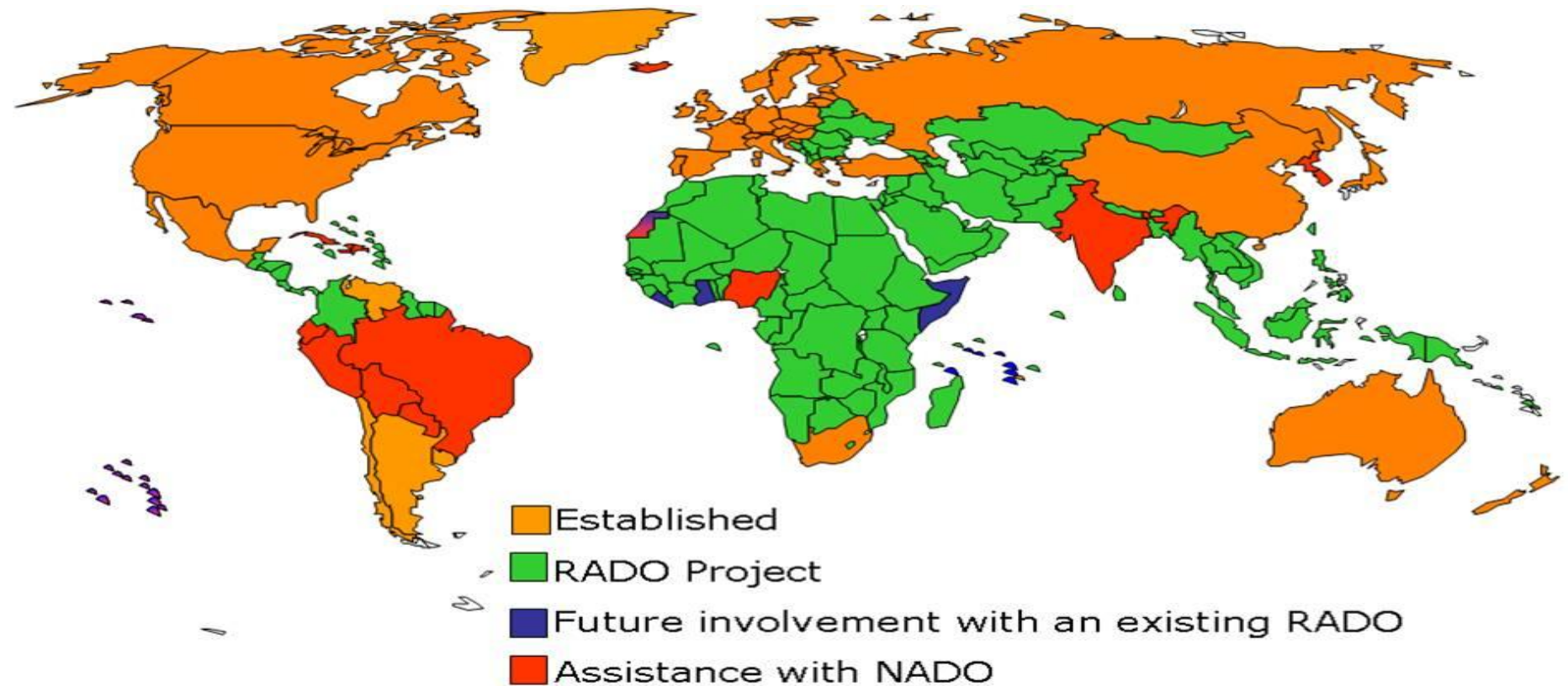
- Interaction with athletes and support personnel in the Athlete Village.



Regional Anti-Doping Organizations

Since 2005

122 countries developing Code-compliant anti-doping programs





Information Sharing and Law Enforcement

Development of evidence gathering and information sharing protocols between Sport movement and governments

- Non-analytical anti-doping rule violations

WADA and **Interpol** join forces to fight sports cheats

- MOU signed in 2009 and appointment of dedicated officer by the French Government
- Working Committee to develop best practices

Collaboration provides a strong basis to encourage the implementation of relevant legislation around the world





The fight against doping

is assisted by the:

- growing cooperation between government and sport;
- tools and resources more effective
- public scrutiny and media watch help to protect the integrity of sport and the health of athletes

faces challenges ahead :

- seemingly unlimited supply of and easy access to doping substances
- sophistication of an entourage motivated by profits from doping
- need to build on base now created in all areas of activity
- quality of programs





A Decade of Play True

Celebrating a decade of **play true**



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